



Assessment on

**The Strategic Brand Development and Marketing Mix
Implementation for AURA by Nike**

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Executive Summary

AURA by Nike is a unisex and sporty-fresh line of facial care that merges the powerful brand of Nike with the new trend of using natural and ethically produced personal care. The brand is aimed at active, eco-conscious buyers who seek efficient but non-aggressive formulations and simple and recyclable packaging. The marketing strategy is expected to make AURA a market leader in the inclusive natural skincare segment by applying the theory-based STDP model and a consistent 4Ps application. The strategic priorities can be outlined as the strong market segmentation, targeting middle-to-high income urban professionals and younger active consumers, differentiated positioning of the product, based on its performance and authenticity, and a digital-first promotional mix, highlighted by influencer stories and immersive narratives.

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1. Introduction

AURA by Nike is a unisex line of facial care products that is presented to active and modern consumers who want to value performance and also care about the natural and ethical products. Being at the point where sportswear and skincare meet, AURA will utilize the credibility of Nike in the area of innovation to provide gentle, transparent, and sustainable formulations. This report is a detailed marketing strategy of AURA launch and the initial development based on Segmentation, Targeting, Differentiation, and Positioning (STDP) to understand the core audience and strategic benefits. It also outlines a Marketing Mix strategy (Product, Price, Place, Promotion) to maintain the brand experiences and closes with the comments about a possible challenge and possible competencies and improvement opportunities.

2. Segmentation, Targeting, Differentiation, and Positioning (STDP) Analysis

2.1 Segmentation

The market segmentation plan by AURA is a combination of geographic, demographic, psychographic and behavioral elements, which form a holistic market map.



Figure: Segmentation

Geographic

Geographically, AURA focuses on urban and suburban centres where there is high consumption of wellness and active lifestyles coupled with premium retailing. The

locations would be a target market of consumers who value performance and sustainability in their skincare decisions (Yaumi Rohmah et al., 2025).

Demographic

AURA targets consumers between the ages of 15 and 45 years of age who are both male and females with a middle-to-high disposable income. This is a product range that takes in early adopters in the adolescents and young adults, purchasing power of urban professional (Mogaji, 2025).

Psychographic

Psychographically, AURA targets environmentally-conscious health-aware people, who attach importance to natural ingredients, responsible sourcing and brand integrity. Target consumers are generally dynamic, and they are interested in healthy physical activity, sports activities, and health habits.

Behavioral Segmentation

AURA will focus on regular skincare users that are conscious of the effectiveness and transparency. Subsegments are athletes who have morning routines to use lightweight products and the after-workout skincare consumers that need formulations, which are gentle and do not irritate the skin (Adheflee Muhammad Agustian, Syaeful Bakhri and Moh. Mabruri Faozi, 2025).

2.2 Targeting

AURA focuses majorly on busy and conscientious urban residents aged between 25-45 who have middle and high-income earnings. This segment believes in good, ethically sourced products and can be associated with the credibility Nike has in terms of performance, which makes them the perfect target in terms of premium positioning (Agus Wahyudi, None Abu Talkah and None Deby Santyo Rusandy, 2024). Another target group will be a younger audience, the age range between 15 and 24 years old, who would want brand recognition and social approval. This segment is hyper adoption and social publicity via online platforms and word of mouth. The market potential, readiness to purchase high quality natural products, and the distribution policy involving sports goods stores, high-priced department stores, and online platforms are the criteria of determining the target, which guarantees the consistency in the growth and loyalty.

2.3 Differentiation

The difference that AURA has is based on two strategic pillars. Firstly, the brand caters Nike performance into skincare credibility. Nike has a proven competence in the testing of its products, performance measurement and athlete sponsorship, which offer a distinctive authenticity assertion: AURA will be created and tested with performance standards that affect active living that include sweat-resistance, post-exercise skin recovery, and swift absorption. This technical story places AURA in an even better position than other brands that are lifestyle-oriented and are natural by promoting quantifiable effectiveness and gentleness. Second, AURA is a gender-neutral and inclusive organization. Compared to the most prevalent gender-based offerings in the incumbent brand segmentation, like colour cues, non-identical product families, the neutral design language, and the inclusion communications will be used in AURA to minimise friction among the population of consumers who do not accept gendered products (Asy'ari and Winarno, 2025). There will be minimum packaging and it will be recyclable, which will further support the sustainability statements and visual compatibility between SKUs. Combined these pillars form a clear competitive advantage: AURA sells performance-tested natural formulations in an all-inclusive brand platform that resonates with the identity and environmental qualities of modern consumers. The competitor analysis shows that only a handful of existing sports brands have a reputable natural skincare line, and only a handful of natural skincare lines possess the right to assert the performance testing; AURA sits at this cross.

2.4 Positioning

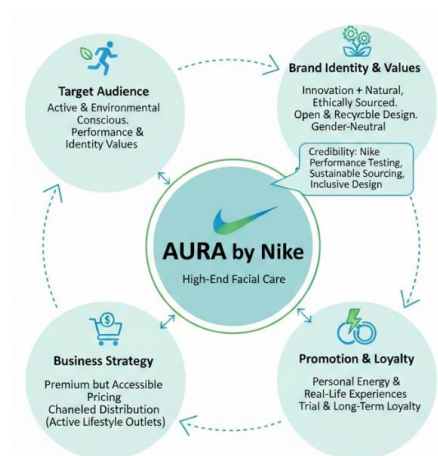


Figure: Positioning Strategy

AURA by Nike is the high-end facial care brand aimed at active and environmental conscious people who want their skincare to reflect on their performance and identity values. Contrary to the conservative gendered or lifestyle natural brands, AURA incorporates the Nike tradition of innovation with natural, ethically sourced materials and open and recyclable design. Nike has credibility in testing the performance, increasing the demand of the sustainable ingredients, and the gender-neutral design that supports this position (Nashiroh, Shiddiqy and Hidayat, 2024). The strategy of AURA is premium but affordable pricing, channeled distribution in active lifestyle outlets, and promotional messages about personal energy and real-life experiences, which will create trial and long-term loyalty.

3. Marketing Mix (4Ps) Implementation



Figure: Marketing Mix

3.1 Product

Product Value

In a bid to satisfy active and environmentally conscious customers, AURA product concept consists of natural formulations, performance functionality, and minimalistic design. The brand aims to provide skincare products that provide the skin with the necessary benefits such as quick absorption, antioxidant defense and skin barrier support after exercise. These products have been developed to address both practical and emotive consumer needs of sustainability and efficiency.

Actual Product

The AURA products portfolio consists of cleansing, hydration, post-workout recovery, and barrier creams as its core. The products are formulated using light, vegetal actives, making them non-comedogenic and non-oily, and immediately absorbing and sweat-proof (Li, 2023). The product line is precisely designed to provide instant benefits to active people to replenish their skin after exercise without leaving a sticky film.

Augmented Product

The packaging of AURA is minimalistic with Nike-inspired monochrome design elements. It is eco-friendly because it utilizes recyclable materials and recycled materials after consumption. Refillable SKUs made premium encourage sustainability, and labeling is clear, which emphasizes key active ingredients. The promise of practicality and sustainability is consistent with the overall luxurious and environmentally-conscious experience of the brand (Chen, 2024).

3.2 Price

AURA will use a premium pricing approach, which will mirror its sourcing of natural ingredients, performance validation, sustainable packaging, and Nike licensing equity. Positioning of prices should reflect high value but not lock out the high end middle market. It will utilize a tiered premium model. Major everyday use SKUs will be sold on the high-end of mass premium, in line with the performance-oriented personal care brands of reputation. To capture the value addition and sustainability worth, special or refillable SKUs will be placed at a slightly higher level (SINGH, 2021). To substantiate the higher margins, pricing will be backed by quantified claims made by third party testing and the explanation of practices in sourcing.

Premium pricing is justified based on four points. To begin with, verified natural actives and certified suppliers are costlier in terms of ingredient and ethical sourcing. Second, Nike brand equity offers price-premiums based on the transfer of performance and quality to AURA by the consumer. Third, perceived utility among active consumers that need effective, sweat-resistant, and gentle products increases willingness to pay (Hou, 2023). Fourth, sustainable packaging and refill systems imply operating costs which should be recouped. In order to retain the elasticity management, minimal promotional discounting will be applied during the launch windows but not as a

permanent measure, which will retain the brand equity and perceived exclusivity in the long run.

3.3 Place (Distribution)

It will be selective and omnichannel distribution to maintain the premium positioning of AURA and to target tech-conscious urban consumers. The physical distribution approach focuses on Nike flagship stores, luxury department stores with edited beauty corners and a small number of specialty sports retail stores that convey credibility of an active lifestyle (Hu, 2023). Presentation in store will be to branded counters with testers, and trained personnel capable of explaining the performance claims and benefits of ingredients, one of the reasons being that it has a close connection with Nike performance culture.

Nike will base the digital distribution strategy on Nike direct-to-consumer platform to take advantage of existing customer accounts, loyalty programmes, and frictionless checkout. The Nike platform will have an exclusive AURA brand store that offers product education, ingredient information, and subscription services to replace products. Personalised offers, data collection to support segmentation and post purchase engagement including routine reminders and customised content will be supported by direct channels (Hu, 2023). This will be negotiated with third-party premium e-retailers specialising in natural or performance beauty to expand coverage without sacrificing the presentation criteria.

A strategic logistic plan will be utilized to make swift delivery in the city and suburban markets using sustainable packaging. The selective geographical roll-out will focus on metropolitan markets with concentration of target segments, therefore, allowing focused experiential marketing and improved inventory management. Trial opportunities will be developed through pop-up activations at sporting events, gym and wellness festivals to complement permanent channels to reinforce active positioning of AURA.

3.4 Promotion

The promotion strategy of AURA is narrative-based and digital-based in nature to create emotional engagements with active, identity-conscious consumers. The campaign framework includes three pillars, namely awareness, trial, and loyalty. Awareness will involve short form video content, short term social media advertising

and native placements that will focus on the benefits of performance and the nature of the brand (Chen, 2021). The creative content will involve real life active users as opposed to idealised models to underscore its relatability and inclusivity.

The focal point will be influencer collaborations. It will collaborate with micro and macro influencers in sports, fitness, and wellness areas, who can talk about product performance with credibility in the real-life situations like post-training recovery. Influencer programs will be performance based and will have user-generated content drives to spur peer sharing. The precision targeting will be utilized in paid media to reach the target population of 25-45 cohort, and retargeting strategies will transform interested users.

The storytelling will be presented in a more immersive way by providing longer form documentary style content, that will explore personal energy, identity, and routine. It will be placed on owned media and promoted on social networks and paid collaborations. Sample packs will be used to stimulate product trials in retail and event-based trial stations at run, gyms and sports expos. The promotion of loyalty will involve a subscription plan with minimal incentives and a return programme of recycling where people can be rewarded as repeat customers, which will connect promotion efforts with sustainability behaviour and retention strategies (Chen, 2021). Promotional measurements will be devoted to the conversion rates, average order value, lifetime value, and participation in the sustainability programme to provide the alignment with the long-term brand objectives.

4. Reflection

4.1 Brand Development / Challenges

The need to establish a brand that would be aligned with the company, whose impressive brand equity was grounded in high-performance sportswear, and the requirements of the natural skincare market, characterized by the principles of gentleness and environmentally-friendliness, became a challenge in defining AURA. The principal difficulty was to be credible at both levels at the same time. Excessive boasting of performance may hurt the natural credentials of the brand, and the concept of naturalness may harm the athletic authenticity. Also, the market was crowded with the well-known natural skincare brands and luxurious lines entering the sports-related fields. To cope with it, the fundamental strategic issue was to strike the balance

between pricing, distribution, and sustainability obligations without losing clarity of distinction to the eyes of the middle-to-high income, eco-conscious consumer groups.

4.2 Presentation Skills

Strengths

During the delivery of the marketing plan of AURA, I have exhibited a clear ability to organize the complex concepts and coordinate them with the key values underlying the brand. I successfully conveyed the compromise between performance and natural skincare and how AURA could be attractive to active consumers with an environmental conscience. The application of minimalistic but luxurious packaging, the strategic pricing and distribution strategy was communicated clearly, indicating that the brand takes responsibility regarding sustainability and preserves its athletic authenticity.

Weaknesses

The skill of dealing with ad hoc questions and counterarguments among the audience is one of the areas that need improvement. Sometimes, I found it difficult to explain the long-term advantages of the sustainability activities of the brand and the way they correspond to the expectations of consumers, when I had to provide specific answers to what is the environmental impact of the product. I might have also employed more vivid visual aids to attract the audience further and add more storytelling element of the presentation.

Action Plan

To enhance, I will train on impromptu questions by giving mock presentations and gain greater knowledge of sustainability measures linked to AURA. More interactive and engaging graphics like infographics and short videos will also be included as I will enhance the attention of the audience. Moreover, by practicing how to incorporate the story of the brand into the presentation, I will be able to become even closer to the audience.

5. Conclusion

This promotional strategy will make AURA by Nike a high-quality, high-performance, and environmentally friendly facial care brand among the urban and eco-conscious customers. The 4ps approach and STDP framework aim at capitalising on the performance credibility, gender-neutral design, and natural ingredients of Nike. The

strategy considers the issues of balancing sports authenticity and sustainability and suggests such solutions as strict tests and selective pricing. AURA will leverage the performance-proven product, premium prices, distribution via the omnichannel, and the use of digital stories to become a leader in the market of inclusive and natural personal care that is bought by active consumers.

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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.

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