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Introduction

The Nike Fit Hub has operated within the sporting products and retail sector emphasizing in athletic clothes, footwear and other equipment. As an internationally recognised company, Nike, Inc. has developed a strong brand position in the continuous innovation and performance-centric sportswear (Vidhyapriya, 2025). In this context, the Nike Fit Hub has its unique and different retail concept that merges the traditional buying experience with personalised audience experience and digital integration delivering better lifestyle experiences.

The Nike Fit Hub offers a broader range of major products and services which include high performing products, athletic clothing and different sports accessories. In this context, products are redesigned based on different sports and fitness activities like running, yoga and any kind of training. In addition to this, Nike Fit Hub provides personalised services such as “gait analysis”, “fitting consultations” and accessibility to Nike’s digital platforms such as “Nike Training Club” and “Nike Run Club Apps” (Maheshwari, Mishra and Sinha, 2025). These offerings can increase audience engagement and assist customers identify services that can fulfil particular athletic requirements.

The brand identity is developed based on continuous innovation and proper inclusivity and Nike influenced customers to push limits and explore an active lifestyle (Jung, 2025). The brand’s mission is to bring continuous innovation to all athletes across the world. The design of Nike’s stores promote continuous innovation aligning properly with brand values in terms of performance, environmental sustainability and forward-thinking design process.

The purpose of the report is to incorporate new and innovative brand extension, determine segmentation, brand positioning, customer persona. This report is to analyse marketing mix strategies for the new brand extension.

Brand Extension

Proposed New Brand Extension for Nike Fit Hub

The proposed brand extension for Nike Fit Hub is “Fit Studio” which is considered as a dynamic and effective in-store and virtual health, wellness experience. It can effectively offer live and required fitness sessions, personalised guidance and wellness seminars. This newly proposed brand extension will be effectively integrated within the chosen locations of the Nike Fit Hub and effectively accessible through an optimized application and digital platform (Wu et al., 2024). However, “Fit Studio” can effectively increase the current concept of transforming the brand from premium retail domain to the “complete fitness lifestyle hub” where it offers facilities to its customers to try products and get real-time guidance as well as expertise support based on their necessity.

Alignment with the current brand values and market position of Nike Fit Hub

The newly proposed brand extension strategy integrates properly with the mission and values of the brand Nike: “to bring inspiration and innovation to every athlete”. In this context, “Fit Studio” can effectively support this mission by empowering its customers to improve their movement and stay more active as well as make a strong connection with other fitness communities (Yoo, 2024). In this way, it can complement the brand Nike’s effective and strong online presence through introducing different applications like “Nike training Club”.

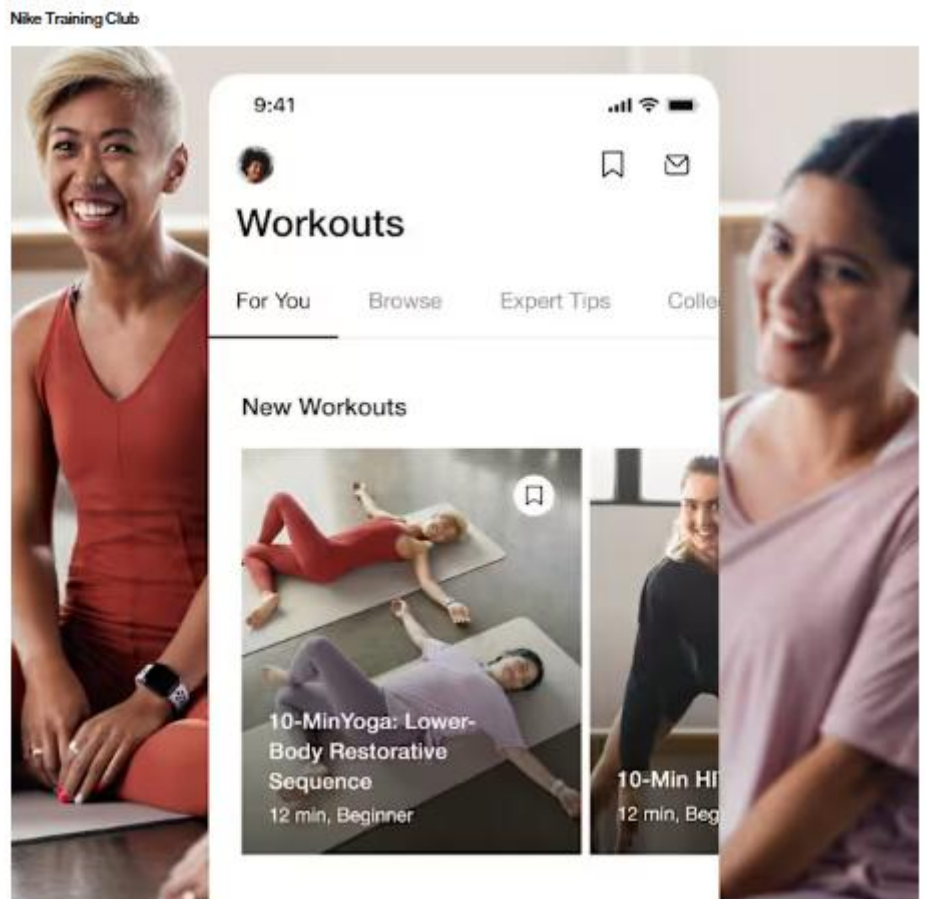


Figure 1: Nike Training Club
(Source: Nike, 2023)

In this context, the brand Nike Fit Hub can create a seamless and better Omni channel brand experience that can effectively align with both physical and digital touchpoints. It has been observed that the brand Nike is considered as the global brand that offers products along with strong empowerment, improved performance and continuous innovation more effectively (Wu et al., 2024). In this way, “Fit Studio” can focus on extending that brand vision into “wellness and experience economy”. It can be beneficial for the brand Nike to acquire a strong brand position in the fitness lifestyle global market.

Ways of adding value to the brand and meeting the merging needs

Fit Studio can emphasize on mitigating the increasing marketing gap as audiences immensely identify more convenient, community-centric and personalised fitness-driven solutions. However, post-pandemic choices and trends reflect the demand for “hybrid wellness brand experience” that can combine with group training with offering

proper flexibility of digital access (Wu et al., 2024). Through providing effective training initiatives and real-time testing, Nike Fit Hub can increase its audience engagement and brand loyalty. It can create new and innovative revenue streams through offering subscriptions, equipment and proper partnerships with fitness-oriented customers and wellness experts (Fernandes, Guzman and Mota, 2024). In this way, the brand can encourage increased repeat visit, brand interaction and emotional connection to the ecosystem of Nike especially Nike Fit Hub.

STP for the New Brand Extension

Segmentation

Demographic segmentation includes the age group between 18 to 40 years, middle to upper income people. The occupation includes young professionals, trainers and fitness experts. However, this specific demographic segmentation is aligned with Nike's core audience base: technology-enthusiastic, wellness concern individuals who are both image-centric and health-oriented. On the other hand, geographic segmentation involves key cities where Nike Fit Hub are situated along with regions with highly "wellness studio density" (Pismennaya Chaudhary and Babu, 2025). Moreover, urban centres are vital as they develop a strong connection with young professionals and fitness experts who are willing to lead active lifestyles and better community experiences.



Figure 2: Target market of Nike Fit Hub

(Source: The business Model Analyst, 2025)

On the other hand, psychographic segmentation includes values like self-development and sustainability which reflects continuous innovation, wellness commitment along with prioritizing personalized experiences more effectively. The overall segmentation reflects preferences for active lifestyle as customers are more aspirational, value-driven and proper personalization. This customer segment majorly prefers brands such as Nike Fit Hub as it can support their overall buying journey towards brand improvement and proper self-confidence. In the context of behavioural segmentation, customers like the performance of Nike's products that can increase convenience, proper personalization and deep brand values to their existing product portfolio.

Targeting

In order to target audiences, Nike Fit Hub adapts “differentiated marketing strategy” with developing tailored brand messaging and effective services (Baker, 2024). On the other hand, in-store audiences prefer better fitness and wellness experiences along with face-to-face coaching. In this context, digital customers are interested in acquiring flexibility, strong convenience and accessibility to premium as well as improved content regardless of their locations (Shalender and Singla, 2024). It has been found that the primary and key target market for “Fit Studio” evolves urban millennial and Gen Z audiences aged between 18 to 35. These specific target markets of Fit Studio are majorly involved in using advanced digital platforms for fitness sessions. However, these specific customers are seeking a “hybrid fitness model” which is motivated by communities and self-improvement more effectively.



Figure 3: Target Market Analysis

(Source: The business Model Analyst, 2025)

However, the targeting strategy and its approaches can maximise customer reach and enhance consumer choices without decreasing the brand values and strong brand consistency. In this way, “differentiated marketing strategy” can be beneficial for Nike Fit Hub to make a strong brand appeal and recognition through its both in-store and digital channels. It can be beneficial for the brand Nike to increase its brand values and its audience reach without hindering the company’s key positioning.

Positioning

The brand Nike Fit Hub: Fit Studio is considered as the hybrid and fitness destination that can integrate with expert knowledge, digital accessibility and communities empowering fitness trainers to train and connect regardless of their locations. It has been observed that market competitors may emphasize on innovative fitness content and training sessions, Fit Studio has gained long-term competitive advantage through merging exclusive fashion, improved functionality and fitness into one better and personalised customer experience (Pismennaya Chaudhary and Babu, 2025). Nike Fit Hub's brand position includes product offerings along with overall lifestyle extension which can blend exclusive fashion and community development as well seamless buying experiences. It can be stated that Fit Studio's STP strategy can leverage effective brand identity and consumer base which introduces seamless and better solutions meeting the emerging necessity.

Customer Personal Profile

Demographic 	Age: 18 to 35 years Income: Middle income to upper income Occupation: Young Tech Professionals, students, trainers, entrepreneurs and others, Education: Graduate, masters, higher secondary, MBA and other career fields.
Psychographic	Values: Health-conscious, performance-driven and self-improvement. Attitudes: Interested in fitness Lifestyle: Active Lifestyle Buying Behaviour: Influenced by continuous innovation and product quality. Aspirations: Digital Integration and personalised shopping facilities.

The customers of Nike Fit Hub are young adult individuals aged between 18 to 35 years old both male and female customers, majorly urban-area based and tech-enthusiasts. This customer group belongs to the middle to upper income range with annual income ranging from moderate to high based on their professional background. Common professions include majorly student, young tech professionals, entrepreneurs and fitness trainers. In the context of psychographic aspects, these particular consumer groups immensely value their health, self-development, improvement and professional as well as daily performance. They are immensely passionate about mental wellness and daily fitness as well as focusing on adapting active lifestyles. Many customers are goal-oriented, highly motivated by ensuring both personal and professional progress as well as athletic improvement. These customers are seeking brands that can support and highlight their values as well as aspirations. The buying behaviour of these consumers is influenced by strong brand loyalty, continuous innovation and product quality who are interested in paying for premium products to manage comfort, increase performance as well as align with customers'

aesthetic preferences. They also focus on appreciating the brand Nike Fit Hub's digital integration and personalized buying experience like in-store fitness guidelines, tech-driven fittings and exclusive accessibility to digital tools such as training applications. In this way, these broader customer groups are immensely social-conscious and focus on appreciating the brand's initiatives to manage sustainability, proper inclusivity and community involvement. In this way, Nike Fit Hub can improve lifestyles of its customers along with its brand-identity and brand performance.

Marketing Mix Strategy

1. Product

Move Studio is a wellness brand extension that offers a hybrid of in the store and digital services. Its services consist of live and on demand fitness sessions, actual workout guidance, wellness seminars and access to expert trainers. By combining the Nike Training Club and Run Club features, it forms a complete fitness community where users have a sense of community and self-improvement (Nike, 2023). Enriching the Nike Fit Hub concept, this innovative service has torn down the premium retail destination to a full lifestyle hub that helps the physical and mental well-being.



Figure 4: 7Ps of Nike
(Source: Medium, 2025)

2. Price

To support a portfolio of customers with different customer segments, Move Studio follows a tiered pricing strategy. It offers free introductory sessions for new users and then provides subscription-based memberships to complete access to personalised plans and seminars. Prices range from session frequency, trainer expertise to the level of personalization. Furthermore, a bundle pricing model may be adopted instead, delivering savings on studio access and discount on the Nike product which may help increase customer loyalty. One of the main benefits of Nike's pricing strategy is that it remains competitive while portraying the premium aspect of the Nike brand (Zheng,

2022). The same dynamic pricing can also be used for peak hours or exclusive events in a way, enabling revenue optimization without compromising the perceived value.

3. Promotion

Move Studio is going to be promoting digital platforms for their strategies such as influencer partnerships and in store experiences. The fitness influencers will have social media campaigns on Instagram, TikTok, and YouTube showcasing the studio classes and wellness tips. Users will be alerted to new sessions, exclusive seminars and limited time offers via Nike's email marketing or push notifications via the Nike app (Zheng, 2022). Nike Fit Hub will also offer in-store promotions with free trials, referral incentives, and any user just needing to scan a QR code to get instant app access. Meanwhile credibility and word of mouth comes by collaborating with wellness coaches and sports people. Moreover, Nike's existing digital ecosystem will be used in stimulating awareness and engagement.

4. Place

There will also be live in person sessions at Move Studio which will be embedded in select Nike Fit Hub locations around major urban centres. The dedicated wellness area will have group and personal sessions that will be placed at these locations. The on-demand as well as live streamed classes will be built on a fully integrated digital platform (app and website) for broader accessibility worldwide. The Omni channel strategy guarantees the same consistent experience at home, on the go or in store (Saghiri and Mirzabeiki, 2021). High footfall and brand alignment are achieved with strategic location in fitness centric neighbourhoods and cities. Access to online also allows Nike to explore new market opportunities from where it does not feel any physical limitations.

5. Process

The service process provided by the Move Studio is frictionless, intuitive and personalized. The Nike app will allow customers to make reservations, schedule and access fitness classes with AI recommended by the app based on customer data. Digital processes at stores include touchless reservations using smart screens and wearable connection to analyse workout results. Conference models enhance user enjoyment and track performance through technical support staff and feedback automation (Garzia *et al.*, 2023). The system performs better under load while securing user information across many customers. The connection between Nike's

virtual and physical services helps users have a better experience and works better for the business operation.

6. People:

Nike Fit Hub has a vital role in delivering better and exceptional consumer experiences as well as developing long lasting brand connection. Staff are properly trained in using the brand's product technology to provide personalised guidance based on customer demand (Zheng, 2022). Nike makes partnerships with fitness enthusiasts and athletes to promote new and exclusive products as well as training initiatives. On the other hand, Nike Fit Hub has promoted a community-centric culture where audiences make connections with others through fitness sessions.

7. Physical Evidence:

Physical evidence is considered as the tangible and visible factors that highlight strong brand identity and service quality of Nike Fit Hub (Saghiri and Mirzabeiki, 2021). Digital integration can promote consumers to improve brand experience, showcase digital product and service recommendations.

Conclusion

In conclusion, Nike Fit Hub can effectively represent a strong transformation in the retail sector and fitness which changes the buying experience into an active lifestyle. Through integrating expert and better product knowledge, innovation and technical tools and interactive brand experience, Nike creates a better space that can influence customers to buy, make connections and develop more effectively. The new and exclusive brand extension strategy: Fit Studio for Nike Fit Hub can incorporate the fundamental aspects through introducing fitness experiences and facilities that can meet modern and exclusive preferences of consumers' choice for proper flexibility and better performance. Fit Studio can align with key mission and brand values as well as innovation based on the requirement and desires of fitness trainers, young customers and athletes. Through developing proper segmentation and targeted branding, Nike Fit Hub and Fit Studio creates strong appeal to meet choices of diverse audiences including more active and goal-oriented people particularly Gen Z and millennial as they value innovation, exclusivity and active lifestyle. The STP strategy can mitigate market gaps and respond to recent preferences in fitness and well-being. In this way, Nike Fit Hub is supported by the brand extension "Fit Studio" which highlights fitness and merges seamless experiences to empower customers and improve the overall wellness.

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