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BRAND DEVELOPMENT PORTFOLIO: NIKE – “NIKEFIT+”

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ELEMENT 1: STDP ANALYSIS FOR NIKEFIT+

1. Introduction to Nike and the NikeFit+ Concept

Nike is a major sportswear and athletic innovation brand in the world with its promise of providing performance improvement, digitalization, and consumer-focused design (e Viana, 2021). With more and more consumers being inclined to seek more personalised health and digital fitness and hybrids, Nike is at the acquist point to enter into more than just apparel and to extended fitness services. NikeFit+ is presented as a new artificial intelligence-powered online fitness program that provides its users with personalised fitness plans, virtual training sessions, and community-based challenges. The service will be connected to Nike wearables to provide personalised training, nutrition, and recovery advice. This is a strategic brand extension that is in line with the increased convenience, data-driven fitness as well as holistic well-being demands.

The trends that are becoming more apparent are the emergence of digital fitness usage, workouts with a hybrid character, and those that are based on AI-powered coaching, as consumers across the globe are now demanding health solutions that are more personalised, convenient, and quantifiable (Softprodigy.com, 2025). The site will attract already loyal Nike customers and customers who are more tech-savvy and digital-native customers, providing a balanced technology, performance feedback, and community encouragement.

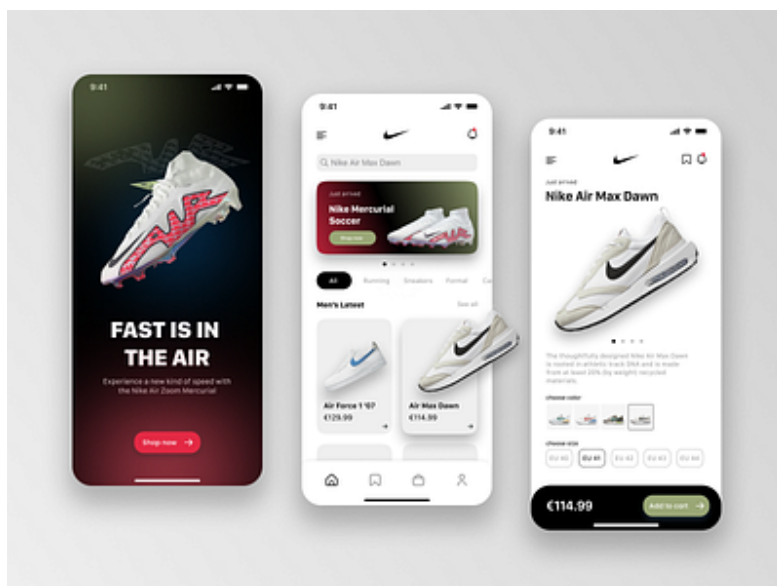


Figure 1: NikeFit+ App Interface Concept

(Source: Dribbble.com, 2025)

2. Segmentation Analysis

NikeFit+ will focus on an extensive but narrow segment of the fitness market based on demographic, psychographic, behavioural, and geographic traits.

	Characteristics Relevant to NikeFit+
Demographic	Adults aged 18–45; students, young professionals, fitness enthusiasts; middle to high income.
Psychographic	Health-conscious, tech-adopters, lifestyle improvers, competitive and goal-oriented individuals.
Behavioural	Users seeking personalised workouts, tracking progress, virtual coaching, and community challenges.
Geographic	Urban and semi-urban markets with strong digital infrastructure and high smartphone penetration.

Table 1: Segmentation Overview

(Source: Self-created)

These segments represent the contemporary direction in the change of consumer behaviour to digital empowerment, routines which are personal, and flexibility in home calls as a result of fitness (Mulvey, Belanger and Bakker, 2025).

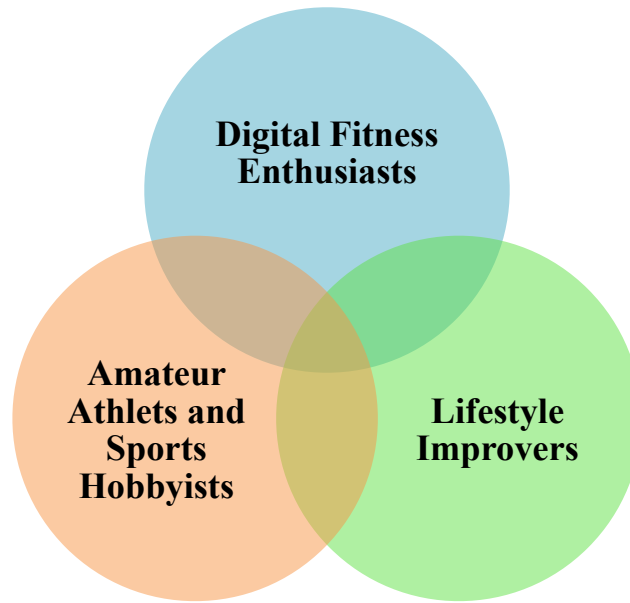


Figure 2: Target Market Diagram Nike Fit +

(Source: Self-created)

3. Targeting Strategy

NikeFit+ will utilise a **differentiated targeting strategy**, focusing on three primary consumer groups:

1. Digital Fitness Enthusiasts

One of the positive aspects of this new technology is the people aged between 18 and 35 who are always on the fitness applications and wearable gadgets. They appreciate facts and advanced exercise programs. This market is very sensitive to innovation and brand-driven communities (Pione *et al.*, 2025).

2. Lifestyle Improvers

Hectetic people (25-45 years old) with the necessity to have convenient and versatile fitness programs that would suit hybrid work schedules. NikeFit+ helps you to be flexible, customised, and easily tracked.

3. Amateur Athletes and Sports Hobbyists

Customers who are interested in sports training on a regular basis and desire performance-enhancing training at the expense of personal trainers. NikeFit+ offers convenient support with the help of experts and incorporated analytics with gadgets.

The first two groups can be selected because of their high levels of digital interaction, subscription possibilities in recurrence and fitness device trends in the long-term as NikeFit+ priorities.

4. Differentiation Strategy

NikeFit+ differentiates itself through the following factors:

1. Integrated AI + Wearable Ecosystem: Competitors, such as Fitbit Premium or Apple Fitness+, have tracking or content options available, but NikeFit+ is the only programme to provide real-time data to wearables with AI-personalised instruction on workouts, nutrition guidance, and recovery, (Nike, 2023).

2. Community-Driven Fitness Challenges: Large user base and global brand community of Nike gives it a competitive advantage. Team and competitions based on gamification strengthen brand loyalty and social motivation.

3. Elite Coaching and Sport Science Expertise: Using the associations with Nike and with athletes or with performance institutions, Nike guarantees high credibility in the training design.

4. Brand Heritage and Emotional Value: The brand strength, emotional storytelling, and international presence at Nike makes the perceived value extremely difficult to duplicate by generic fitness applications (Lal, 2024).

5. Positioning Strategy: NikeFit+ will be positioned as:

“The most personalised, performance-driven digital fitness service that empowers everyday athletes through AI guidance, expert coaching, and community motivation.”

This stance expresses performance, innovation, and inclusivity, which is the core brand value of Nike. It also prides itself on existing consumer demands of customised health services, quantifiable performance, and digital interaction flexibility (Loy, 2024).

The platform also has extensive ecosystems training, nutrition, motivation, and recovery, unlike apps which focus on a single use. This entrapment of science and community enhances its value property even more.

6. Conclusion

NikeFit+ will be a valuable brand extension based on digital fitness, AI-controlled customization, as well as the needs of consumers to rely on an all-encompassing wellness service. NikeFit+ will be the best digital fitness service in the worldwide wellness sector because of proper segmentation, a target group, differentiation through technology and community, and an excellent positioning.

ELEMENT 2: MARKETING MIX (7Ps) FOR NIKEFIT+

NikeFit+ is set to be the showcase application of Nike, which is an AI-based personalisation alongside the professional coach and real-time integration with Nike wearables. The marketing mix of the 7p offers the systematized approach to the implementation of the service strategy and the high level of compliance with the main brand vision of promoting the availability of the affordable, data-driven, and performance-enhancing fitness experiences.

1. Product

NikeFit+ is a complete digital platform that is supposed to improve the performance of the user based on the personalised training, real time coaching, and behavioural guidance. The essence in the product grants them the advantage over the means of the physical fitness of better physical health, which is aided by AI-generated guidance that is personalized to the desired results (Kotler *et al.*, 2020). The product features customisation of workout plans, progress dashboards, nutrition tips, and virtual training are all features of the actual product. Nike wearables can be

integrated with technology to enhance precision and provide a cohesive data ecosystem between devices.

This design of products reflects directly on the strategic emphasis of Nike on digital change and customized sports performance (Nike.com, 2025). NikeFit+ will support the performance-oriented brand, in addition to diversifying in the rising digital wellness market, by offering an AI-based, performance-driven service.

2. Price

NikeFit+ will be pursuing value-based tiered pricing model that is based on the different degrees of personalisation and intensity of services (Lau, 2025). Freemium level offers to the basic functionality, so that new users can experience the service and decide whether to invest in it or not. Higher-end and Premium and Elite subscription plans are have more advanced analytics, specialised coaching, and exclusive training content, and the pricing is tailored to show the extra value offered (Nagle, Müller and Gruyaert, 2023). This price structure is flexible and promotes revenue scalability since it is encouraging to great usage.

This pricing strategy will be very compatible with the brand strategy as it does not weaken the premium value at the expense of accessibility. The framework aids Nike in achieving its long-term objective of creating a base of loyal digital subscribers and increased recurring revenue, in line with the overall trends in the digital fitness subscriptions industry.

Tier	M o n t h l y Price	Key Features
Basic	Free	Limited workouts, basic tracking
Premiu m	£14.99	Full AI personalisation, advanced analytics
Elite	£29.99	1:1 live coaching, exclusive athlete content

Table 2: NikeFit+ Pricing Structure

(Source: Self-created)

3. Place

NikeFit+ is promoted via NikeFit+ mobile application and the Nike digital ecosystem making it easily accessible globally. The app can be downloaded in Apple app store, Google play store and directly through the Nike.com where physical Nike retail can also be used as the secondary channel of distribution where it can be demonstrated and guided on how to wear it.

This strategy of multi-channel distribution helps Nike sustain its consistency in the omnichannel approach and increase access to users in the increasingly varied markets, where there are both underdeveloped and more digitally ready (Hooley *et al.*, 2020). Through the NikeFit+ application to both downloadable digital and physical shopping spaces, Nike reinforces brand unity and promotes interpersonal interactions between platforms.



Figure 3: Nike's distribution channel strategy

(Source: Wautelet, 2018)

4. Promotion

To advertise NikeFit+, a combination of digital advertisement, collaboration with influencers, experience and storytelling with the help of athletes will be offered. The most important

promotional mediums will be social media sites like Tik Tok, Instagram, and YouTube because they command a lot of engagement among the digitally operational fitness-driven consumers. NikeFit+ features will be demonstrated by professional athletes and fitness creators, which will use authenticity and credibility of performances (Nike, 2022). The use of experiential promotions (community running and in-store workshops) will enhance the relationship with consumers, generate a trial, and support the Nike identity as a community-based brand. The promotional plan directly helps the objective of the brand to position NikeFit+ as high-value performance-enhancing digital service that combines professional competence and the inspirational community experience.

5. People

Combinations of expertise and interaction between coaches, technical support staff, and community ambassadors turn out to be influencers of the quality of service in NikeFit+. Live sessions and specialised training programmes are run by certified fitness coaches and sports scientists and build on the long-established link between Nike and sporting success (Nike, 2023). There are customer support teams, which make sure the technical problems and user questions are answered in an efficient manner to foster a good experience of services.

The community ambassadors are usually the local stars or can be fitness influencers, who assist in hosting regional events and challenges, which encourage users and further give them the feeling of belonging. Together, the human factor enhances credibility, retention, and brand promise of Nike that they sponsor athletes at all levels.

6. Process

The process design will provide a smooth and intuitive user experience with high engagement that is necessary to retain users in the digital fitness platform (Cim.co.uk, 2019). NikeFit+ service process adheres to an effective and transparent design, where it starts with the onboarding process, calibration, personalisation, and further optimisation.

Users are required to go through an onboarding process during registration, with the app capturing biometrics interactions, exercise ambitions, and workout preferences. Wearables then connect automatically to provide the basis of training metrics. This onboarding process simplifies the process and increases the feeling of ease-of-use; a key predictor regarding the adoption of technology (Kotler, Keller and Chernev, 2021).

The operational model of personalised programme generation uses AI algorithms to generate daily and weekly training plans using the user data. Recommendations are dynamically changing, depending on the performance, heart-rate patterns, indicators of recovery, and the past compliance with the workout. This dynamic process endorses the differentiation strategy adopted by Nike because it produces a more reactive system compared too much competitor application whose programmes are not dynamic.

Scheduling of live-session, completion of workout, community challenges, and nutrition logging all have standardised processes in the app. Such workflows reduce friction and consistency of behaviour, which is essential in services that are based on habit-formation including fitness. The loop of customer feedback, which is implemented in the form of post-session rating and frequent check-in, is designed in such a way that the service delivery improvements are to be based on the feedback of the user.

Stage	Description
Onboarding	User profile setup, data entry, wearable connection
Baseline Assessment	AI analyses biometrics and activity data
Plan Personalisation	Tailored workouts, nutrition, recovery suggestions
Live Guidance	Virtual coaching sessions and event participation
Progress Review	Weekly analytics, adjustments, and performance insights

Table 3: NikeFit+ Core Service Process Flow

(Source: Self-created)

7. Physical Evidence

Though NikeFit+ is a web-based product, tangible pieces of evidence are necessary to assure customers and make the brand more credible. Physical evidence is used to provide indicators of quality in intangible services by providing visible and tangible indicators (theintactone, 2019).

The key pieces of evidence are the interface of NikeFit+, Nike wearables, online performance platforms, and community-event resources. The user interface uses Nike minimalistic design language strong typography, black and white colour palettes and high contrast images to brand the visual and enhance the usability. The screen workouts have live metric designs and animated examples to make the session more understandable.

Pieces of wearables like Nike Band and Nike Smart Sensor allow tangible interfaces that confirm the technological potential of the service. These devices can be physically packed in QR activation codes, brand messaging, and easy installation guides, and it is a suppression of Nike of high-quality design.

Community-event supporting evidence which includes branded banners, digital certificates, and leaderboard displays will assist in the strengthening of NikeFit+ as a source of belonging and shared accomplishment. Such applications of physical evidence help to develop trust and feelings of the community in the fitness sphere (Kotler *et al.*, 2020).

ELEMENT 3 – Marketing Strategy Pitch

(Refer to Appendix)

ELEMENT 4 – Reflection

The creation of the NikeFit+ brand concept and the creation of an entire marketing plan taught much about the prospects of positioning digital services in a competitive environment of a rapidly growing market of products and technologies in the field of fitness and technology. Another most valuable thing about this process was the process of putting a raw idea into a well-organized and supported brand concept. This needed to be done through synthesis of market trends, acquisition of consumer behaviour changes, and their mix with the overall brand equity of

Nike. This allowed me to realise the significance of basing creative concepts on strategic frameworks like STDP and 7Ps that assisted in creating transparency, relevance, and practicability.

Developing the marketing plan brought out the importance of striking a balance between innovation and realism. When developing features like AI-created personalisation, wearable integration, I was able to understand the importance of focusing on user needs and thinking of the operational aspects of it, like price, efficiency of the process, and experience of a customer. This also enhanced my critical thinking in the way every component of the marketing mix affects service delivery and brand image.

Another useful learning experience was to prepare the marketing strategy pitch. It was necessary to be selective and focus much on problem-solution framing to condense the entire strategy into a convincing pitch. This activity has enhanced my skills in explaining the value propositions clearly and with confidence which is a critical skill in academics and professional fields. Despite the fact that I am yet to deliver on the pitch, practicing it has allowed me to improve my pace, tone and engagement to the audience. In the future, I can improve my performance in the same projects in a number of ways. Firstly, I might further reinforce the authenticity of the insights by engaging more primary data that may be user surveys or competitors interviewing. Second, better time management would allow carrying out more iterations of the brand concept before it ends. Lastly, I could work on developing better visual design skills to make more refined pitch materials and tactical diagrams, which could assist in conveying more complicated information.

On the whole, the project has before taught me a great deal about my strategic skills, research capacities, and communication skills, and it has given me a good background to further work in these areas: branding, digital innovation, and the strategy design in marketing.

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Appendix: Marketing Strategy Pitch NIKEFIT+



NIKEFIT+

AI-POWERED DIGITAL FITNESS SERVICE



- NikeFit+ responds to a major fitness-market challenge: consumers lack motivation, struggle to personalise routines, and find it difficult to track meaningful progress across devices.
- Personalised digital coaching has been shown to significantly increase workout adherence and long-term behaviour change (Kettunen, 2022).
- NikeFit+ solves this by integrating AI-driven recommendations with real-time biometric data from Nike wearables, creating a fully adaptive fitness ecosystem.
- The platform offers tailored workout plans, live virtual coaching, and community challenges designed to increase engagement and accountability—key factors linked to higher digital fitness satisfaction and retention (Gale, 2023).
- Unlike generic fitness apps, NikeFit+ uses Nike's brand reputation, elite athlete partnerships, and data-driven coaching to deliver a premium and performance-oriented experience.
- This strategic integration provides users with motivation, expert guidance, and measurable progress, offering clear value and differentiation in a competitive fitness-tech market (Nike.com, 2024).

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