



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name: Chandru Subbaiah

Student ID: 2507406

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Lecturer's Name: Dr Tushara Balendran

Poster – Marketing Strategy Pitch

Term 1

NIKE FuelBar: Powering Performance Through Clean Nutrition

University of Wales

Introduction

In today's fast-growing fitness culture, young people want quick, clean and reliable nutrition to support their workouts. This inspired me to extend Nike into a completely new category with **NIKE FuelBar**, a performance-focused range of protein bars and hydration drinks. The idea is to combine Nike's strong athletic reputation with the rising demand for healthy functional snacks. NIKE FuelBar provides convenient, science-backed nutrition that fits the busy lifestyles of modern athletes, students and fitness enthusiasts.



Significance

NIKE FuelBar is significant because it meets the rising demand for clean, performance-oriented nutrition while strengthening Nike's role as a complete fitness partner.

By entering the sports nutrition market, Nike can support athletes not just in training but also in everyday fueling,

creating a stronger connection with health-focused consumers.

1. SEGMENTATION

Demographic

This brand mainly focuses on young people between 18 and 40 who are actively into fitness, gymming, college sports, marathon running, and other lifestyle-based physical activities. Most of them belong to the middle or upper-income categories and are willing to spend more on health.

Psychographic

These consumers want to stay fit and perform better in their everyday workouts. They usually follow disciplined routines, track their health on apps, and prefer brands that match their identity and ambitions. They care about clean eating and long-term wellness.

Behavioural

They frequently buy protein bars, hydration drinks, and healthy snacks, especially around their workout times. They look for trusted brands and choose products that promise real performance benefits.

Primary Target Market:

Young, fitness-focused individuals who want clean and reliable nutrition to support their workouts and recovery.

CONSUMER TRENDS

Health & Wellness
Growing focus on nutritious, balanced diets

Sustainability
Greater preference for eco-friendly products

Convenience
Demand for quick and easy consumption

Personalization
Interest in products that cater to individual needs

NEW BRAND DEVELOPMENT

Brand: Nike

New Product Line: NIKE FuelBar – protein bars and electrolyte drinks

New Category: Sports nutrition (completely new for Nike)

Brand Concept

The idea behind Nike FuelBar is to combine **nutrition, performance, and convenience** in one place. Many people today don't have time to cook before or after exercise, so these scientifically formulated protein bars and hydration drinks give them quick energy and proper recovery support.

Why It Appeals to Today's Market

Fitness culture has become very strong, especially among youth. People want healthier substitutes for traditional snacks, and they prefer something they can trust. Nike entering sports nutrition gives customers confidence because of the brand's strong reputation for performance and athletic excellence.

Differentiation

Clean, natural ingredients

Scientifically developed for energy and recovery

Athlete-tested

Unique feature: can integrate with Nike Training Club to recommend daily intake

Positioning Statement

"Fuel your performance with clean, powerful nutrition — built by Nike for your best self."



MARKETING MIX (4Ps)

PRODUCT

Nike FuelBar includes high-protein bars in different flavours like peanut crunch, dark chocolate almond, and berry mix. The hydration drink includes natural electrolytes for quick recovery. All products are clean-label and come in attractive, recyclable packaging.

PRICE

A premium pricing strategy will be used because Nike already carries a strong brand reputation. However, to encourage trial, there will be introductory offers, combo packs, and student-friendly discounts in gyms and universities.

PLACE

Nike FuelBar will be sold through Nike's website, flagship stores, fitness centres, nutrition retailers, Amazon, and sports clubs. This ensures the products reach both online and offline customers easily.

PROMOTION

The promotion strategy includes athlete endorsements, social media campaigns, TikTok and Instagram fitness challenges, sampling in gyms, and promotions inside Nike stores. Collaborations with trainers from Nike Training Club will further create trust and visibility.

OVERALL SUMMARY

Nike FuelBar is a fresh and strategic extension that allows Nike to enter the fast-growing sports nutrition market. After analysing the STDP model, it is clear that performance-oriented young consumers will find this brand relevant. The marketing mix also supports the premium and health-focused identity. Overall, Nike FuelBar positions Nike not just as a sportswear company, but as a complete fitness partner for modern youth.

References

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