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Poster – Marketing Strategy Pitch

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MARKETING STRATEGY PRESENTATION OF AURA



NEW BRAND



AURA, by Nike Inc, is a unisex, **sporty-fresh facial care line** designed for active, modern consumers. The brand embodies personal energy and identity, offering natural formulas that reflect Nike's commitment to performance, innovation, and inclusivity (Nada, 2023).

WHY IS THE NEW BRAND APPEALING TO CUSTOMERS



AURA meets rising demand for gender-neutral, ethically-produced skincare that integrates seamlessly into daily life. Consumers increasingly seek transparent, natural formulations, which AURA delivers with no compromise on effectiveness or style.

SEGMENTATION



- Age: 15-45 years
- Gender: Unisex
- Lifestyle: Active, sporty, wellness-focused
- Income: Middle to high-income groups
- Psychographics: Health-conscious, eco-aware, values natural products
- Location: Urban and suburban areas
- Behaviour: Regular skincare users seeking authentic, natural formulations

MARKETING MIX ELEMENTS



PRODUCT:

Natural, gentle ingredients formulated for all skin types and genders, emphasizing performance and freshness. Packaging is minimalistic, recyclable, and sporty, reflecting Nike's iconic style.

PROMOTION:

Digital-led campaigns leveraging social media influencers, targeted ads featuring active users, and immersive storytelling around personal energy and identity to cultivate emotional brand connection (Murugesan, Jayanthi and Karthikeyan, 2024).

CONCLUSION

AURA represents a fresh, inclusive approach to skincare, perfectly blending Nike's sports heritage with the rising trend for natural personal care products. It is poised to capture a growing market segment that values authenticity and active lifestyles.

REFERENCE

- Murugesan, B., Jayanthi, K.B. and Karthikeyan, G. (2024). Integrating Digital Twins and 3D Technologies in Fashion: Advancing Sustainability and Consumer Engagement. *Information Systems Engineering and Management*, 18, pp.1–88. doi:https://doi.org/10.1007/978-3-031-71052-0_1.
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