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Element 1: Segmentation, Targeting, Differentiation and Positioning (STDP) Analysis

1.1 Introduction to the Company and New Brand Concept

Nike is a highly influential sportswear/athletics technology enterprise globally with a reputation for an innovation-based approach, global brand equity, and incorporating performance, design, and lifestyle trends (Nike, 2023). The new brand, EcoStride, expands the Nike family into high-tech training, in line with the changing consumer needs of customisation, health optimisation and tech-based training.

EcoStride presents BioTrack Shoes, an everyday running shoe that contains hydration sensors, posture-detecting pressure sensors, and an AI-powered running-form analysis system linked to a Nike mobile application. This new brand is an indication of Nike's relentless effort in digital transformation, wellbeing of its athletes, and sustainable products.

1.2 Why EcoStride Appeals to the Current Market

EcoStride is a direct response to new behaviours of the market formed by the adoption of digital fitness, the wellness-centred lifestyle, and the rising normalisation of wearable technology. During the previous 10 years, consumers no longer want to wear sports apparel, but they demand real-time information that will make their training more efficient and less prone to injury, as well as help them remain healthy holistically.

Younger buyers, especially Gen Z and Millennials, are currently interested in products that are technologically integrated, self-tracking, sustainable, and stylish (Kamble, Desai and Abhang, 2024). The use of data-based performance advice is becoming more popular among runners and amateur athletes than traditional training approaches. Moreover, the increase of home workouts, personal fitness apps, and outdoor running culture after the pandemic has pressured the need to have smart apparel that can enable individual coaching.

EcoStride capitalises on these behavioural changes by providing a shoe that is not just a cushion, or even a stabiliser; but a smart interactive and preventative training product. The BioTrack Shoes respond to the growing demand for safer, tech-savvy, and customisable fitness experiences with hydration alerts, posture feedback, and running analytics.

1.3 Segmentation Analysis

Segmentation Variable	Category	Details
Demographic	Age	16–45 years
	Gender	All genders
	Income	Middle to high-income consumers
Geographic	Region	Urban and suburban areas
	Markets	UK, Europe, USA (high adoption of fitness tech)
Psychographic	Lifestyle	Active, health-conscious, tech-savvy individuals
	Personality	Innovative, performance-driven, early adopters
Behavioural	Usage	Frequent exercisers, runners, gym users
	Benefits Sought	Injury prevention, personalised coaching, smart fitness tracking
	Loyalty	Existing Nike customers seeking upgraded technology

1.4 Targeting Strategy

The main target customers of EcoStride are: after considering the segmentation groups, the main target customers are:

- ❖ **Tech-Savvy Runners and Active Young Adults (16–45 years):** This segment involves amateur and professional runners, gym goers, and lifestyle exercisers who regularly use fitness apps, wearables and personalised training devices (Paweloszek, 2021). They are pioneers in change and eager to find means of performance improvement, form and wellness measures.
- ❖ **Urban and Suburban Health-Conscious Consumers:** The residents of big cities and suburbs attend running activities, are more concerned about their health, and appreciate high-quality products that can help to improve themselves. They are ready to pay higher on the product, which offers high-technological advantages, and meets the health objectives over the long-term (Nimbas, 2022).

- ❖ **Existing Nike Customers Who Desire Smart Performance Wear:** The company has a high level of brand loyalty, especially among the younger population. EcoStride is a strategic extension of the Nike ecosystem, and it provides an upgrade opportunity to smart footwear, which can easily connect with the Nike Training Club app and other digital apps (Nike, 2023).

1.5 Differentiation Strategy

EcoStride also distinguishes itself based on the performance intelligence, sustainable design, and the holistic injury-prevention facilities, which are not common in conventional running shoes.

The main areas of distinction are:

- ❖ **Advanced Biometric Analysis:** The BioTrack Shoes are also hydrated which is a specialty that will distinguish between EcoStride and other brands like Adidas, Under Armour, or Asics.
- ❖ **AI-Powered Running Form Assessment:** Posture and gait analysis are performed in real-time and provide the users with personalised coaching information, beyond the normal fitness trackers (Zhang, 2024).
- ❖ **Seamless App Integration:** A Nike AI application is a special application that helps improve user experience through a series of dashboards, overview of progress, suggestions of recovery, and even custom training.
- ❖ **Sustainability Focus:** EcoStride is also in line with Nike Move to Zero programme, which relates to recycled materials, greener manufacturing, and energy efficient parts (Asghar, 2023).
- ❖ **Everyday Wearability:** EcoStride is designed to be worn on a daily basis which is why many smart shoes are aimed at a professional athlete, whereas EcoStride is a casual-style sportswear coupled with high-performance technology.

1.6 Brand Positioning Statement

EcoStride positions itself as the intelligent, sustainable, and performance-enhancing footwear brand that empowers regular runners and active consumers to train safer, move smarter and unlock personalised insights to their fitness process. The market position that is desired would be that of high-quality, smart, and affordable sport-tech luxury, where the brand is known to be able to mix wellness, technology, and sustainability into one, user-friendly product (Davis, 2023).

1.7 Differentiation and Desired Market Positioning

EcoStride stands out as a product that includes highly sophisticated biometric features, AI-driven running-form analysis, and hydration monitoring, and it is built directly into a daily wear shoe and does not rely on additional devices such as smartwatch or bracelets. In the Nike digital ecosystem, EcoStride integrates performance intelligence, sustainability and lifestyle design compared to other competitors like Adidas or Asics (Nike, 2023). It positions itself as a high-quality but affordable brand of smart-performance footwear, which combines innovation, wellbeing, and environmental awareness.

Element 2: Marketing Mix 4Ps

The 4Ps marketing mix is a marketing model that enables businesses to plan and execute effective marketing strategies. It is based on four major aspects that determine how a product or service is delivered to customers and how it meets their needs; Product, Price, Place, and Promotion. EcoStride has the following 4Ps marketing mix:



Figure 1: 4Ps Marketing Mix of Nike

Source: (Sarah, 2022)

2.1 Product Strategy

- ❖ **Smart Performance Footwear Design:** The EcoStride brand has the BioTrack Shoe, a high-performance smart running shoe, as its core product which combines

sportswear design and high-tech wearable technology. Designed by Nike engineering talent, the shoe will have hydration-sensing microfluidic chips, pressure-sensing soles, and real-time gait and posture monitoring (Nike, 2023). These features transform the BioTrack Shoe into not just a regular sports shoe, but a smart fitness watch. The product strategy will help EcoStride to position itself as a brand that is innovative, sustainable and interactive in terms of fitness. The design focuses on daily wearability, lightness of construction and breathability, which makes it applicable to ordinary runners, gym goers, and commuters in the city.

- ❖ **AI-Powered Training Ecosystem:** The BioTrack Shoes integrate with the Nike AI Running App that allows users to receive personalised coaching, real-time alerts and dashboards that track hydration, step impact and recovery data. This digital ecosystem is in line with the behavioural trend of personalised fitness and wellness information (Heintzman, 2022). It enhances brand loyalty by making users stay within the Nike digital ecosystem, so that they can fit perfectly well with Nike Training Club and Apple/Android health platforms. The physical product together with smart analytics supports brand differentiation and indicates the digital transformation strategy of Nike.
- ❖ **Sustainability as a Value Proposition:** The EcoStride products are made using materials that match the Move to Zero sustainability promises of Nike. Recycled polyester, low-energy production processes, and plant-based foam are used to minimise the carbon footprint and maintain the durability and comfort. Such a two-fold emphasis on sustainability and technology is very attractive to Gen Z and Millennial customers whose brand value is becoming more and more tied to moral production and ecological accountability. The sustainable product strategy supports the brand idea and builds its socio-environmental integrity within a competitive market (Regalado-Cerda, 2021).

2.2 Price Strategy

- ❖ **Competitive Premium Pricing:** EcoStride will embrace a competitive premium pricing model, whereby BioTrack Shoes will be distributed as slightly high, compared to the standard running shoes and slightly low compared to the superior specialised wearable products. This strategy recognises the value-added that is developed by AI coaching, intelligent sensors, and remarkable biometric functions.

The position of EcoStride as a tech-luxury and yet an inclusive fitness solution is solidified with a premium, though affordable price. The pricing model aids the wider approach of Nike which is to make its products of high quality, highly innovative and yet of wide market appeal (Lipu, 2023). For example, BioTrack Shoes would cost about 220-250, which is above the ordinary Nike running shoes (120-180) but lower than the high-end smart shoes or wearables like Garmin or specialty smart shoes that may cost over 300.

- ❖ **Tiered Pricing and Bundles:** EcoStride will provide multiple pricing levels to improve the level of perceived value. The base model will have the entire package of sensors and applications, and there may also be a version called BioTrack Pro that will add new analytics or compatibility with paid training plans. Nike Training App will also be provided as a bundled price, including subscription-based training plans and premium digital information (Nike, 2023). This can generate a repeat revenue stream and place users more into the Nike system. Younger consumers like flexible payment systems like Klarna or Apple Pay in instalments are appealing and help to affirm the affordability. For example, a standard BioTrack model might sell at circa-£220, whereas the BioTrack Pro with more advanced analytics and training subscriptions might be sold at circa-£280-300, similar to Apple Watch SE packages (£249-299).
- ❖ **Value-Based Proposition:** The pricing strategy focuses on long-term value on injury prevention, personalised training, and enhanced performance on the one hand, whereas the product is technology-driven (Doyle, 2023). Relating the price to physical benefits, hydration alerts, posture correction, running efficiency, EcoStride positions itself as a reasonable cost in health and wellbeing. The value selling strategy does not only attract the performance-oriented runners but also enhances the differentiation between non-smart rivals such as Adidas and Asics. EcoStride makes its case to be priced higher than the usual competitors such as Adidas and Asics with long-term health advantages and integrated biometric technology included in its premium, non-smart running shoes, which tend to cost £160-200.

2.3 Place (Distribution) Strategy

- ❖ **Omni-Channel Distribution:** EcoStride will implement an omni-channel channel distribution strategy to optimise its accessibility and reach to the customers. The

BioTrack Shoes will be retailed in the official Nike site, Nike mobile application, the flagship Nike outlets, at the partner retailers and specialist running shops. The combination of online and offline will make the acquiring experience consistent and convenient throughout the process. Online distribution and distribution channels facilitate the technical orientation of the brand that allows consumers to compare features and read the tutorials and product demonstration easily (Jiang and Benbasat, 2023).

- ❖ **Digital-First Retail Experiences:** As the product is tech oriented, the digital retail will be dominant. The online stores will display interactive 360-degree shoe images, artificial intelligence-based size recommendation services, and customised product recommendations based on the fitness profile of users. The physical experiences will be in-store experiences like smart product demonstration zones that will allow the customer to experience the pressure-map features and the app connectivity. This will increase the involvement and confidence of customers in the technology.
- ❖ **Global Urban Market Focus:** Distribution will focus on strategic geographical locations where wearable technology and running civilisations are very high like UK, Europe and USA (Larios Hernández, 2022). The preference will be offered to urban centres like London, New York, and Berlin where the concentration of fitters and tech-savvy consumers is high. Premium brand positioning through selective distribution is guaranteed and there is no over-exposure in low-fit markets.

2.4 Promotion Strategy

- ❖ **Digital-Driven Brand Communication:** EcoStride will employ digital marketing as a major promotional tool because this marketing approach falls in line with the target market (technology-oriented). The campaigns will use social media platforms (Instagram, Tik Tok, YouTube), but with the focus on short-form dynamic contents that would show real-time running analytics and hydration notifications. They will be featured using influencers like fitness coaches, marathon runners, wellness creators, etc., who will display real performance benefits (Paweloszek, 2021). Sustainability and smart training (storytelling) strengthen the brand promise of move smarter, train safer.
- ❖ **Integrated Marketing Campaigns:** The advantage of multi-platform integrated marketing to EcoStride is the global brand strength of Nike. The promotion plan will

involve online advertisement, email marketing, community-based running activities and partnership with fitness applications. Physical demonstration of BioTrack capabilities will be done through Nike Run Clubs, sponsored marathons, and city-based running challenges (Nike, 2023). Co-branding with wellness partners increases the exposure and trustworthiness with regard to health-conscious consumers.

- ❖ **Personalisation and Data-Driven Communication:** Users linked to BioTrack App will have individual insights, training recommendations, as well as promotional offers. The use of push notifications and AI-driven communication helps Nike to reinforce the long-term engagement and cross-sell the related products (Nike, 2023). Promotion therefore does not just assist in creating awareness but also in retention, loyalty and more thorough engagement with the ecosystem.

Element 3: Marketing Strategy Pitch

LCMB7024 Marketing Management Marketing Strategy Pitch – EcoStride (Nike)

New Brand Development

EcoStride is a progressive new brand of Nike that will redefine the fitness technology in everyday shoes. BioTrack Shoes is its flagship product which measure hydration levels and running posture. The brand incorporates sportswear design with smart performance information to boost the training results of active consumers (David, 2024).

How the Brand Appeals to the Market

Nike's EcoStride reacts to the growing popularity of customised fitness data and requests of tech-enabled sports apparel (Nike, 2023). With the emergence of safer and more data-driven training preferred by athletes and casual runners, BioTrack Shoes will be viewed as a high-value solution that assists in injury prevention, performance monitoring and overall wellness.

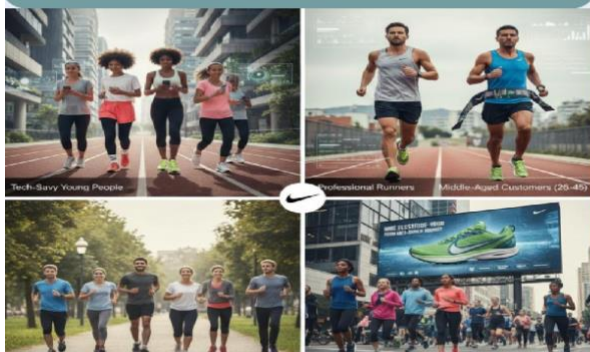


Segmentation

The brand is aimed at the young and middle-aged customers between the age of 16- 45 years, amateur and professional runners, tech savvy young people, and health-conscious customers in urban and suburban locations.

Marketing Mix – Product and Price

- **Product:** BioTrack Shoes have pressure-map, hydration alerts, Bluetooth and AI-powered running analysis app.
- **Price:** They will be offered at a competitive price, which will be complemented by flexible payment systems and packages with the Nike training app (Vianello, 2024).



Conclusion

EcoStride produces innovative, practical and personalised fitness technology, which allows the users to train smarter and move with confidence into the future of performance wear.

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Element 4: Reflection

The creation of the EcoStride brand idea and building of a complete marketing plan were valuable lessons in strategic thinking, creativity, and critical decision-making. The

application of the Reflective Cycle by Gibbs allowed assessing my experience more closely and pinpointing the areas of improvement in the future.



Figure 2: Gibbs Reflective Model

Source: (BiteSize Learning, 2024)

1. **Description:** I was asked to develop a new Nike brand, make the STDP framework, come up with a 4Ps marketing mix, and provide a succinct pitch. I have chosen the company EcoStride and its most popular product, BioTrack Shoes, which combines smart technology with sustainable sportswear. The pitch also meant that I had to summarise the concept in a persuasive way and within a tight time constraint.
2. **Feelings:** I was confident because I am interested in branding and innovation. I also, however, felt pressure in incorporating the use of advanced technology into a realistic product concept. The process of preparing the pitch was stressful because of the time limitation, but it turned to motivation because I perfected the storyline and the visuals. On the whole, I was proud of my skills of integrating creativity and analytical rigour.
3. **Evaluation:** There were a number of areas in the project that worked. The STDP analysis was used to define the strategic direction of the brand and fit well in the market trends digital fitness and sustainability. The marketing mix was based on the consumer behaviour and previous strengths of Nike and allowed a consistent approach. The pitch was graphically appealing and clearly revealed the main value

proposition of the brand. Nonetheless, there were certain issues. To synthesise a lot of information into a short pitch, one had to keep on editing. I also learnt that some of my early thoughts were too complicated to be understood by the target audience and that I needed to simplify them without compromising on strategic content.

4. **Analysis:** This experience enhanced my ability in segmentation, positioning of a brand, and strategic communication of marketing. I also learned the value of striking a balance between innovation and feasibility, particularly in developing a new type of product. Communicatively, the pitch preparation helped me to develop the skill of creating very short yet powerful messages. The assignment was also a learning experience in terms of critical thinking because I assessed competitive forces and market opportunities. One of the lessons was the importance of balancing sustainability, technology, and consumer needs to develop a successful brand name. This solidified how today marketing is more and more in need of a holistic insight of digital ecosystems, user experience, and ethical frameworks.
5. **Conclusion:** This project made me better aware of the process of brand development and strategic marketing systems. It also emphasised the need to communicate clearly, know the audience and make evidence-based decisions.
6. **Action Plan:** On further task, I would also like to develop my data interpretation abilities by invoking more market analytics to support strategic decisions. I am also going to practise pitch delivery by rehearsal using time to increase clarity and confidence. Lastly, I will carry on improving my creativity with the help of researching additional visual aids and presentation techniques to improve further brand presentation.

Strengths and Weaknesses Summary

Strengths	Weaknesses
Strong interest in branding	Initial ideas too complex
Creative brand concept	Time pressure in pitch
Good link to sustainability trends	Limited use of data analytics
Effective visual storytelling	Pitch timing challenges
Strong value proposition	Feasibility concerns early on
Good strategic thinking	Limited market evidence

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