



Student Name: Student Name: Md Abdur Rahman Sayem

Student ID: 2503775

Module Name: Marketing Management

Module Code: LCMB7024

Lecturer's Name: Dr Jayalakshmi Gopalkrishnan

Work Count: 2500

Term 1

Contents

Element 1: STDP Analysis for Nike PulseHub	4
Introduction to the Company and New Brand Concept.....	4
Market Relevance and Consumer Behaviour Trends	4
STDP Analysis.....	6
Segmentation Analysis.....	6
Targeting Strategy.....	7
Differentiation Strategy.....	7
Positioning Statement	8
Element 2: Marketing Mix (7Ps) for Nike PulseHub	9
Product	9
Price	10
Place.....	10
Promotion	11
People	11
Process.....	12
Physical Evidence.....	12
Element 3: Marketing Strategy Pitch	13
Element 4: Reflection	14
Reflection on Developing a New Brand Concept.....	14
Reflection on Marketing Strategy Creation	14
Reflection on Pitch Preparation and Delivery	14
Skills Development and Personal Learning	15
Areas for Future Improvement.....	15

Figure 1: Logo of Nike. Source: Carlson (2025).	4
Figure 2: Trend in Global search interest for home gym equipment, online fitness classes, and wearable fitness trackers. Source: Accio (2025).	5
Figure 3: Application of STDP framework to Nike PulseHub. Source: Own Contribution.	6
Figure 4: Marketing Mix (7Ps) for Nike PulseHub. Source: Own C	9
Figure 5: Marketing Strategy Pitch for Nike PulseHub. Source: Own Contribution.	13

Element 1: STDP Analysis for Nike PulseHub

Introduction to the Company and New Brand Concept

Nike is an internationally established sportswear and performance brand that has been known to have a high brand equity, athlete endorsement strategy, and unstoppable innovation in both physical and digital products (Hou, 2023).



Figure 1: Logo of Nike. Source: Carlson (2025).

In addition to shoes and clothing, Nike has spread into the digital fitness industry with offerings like Nike Training Club, which supports its image as a performance, motivation, and quantifiable athletic performance (Carlson, 2025). Based on this premise, Nike PulseHub is suggested as a new brand in a novel product line of the company: Smart Home Fitness Station. PulseHub applies the performance mentality of Nike to training at home by combining intelligent devices, AI-enabled coaching, and performance analytics based on data in one small device.

Market Relevance and Consumer Behaviour Trends

The brand is in line with the market trends and changing consumer behaviour. The rise in hybrid types of exercise after the COVID-19 pandemic has led to heightened reliance on high-quality home-based training amenities to enhance gym-based activity (Rada and Szabo, 2022; Jeraifitness, 2025). The rise of connected, versatile workouts PulseHub has become popular with contemporary consumers of fitness, who are demanding the ability to integrate in-gym workouts, home workouts, and virtual workouts into flexible blended

routines instead of adjusting to rigid, fixed-time schedules, and this trend suggests the popularity of connected, flexible fitness solutions (Accio, 2025).

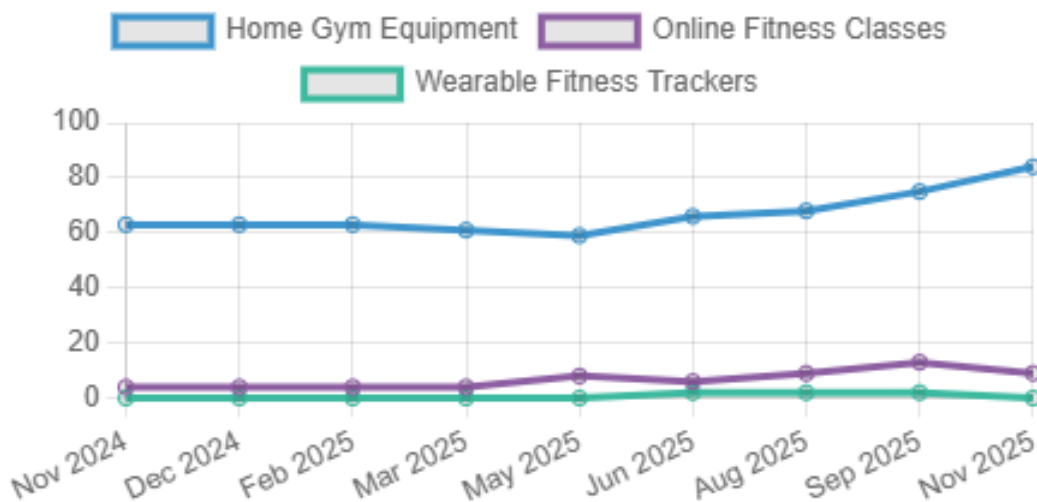


Figure 2: Trend in Global search interest for home gym equipment, online fitness classes, and wearable fitness trackers. Source: Accio (2025).

Many consumers are moving towards more convenient models, with a growing proportion of the market making flexible hybrid workouts, combining gym visits, at-home classes, and virtual training to meet their time limits, as there is a pervasive trend of changing consumer behavior towards convenience and flexibility in their workouts.

Consumers are demanding personalisation, performance feedback, and digital integration, instead of generic exercise equipment (Rada and Szabo, 2022). Although Peloton and Tonal, and others, are offering greater convenience technology, most of them do not have an emotional hook or an athletic credibility (Nikolaevich, 2025). Nike PulseHub addresses this gap by integrating connected fitness technology with the existing performance culture built by Nike so that the brand could be attractive to consumers who desire both efficiency and athletic development.

STDP Analysis

The STDP model, that was invented by Kotler et al. (2023), which was used in Nike PulseHub, where the emphasis on targeting and the performance-based differentiation reinforces the brand strategic position in the connected home fitness sector.

STDP Element	Key Focus	Application to Nike PulseHub	Strategic Justification
Segmentation 	Behavioural & Psychographic segmentation	- Performance-driven athletes - Digitally engaged fitness enthusiasts - Time-constrained professionals - Casual home exercisers	Broad demographic segmentation was rejected due to dilution of brand meaning. Behavioural and psychographic variables allow closer alignment with performance motivation and technology usage (Gajanova et al., 2019).
Targeting 	Focused (niche-premium) targeting strategy	Primary target: - Performance-driven athletes - Highly engaged Nike Training Club users	This segment demonstrates high brand loyalty, strong digital engagement, and willingness to pay for premium performance solutions, supporting higher lifetime value and strategic relevance (Chen, 2024).
Differentiation 	Performance-led value proposition	- AI-assisted personalised coaching - Integration with Nike digital ecosystem - Athlete-led training logic - Holistic hardware-software experience	Unlike competitors that emphasise hardware or social fitness, PulseHub differentiates through authentic athletic performance, elite training credibility, and ecosystem integration (Nikolaevich, 2025).
Positioning 	Premium, performance-oriented brand positioning	"A smart training hub designed for athletes seeking professional-level performance, personalised coaching, and measurable progress at home."	Positioning prioritises relevance over mass reach, reinforcing Nike's core brand values and avoiding commoditization within the crowded home fitness market.

Figure 3: Application of STDP framework to Nike PulseHub. Source: Own Contribution.

Segmentation Analysis

Segmentation should be approached with a critical view to prevent the strategic weakness of overgeneralisation as is the norm in the home fitness market (Vidani, 2025). Nike PulseHub segmentation is not pegged on demographic factors but rather behavioural, psychographic and lifestyle variables. It is possible to identify four important segments.

First, high-performance athletes who put emphasis on structured training, monitoring of progress and optimisation. Second, tech-savvy individuals who are physical activity enthusiasts who wear workouts via wearables, apps and other connected gadgets. Third, busy workplace professionals who appreciate effective and quality training solutions in the comfort of their homes. Lastly, there is a wide range of casual home workouters, but this is a highly price-sensitive segment, which is low brands loyalty. More importantly, the home fitness market of a larger scale, despite its appealing scope, is not that strategic (Freitas and Lacerda, 2019). Giving its all the segments would be risky since brand relevance and differentiation would be diluted.

Targeting Strategy

Nike PulseHub embraces targeted marketing approach, focusing on those performance oriented athletes and those who use Nike Training Club extensively. This choice of targeting can be explained by a number of reasons. These customers already show great brand loyalty and know the digital ecosystem of Nike, which reduces the rate of adoption (Chen, 2024). Moreover, they are extremely keen on data-based insights, coaching quality, and performance outputs, which directly match PulseHub technological possibilities. Although it is a smaller segment than the mass market, it is higher lifetime value and price elasticity, which contributes to a sustainable premium strategy (Awaad et al., 2024). In doing so, mass targeting strategy would expose the company to a strategic misfit found earlier in earlier home fitness ideas (Kumar and Ciddikie, 2023).

Differentiation Strategy

Nike PulseHub stands out as it puts performance and not technology by itself to the value axis. Rival products tend to focus on the sophistication of hardware or paid content platforms (Nikolaevich, 2025). Contrarily, PulseHub is designed to blend high-end training logic, AI-assisted coaching, and natural connectivity with the current digital platforms of Nike into one. Through this strategy, Nike can use its own assets such as athlete-led training content, already established community interaction, and performance credibility. Competitors with little or no strong sports heritage find it hard to copy such differentiation, which increases the competitive edge of Nike (Chen, 2024).

Positioning Statement

The positioning of Nike PulseHub is to be as follows:

“Nike pulseHub is an exclusive smart training hub, which is aimed at athletes who demand professional performance, one-on-one coaching, and quantifiable improvement without having to leave their homes”.

This stance strategically focuses on relevance rather than reach, which supports the key brand values of Nike without watering down (Wu, 2022). With segmentation, targeting, and differentiation tied to the Nike performance ethos, PulseHub is positioned in a defensible position in the connected home fitness market.

Element 2: Marketing Mix (7Ps) for Nike PulseHub

Nike PulseHub is branded as a high end smart home fitness station that is targeted at performance athletes and active digital fitness consumers. Since PulseHub integrates both physical products with digital coaching and service provision, the 7Ps framework will best represent its tangible and experience aspects. All components of the marketing mix are well aligned to the performance-based brand image of Nike and the identified targeting strategy.

Product	Price	Place	Promotion	People	Process	Physical Evidence
 ▪ Smart fitness station; AI coaching; Nike Training Club integration; modular & sustainable design ▪ Performance-led differentiation	 ▪ Premium pricing; tiered hardware + subscription model ▪ Protects brand equity; maximises lifetime value	 ▪ Nike DTC platforms; flagship stores with live demos ▪ Reduces adoption risk; supports high-involvement purchase	 ▪ Athlete storytelling; community-driven campaigns; digital-first ▪ Emotional engagement; brand authenticity	 ▪ Performance-trained staff; advanced tech support ▪ Builds trust; enhances user experience	 ▪ Simple setup; guided onboarding; seamless app integration ▪ Low friction; higher adoption & retention	 ▪ Premium design; sustainable packaging; data dashboards ▪ Tangible proof of quality & progress

Figure 4: Marketing Mix (7Ps) for Nike PulseHub. Source: Own C

Product

Nike PulseHub is a small fitness hub in a smart house that combines intelligent devices, AI-guided training, and performance measurement in real-time. The main product has structured, athlete-led training programmes, biometric tracking and a flawless integration with the digital ecosystem of Nike, such as Nike Training Club. PulseHub, in contrast to generic home gym devices, is aimed at recreating professional training conditions based on adaptive resistance, guided workouts, and custom progression metrics.

Strategically, the product serves to position Nike as focusing on performance credibility more than mass-accessibility (Awais, 2025). Design choices emphasize modularity and easy configuration, and directly in response to the barriers of early adoption of competitor smart fitness products (Monetti et al., 2024). Sustainability is enclosed with long-lasting materials and detachable parts which can be repaired and updated instead of replaced, supporting the Move to Zero pledges by Nike (Nike, 2024). This product positioning makes PulseHub a long-term performance investment instead of a throw-away fitness tracker.

Price

Nike PulseHub uses the value-driven pricing strategy in line with its performance-based positioning. Its pricing is based not only on the physical hardware but also the digital services and coaching intelligence and brand equity behind Nike (Lau, 2025). Instead of matching prices with mass-market home fitness products, PulseHub would justify its price by the best performance results and training experience of the professionals.

In order to reduce accessibility issues, differentiated pricing framework is used. It has a base hardware kit with optional advanced coaching capabilities done via a subscription and enables users to increase their spending as they continue to use it (Ranasinghe et al., 2024; Patrontasch, 2024). This would be a strategically suitable response to the tendency to pay more among performance-driven athletes and safeguard brand prestige (Jun et al., 2023). It also helps generate long term revenue by providing recurring digital services which can increase customer lifetime value but does not water down positioning.

Place

Nike PulseHub adheres to a selective omnichannel strategy in distribution. Nike direct-to-consumer digital platforms are the major channel of sale, which allow managing brand communication and providing customer insights based on data. PulseHub, however, unlike the purely online competitors, is also distributed in selected Nike flagship stores and premium retail partners, where the consumers can feel the product in-store through in-store demonstrations.

This hybrid place strategy serves as a direct adoption facilitator since it minimizes the perceived risk of high-involvement purchases. The use of experiential retail space allows the practice of having trained personnel demonstrate functionality and take customers through training on how to use the equipment, as well as support performance narratives. This strategic move will help Nike to integrate with the current omnichannel infrastructure and reinvent PulseHub as a training solution, and not just a digital one (Ali and Shabn, 2024).

Promotion

Nike PulseHub promotional strategy is strategically emotional and performance-based, as opposed to being simply technical. As much as functional features like AI coaching and analytics are mentioned, the main promotional message is on athletic storytelling, inspiration, and community. The most important parts of the campaign messaging are the athlete ambassadors, elite trainers, and Nike Training Club success stories, which help reinforce authenticity and trust (Leng and Zhang, 2023).

Online promotion exploits the media assets, social media, and personalised communication on apps by Nike (Li, and Chen, 2023). This will guarantee focused messages to the active Nike users instead of mass, homogeneous consumers. This marketing tactic is strategic since it is the industry error of focusing more on technology at the cost of the brand meaning that strengthens the differentiation of PulseHub and its positioning as a performance partner and not as a technology gadget.

People

The employees are very important in the PulseHub experience. Retail specialists and digital support teams that interact with customers are educated not only in technical tips to troubleshoot but also in performance coaching concepts (Jain et al., 2023). This guarantees the uniformity of brand communication.

Investing in well-trained staff (strategically) will help Nike deliver on its commitments of knowledge and professionalism (Nike, 2016). It also decreases the post-purchase frustration, which is a known hindrance toward smart fitness adoption. Nike builds trust,

satisfaction, and long-term relationships with its brand by matching the capabilities of its staff to the demands of performance-seeking users.

Process

The process aspect is concerned with simplicity, clarity and empowerment of the users. The PulseHub will be developed to reduce friction during the process of buying, installing and continuous use. Detailed digital onboarding, application-based setup, and user-friendly interface design will make users change the state between installation and training within a short period of time.

Software updates, performance monitoring, and subscription managerial processes are all in the digital ecosystem of Nike (Greenwood, 2021). This smooth operation, whether planned or as a system, underpins adoption, aids cognitive overload and re-enforce PulseHub as a smart but user-friendly performance service. Effective processes are necessary to maintain the interest of performance-based time-constrained users (Marvi et al., 2025).

Physical Evidence

The physical evidence supports the high-quality design, sustainable packaging, and polished digital interface as the key factors that PulseHub can use to position itself as premium. The visual design of the product is controlled by the design language of minimalistic and performance-based Nike, and the packaging materials focus on the recycling of products and minimised waste (Nike, 2025).

Physical evidence such as dashboards, progress reports and app interfaces are digital evidence that gives tangible evidence of performance improvement). These aspects are strategic in the sense of contributing to perceived value and credibility, especially with data-driven athletes (Kopp, 2020). Nike can ensure that brand promise and customer experience are consistent by matching the use of both physical and digital evidence to sustainability and performance (Patov, 2024).

Element 3: Marketing Strategy Pitch

Nike PulseHub - Marketing Analysis & Recommendations



Figure 5: Marketing Strategy Pitch for Nike PulseHub. Source: Own Contribution.

Element 4: Reflection

Reflection on Developing a New Brand Concept

The creation of Nike PulseHub as a new brand in an already existing organisation made me question my original views on innovation and brand extension. Initially, I was prone to focus on technological newness, believing that sophisticated smart fitness features would be sufficient to cause market success. Critical reflection helped me understand that innovation should be closely connected with brand values. Although the idea behind the smart home fitness fulfilled the trending tendencies in hybrid and online fitness, I understood that the lack of performance-oriented emphasis would result in the brand losing the value of its core brand name, Nike. This phase helped to refine my perception that effective brand building needs strategic consistency and not innovation in itself.

Reflection on Marketing Strategy Creation

The most challenging part of the project intellectually was the development of the marketing strategy. The use of STDP framework has challenged me to address the constraints of generalized targeting techniques. At first, I was tempted to take the whole home fitness market as an opportunity, but a critical analysis showed that this strategy undermined differentiation and positioning. I have come to understand the value of strategic selectivity and trade-offs by focusing the target market to performance-driven athletes and highly engaged users of the Nike Training Club. This exercise helped build my strategic thinking because it has shown that the best marketing decisions involve not selecting to target as much as selecting to target.

Reflection on Pitch Preparation and Delivery

The presentation of the marketing strategy pitch also demanded me to change the academic analysis to professional communication. Making complicated strategies arguments concise and convincing in a brief presentation emphasized the need to be clear, structured, and prioritized. I am more conscious of how visual image and storytelling can impact the audience interest. Looking back at my performance, I realise that the strategic content was good but I would have been more confident and assertive in my

delivery. I would have used more rehearsal and focus on the key messages to ensure that the pitch conveys strategic rationale better.

Skills Development and Personal Learning

This project helped me greatly with respect to analytical, strategic and communication skills. I gained more confidence in the ability to critically assess marketing frameworks as opposed to using them mechanically. I have also gained better skills in connecting theory to practical brand issues, especially on how to bring positioning to the marketing mix. I also enhanced my creative problem-solving skills by incorporating sustainability into the strategy as I realised that ethical responsibility is an issue of competitive advantage instead of a drawback.

Areas for Future Improvement

In spite of these strengths, I had a number of areas of weaknesses. When undertaking other projects, I would include primary market research to make the work more empirical and less based on secondary assumptions. I would also delve into other positioning scenarios more stringently to challenge strategic strength. Lastly, I strive to become a better presenter by practicing and receiving feedback. Comprehensively, this reflective exercise strengthened the importance of critical inner appraisal in formulating marketing plans, which are both theoretical and functional.

Reference List

- Accio (2025). *Post-COVID Fitness Trends: Home Workouts & Hybrid Gyms in 2025*. [online] Accio.com. Available at: https://www.accio.com/business/fitness_trends_post_covid.
- Ali, N. and Shabn, O.S. (2024). Customer lifetime value (CLV) insights for strategic marketing success and its impact on organizational financial performance. *Cogent business & management*, 11(1). doi:<https://doi.org/10.1080/23311975.2024.2361321>.
- Awaad, S.A., Kortam, W. and Ayad, N. (2024). Examining the impact of price sensitivity on customer lifetime value: empirical analysis. *Cogent business & management*, 11(1). doi:<https://doi.org/10.1080/23311975.2024.2366441>.
- Awais (2025). *How Nike brand positioning strategy overpowered its competitors*. [online] Designhoops. Available at: <https://designhoops.com/nike-brand-positioning-strategy/>.
- Carlson, D. (2025). *Nike, Inc.* [online] Britannica. Available at: <https://www.britannica.com/money/Nike-Inc>.
- Chen, T. (2024). A study on Nike's digital marketing strategy based on the 4ps theory and analysis of competitiveness maintenance methods. *SHS Web of Conferences*, [online] 207(01007). doi:<https://doi.org/10.1051/shsconf/202420701007>.
- Freitas, A.L.P. and Lacerda, T.S. (2019). FITNESS CENTERS: WHAT ARE THE MOST IMPORTANT ATTRIBUTES IN THIS SECTOR? *International Journal for Quality Research*, 13(1), pp.177–192. doi:<https://doi.org/10.24874/ijqr13.01-11>.
- Gajanova, L., Nadanyiova, M. and Moravcikova, D. (2019). The Use of Demographic and Psychographic Segmentation to Creating Marketing Strategy of Brand Loyalty. *Scientific Annals of Economics and Business*, [online] 66(1), pp.65–84. doi:<https://doi.org/10.2478/saeb-2019-0005>.
- Greenwood, M. (2021). *Nike's Digital Ecosystem Paved the Way for D2C Transformation*. [online] BrainStation®. Available at: <https://brainstation.io/magazine/nikes-digital-ecosystem-paved-the-way-for-d2c-transformation>.

Hou, Q. (2023). Analysis of Nike brand operation and marketing strategy in different business periods based on 4P marketing theory. *Highlights in Business Economics and Management*, 23, pp.636–641. doi:<https://doi.org/10.54097/zfqbj268>.

Jain, V., Sheth, J.N., Mogaji, E. and Ambika, A. (2023). Customer-Centric Support Services: An Introduction to the Next Frontier for Competitive Advantage in the Digital Era. *Springer eBooks*, [online] pp.1–10. doi:https://doi.org/10.1007/978-3-031-37097-7_1.

Jeraifitness (2025). *Hybrid Fitness Models: At-Home, In-Gym & Virtual Workouts*. [online] Jeraifitness.com. Available at: <https://www.jeraifitness.com/blog/hybrid-fitness-models-in-gym-at-home-virtual-workouts>.

Jun, M., Han, J., Zhou, Z. and Eisingerich, A.B. (2023). When Is Celebrity Endorsement effective? Exploring the Role of Celebrity Endorsers in Enhancing Key Brand Associations. *Journal of Business Research*, [online] 164(1). doi:<https://doi.org/10.1016/j.jbusres.2023.113951>.

Kopp, C.M. (2020). *Understanding Perceived Value*. [online] Investopedia. Available at: <https://www.investopedia.com/terms/p/perceived-value.asp>.

Kotler, P., Armstrong, G. and Balasubramanian, S. (2023). *Principles of Marketing*. 19th ed. Harlow: Pearson.

Kumar, A. and Ciddikie, M.D. (2023). Marketing Strategies and Challenges for Emerging Markets. [online] (ISBN: 978-93-91681-12-8). Available at: https://www.researchgate.net/publication/372915021_Marketing_Strategies_and_Challenges_for_Emerging_Markets.

Lau, S. (2025). *Nike's Pricing Strategy: The Secret Behind Their Premium Brand Positioning* - NewswireJet. [online] NewswireJet. Available at: <https://newswirejet.com/nike-pricing-strategy/>.

Leng, H.K. and Zhang, J.J. (2023). Emerging Trends in Sport Sponsorship and Branding. *Routledge eBooks*, [online] pp.1–18. doi:<https://doi.org/10.4324/9781003458890-1>.

Li, Z. and Chen, Y. (2023). The Impact of Nike's Social Media Marketing Strategy on Consumer Demand. *Advances in Economics Management and Political Sciences*, [online] 38(1), pp.172–178. Available at: https://www.researchgate.net/publication/375551990_The_Impact_of_Nike's_Social_Media_Marketing_Strategy_on_Consumer_Demand.

Marvi, R., Foroudi, P. and AmirDadbar, N. (2025). Dynamics of user engagement: AI mastery goal and the paradox mindset in AI–employee collaboration. *International Journal of Information Management*, 83, pp.102908–102908. doi:<https://doi.org/10.1016/j.ijinfomgt.2025.102908>.

Monetti, F.M., Lundström, A. and Maffei, A. (2024). Barriers to Adopting Design for Assembly in Modular Product Architecture: Development of a Conceptual Model Through Content Analysis. *arXiv* (Cornell University). doi:<https://doi.org/10.48550/arxiv.2411.17768>.

Nike (2016). *Nike - Investing in our NIKE, Inc. Teams* —. [online] Nike.com. Available at: <https://about.nike.com/en/mission/initiatives/investing-in-our-nike-teams>.

Nike (2024). *Nike Sustainability. Move to Zero*. [online] Nike. Available at: <https://www.nike.com/my/sustainability>.

Nike (2025). *Nike - Eliminating Waste — NIKE, Inc.* [online] Nike.com. Available at: <https://about.nike.com/en/mission/initiatives/eliminate-waste>.

Nikolaevich, D.A. (2025). The experience economy: empirical insights from online fashion and fitness industries. *International Journal of Professional Science*, [online] 3(1), p.25. Available at: <http://scipro.ru/article/03-03-2025>.

Patov, A. (2024). *How Nike Engages Customers Through Digital Innovation in Customer Experience (CX)*. [online] Renascence. Available at: <https://www.renaissance.io/journal/how-nike-engages-customers-through-digital-innovation-in-customer-experience-cx>.

Patrontasch, B. (2024). *Tiered Pricing Models For Digital Scheduling Success*. [online] Shyft. Available at: <https://www.myshyft.com/blog/tiered-pricing-structures/>.

Rada, A. and Szabó, Á. (2022). The impact of the pandemic on the fitness sector – The general international situation and a Hungarian example. *Society and Economy*, [online] 44(4), pp.477–497. doi:<https://doi.org/10.1556/204.2022.00018>.

Ranasinghe, H.D., Perera, N.S. and Batan, A. (2024). *EXPLORING CONSUMER BUYING PATTERNS IN SUBSCRIPTION-BASED SERVICES: AN ANALYTICAL STUDY*. [online] Research Gate. Available at: https://www.researchgate.net/publication/386509220_EXPLORING_CONSUMER_BUYING_PATTERNS_IN_SUBSCRIPTION-BASED_SERVICES_AN_ANALYTICAL_STUDY.

Vidani, N.J. (2025). Understanding the Perception of Genz for Fitness Centers of Haryana and Ahmedabad. *International Journal of Applied and Advanced Multidisciplinary Research*, 3(11), pp.767–790. doi:<https://doi.org/10.59890/ijaamr.v3i11.132>.

Wu, G. (2022). The brand analysis of Nike based on its emotional branding and marketing strategies. *BCP Business & Management*, 19(1), pp.278–284. doi:<https://doi.org/10.54691/bcpbm.v19i.816>.

