

Introducing Nike Pulse

The Future of Smart Wellness

The problem

Consumers are increasingly seeking deeper wellness insights, yet most wearable devices offer generic data without motivation or athlete-driven guidance (Bethune, 2022).



Key Value

Seamless integration with Nike Training Club

- ☐ Personalised AI coaching
- ☐ Recovery and sleep insights
- ☐ Lifestyle-driven design and premium comfort
- ☐ Data that adapts to each user's routine.

The Solution: Nike Pulse

Nike Pulse is a new smart wellness brand that integrates advanced health tracking with Nike's athlete ecosystem (Kim, 2023). It offers real-time biometric monitoring, AI-powered personalised coaching, and deep recovery and sleep analytics, empowering users to track their wellness, optimise daily performance, and stay motivated through athlete-inspired guidance.

Strategic Impact for Nike

Nike Pulse expands Nike's digital ecosystem by strengthening its brand loyalty, equity. As a result, it positions Nike as a leader in the fast-growing smart wellness category (Standaert, 2022). It also connects movement, wellbeing, and everyday performance.



Brand Tagline

Move with purpose. Live with Pulse..

References

- Bethune, K.G., 2022. *Reimagining design: Unlocking strategic innovation*. MIT Press.
- Kim, Y., 2023. Change Management and Nike's Sustainable Product Innovation. In *The Routledge Companion to Leadership and Change* (pp. 219-230). Routledge.
- Standaert, W., 2022. Product digitalization at Nike: The future is now. *Journal of Information Technology Teaching Cases*, 12(1), pp.28-34.