

LCMB7024

Marketing Management

Element 4: Poster presentation

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Nike PulseHub - Marketing Analysis & Recommendations

Brand:  New Product: *Nike PulseHub*
Category: *Smart Home Fitness Station*

7Ps Analysis

						
Product: Strong hardware; difficult setup.	Price: High, no tier options.	Place: Online focus, limited demos.	Promotion: Feature-heavy, weak emotional appeal.	People: Limited tech-support readiness.	Process: Complex installation.	Physical Evidence: Premium look; unsustainable packaging.

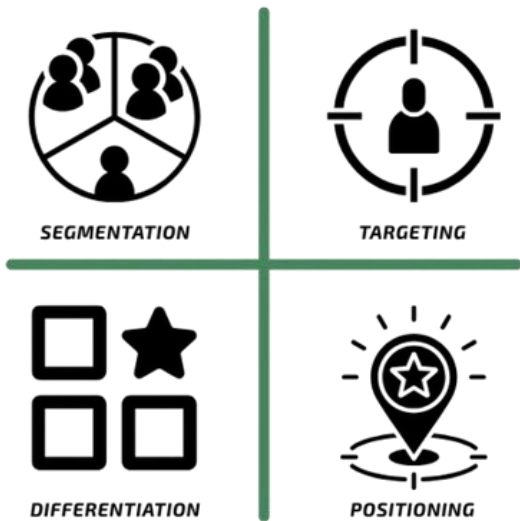
What Went Wrong

- Poor targeting and unclear value proposition.
- Weak differentiation in a crowded market (Bator, 2024).
- Ineffective promotion and slow onboarding experience.
- Sustainability absent from design and messaging.



Recommendations

- Target Nike Training Club and performance-focused users.
- Clear positioning: “Smart training powered by Nike science.”
- Simplify setup; offer installation support (Marcelet, 2023).
- Introduce tiered pricing and stronger athlete-led promotion.



Segmentation Fitness enthusiasts, tech users, home-workout consumers.	Targeting Too broad; missed core Nike Training Club athletes.
Differentiation AI coaching + Nike ecosystem, but not clearly communicated.	Positioning Intended as performance-driven; perceived as generic smart-gym tech.

STDP Summary



Sustainability & Green Marketing

- Use recycled and responsibly sourced materials in product construction.
- Design modular, repairable components to extend product life.
- Incorporate low-energy operation and eco-efficiency features.
- Introduce a trade-in, refurbishment, and recycling program.
- Align marketing to Nike’s Move to Zero sustainability initiative (Diandra, 2024).
- Highlight reduced environmental impact to build consumer trust.
- Position sustainability as a key differentiator in a crowded smart-fitness market.
- Appeal to eco-conscious consumers to support long-term product success.

References

Bator, F.M. (2024). The anatomy of market failure. In Public goods and market failures (pp. 35-66). Routledge.

Diandra. (2024). The Impact of Greenwashing Towards Brand Trust and Brand Loyalty: A Study of Nike Move to Zero Initiatives. Mandalika Journal of Business and Management Studies, 2(2), pp.85-114.

Marcelet, S. (2023). Design process of compact home gym equipment.