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Assessment 2: Portfolio: Brand

Extension (Nike Glucometer)

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Table of Contents

Introduction.....	3
Brand Extension: Nike Glucometer.....	4
STP for the New Brand Extension.....	6
Customer Personal Profile.....	8
Marketing Mix Strategy.....	11
Conclusion.....	14
Reference.....	16

Introduction

In 1964 Nike, Inc., was set up as a leading power in outfits, sneakers, sports equipment by Phil Knight and Bill Bowerman. Nike has grown their brands all the time and rise in technology, performance and style. Nike's iconic Swoosh logo and "Just Do It" slogan have become outstanding with security, ability, and style. Nike operates in the sportswear, and wellness industry and continues high-quality outfit, footwear, and digital products such as the Nike Training Club app. Today, Nike tries to innovate in design and marketing, focusing on high-quality products and customer personalization, cementing its place as a cultural and sports icon globally. (Carlson, 2025).

In this assessment, explain the Nike brand and its brand extension Nike Glucometer. The Nike Glucometer is a wearable device customized to individuals who are concerned about their health or at risk of having diabetes. The glucometer connects with actual Nike digital platforms and works to detect blood glucose levels in real-time, detect user sugar level and health performance. This new product supports Nike's innovation agenda while spill into the increasing intersection of fitness and health tech. The report will trace the product's brand alignment, target market, segmentation and positioning (STP), customer persona, and the 4Ps marketing mix strategy, concluding with recommendations for market success.



Figure 1: Brand Logo

Source: (self-made, 2025)

Brand Extension: Nike Glucometer

The Nike Glucometer is a smart device. It is designed to track glucose levels in real time, targeting fitness enthusiasts, and monitoring diabetics, pre-diabetic individuals, and that is wearable. It is designed as a wristband or patch both are the same working, the glucometer is sweat-resistant, sleek, and pairs via Bluetooth with the Nike Training Club app to provide tailored nutrition suggestions and fitness. This combination provides users with custom nutrition tips tailored to their health and glucose levels and fitness plans. By combining cutting-edge health tracking with Nike's signature focus on achievement, the Glucometer enhances both fitness and well-being.



Figure 2: Nike gluco-band

Source: (self-made, 2025)



Figure 3: Nike gluco-patch

Source: (self-made, 2025)

This device reflects Nike's performance standards and mainly focuses on individuality and user-centered philosophy. However, Nike has already succeeded in creating an ecosystem of apps in the digital health space, and this product advances that position further—moving beyond tracking into a more incorporated role in performance intervention and protective health. It represents a shift from background data collection to active support, incorporating itself more deeply into the well-being and athlete's routine.

Type 2 diabetes rate in England increased to 7.0% in 2024, with a total estimated frequency at 7.8% in 2021. (Office, 2025) Recent market health devices people don't trust most of the time, and style and integration are crucial for consumer appeal in the competitive fitness tech market. Although most of the fitness trackers in the market fail in health management systems to seamlessly integrate with broader systems, leaving a gap for more personalized, ambitious devices. Nike glucometer entry covers this gap. However, Nike is already an established company and will need to differentiate itself from established players like Apple and Fitbit by offering ensure data accuracy, unique features, and security. Nike could fill a significant niche, offering both an engaging fitness experience and functional health management.

Additionally, Nike's shift from being a "pioneer" to an "integrated health partner" by blending high-tech health functionality strengthens its emotional connection with consumers with its aspirational design. Expands the brand's extension launch of the Nike Glucometer as an outcome-focused brand that has a presence in wearable health tech, positioning. It offers a complete solution that long-term health goals and aligns fitness. Nike main intention is the market gap for connected health devices that are appealing and stylish to active consumers who want to monitor their health condition while maintaining a sense of style. (Zheng, 2022)

STP for the New Brand Extension

Marketing choices are an essential part in the strategic marketing process, guiding the direction of products perceived in the marketplace. These things, through segmenting, targeting, and positioning (STP), group customers with similar needs to motivate their buying decisions. STP is a marketing strategy that helps get and choose the target market for a specific product or service. (Panagiotopoulou, 2020)

Segmentation:

Nike Glucometer will use the following segmentation characteristics:

- **Demographic:** Nike mainly targets adults aged 25–50 of all genders. Their typical consumers are Urban workforce or fitness-minded persons with middle to upper-middle-class incomes (£30,000–£75,000). These consumers mainly focus on performance, and innovation, also socially responsible brands, aligning with Nike's significance on design, Eco-friendliness and strength. Nike's product range is designed to meet both accessible price points and premium, making it appealing to a wide but strategically separated audience. (Goldsmith, 2024)
- **Geographic:** Geographic segmentation would require Nikes glucometer to effectively cater to geographic health needs. In urban centers throughout the UK and Europe, Nike would highlight the product's blood sugar level, fitness tracking features and technology integration. In developing markets like China and India,

accessibility and affordability would be the focus, while in others like Japan and Australia, the focus would be on wellness and Clarity. Personalizing content to local health concerns, such as diabetes prevalence, will allow Nike to connect with diverse markets worldwide. (Pereira, 2024)

- **Psychographic:** The Nike glucometer extension band is designed for diabetic patients and health-conscious individuals, targeting wired, health-conscious consumers, it appeals to those who are concerned about their health and prefer real-time health tracking. By combining diabetes management with Nike's commitment to wellness and fitness. (Orquin, Christensen and Lagerkvist, 2020)
- **Behavioral:** The Nike Glucometer, exhibiting a smart Nike band and Nike patch. It is created mainly to help people with diabetes and those concerned about their health keep track of their sugar levels. This smart glucometer continuously monitors blood glucose levels in real-time, giving users instant information into their well-being. The Nike patch sticks easily attach to the skin, and pass information to device. creating a smooth blend of glucose monitoring and fitness tracking. This Innovative system is vital for both diabetic patients and health-conscious individuals, motivating them to make informed decisions about their consistent glucose monitoring and health when enjoying an active lifestyle. (Lundgrin et al., 2025)

Targeting:

Nike's mainly focus on individuals affected by pre-diabetes and diabetes signifies a shift in its brand outlook, positioning the company between a fitness provider and trusted health companion. Nike caters to those who seek more than basic fitness data, such as calories burned or step counts, and are looking for a device that combines perfectly into their active lifestyles when addressing medical concerns. Nike target customer health concern people which consolidating health and wellness goals appeals to, health

programs that go beyond just Individual wellness planning. Although, Nike different from others company device like Fitbit, Apple, and others already established in the wearable health tech market, it must clearly product how its go beyond fitness tracking to particularly fulfill health needs, like monitoring blood glucose levels. Additionally, since the tender nature of the data involved, it's essential for Nike to build consumer trust. Nike has good reputation itself as a well-being brand that enhances fitness and also supports long-term health management goals. (Xu, 2024)

Positioning

positioning statement:

The Nike Glucometer is a wearable health device designed for active individuals who need to optimize their performance through blood glucose level. Integrated within Nike's digital ecosystem. In this device authorized users can take control of individuals health while pursuing their fitness goals. This uncommon positioning grows up the Nike Glucometer in the space between lifestyle wearables like clinical and Fitbit tools such as Abbott's Freestyle Libre. This device focuses solely on glucose control and shows health conditions. Nike combines performance-focused integration, and style community engagement to provide a more holistic health experience. (Gan, 2023)

Perception vs Competitors:

This device is compared to Apple Watch or Fitbit—which track general health, but Nike Glucometer provides specific, actionable sugar level and health data. Unlike traditional medical glucometers, it is smart and motivational, integration, athletic identity.

Customer Personal Profile

Customer Name: *Sarah Thompson*

- **Age:** 32
- **Income:** £40,000
- **Occupation:** Marketing Manager
- **Education:** Bachelor's degree
- **Location:** London



Figure 4: Customer picture

(Source: self-made, 2025)

Demographic:

- Female
- University educated
- Lives in Central London

Lifestyle and Values

Sarah leads a busy lifestyle and is very concerned with her health-focused lifestyle. She tries to run 3 times a week, attends fitness classes, and tracks her diet using apps mainly sugar level because she effected on diabolic. She's a modern girl, informed, and socially concerned, regularly updates her lifestyle journey on Instagram. Values sustainability and concern her food choices.

Attitudes & Behavior

Sarah is a loyal Nike customer. She always perches on brand products, because she does not like low quality products and most of the time she cannot compromise product quality. She is a very healthy concussed girl so she most of the time tries to maintain her health and checkup. Sarah thinks health isn't just about physical fitness—it's about making informed, thoughtful choices that positively impact both her lifestyle and the environment. Sarah's family history affected diabetes so most of the time she maintains her lifestyle. So, she buys a Nike glucometer which is designed to count sugar levels and health conditions.

Buying Motivation

Sarah wants a top-quality device which monitors real-time reports. But she is not willing to settle for medical devices like analog glucometers. She wants wearable and comfortable stylized products that not only count her health level but also enhance fashion. This is the main reason Nike glucometer catches her eye. She knows Nike is a trustable brand with smart features and fashionable design. For Sarah, it's the perfect combination helping her manage her health while still looking good.

Marketing Mix Strategy



Figure 5: Nike 4 Ps

Source: (Boardmix, 2024)

Product

Nike's product innovative and unique design and it is making first mover style and performance. Last few years Nike has shown innovative products and many offerings feel repetitive or overly reliant on hype and collaborations. Only high prices without significant functional improvements have also led to criticism, as emerging brands offer better value. So, Nike tried to catch this problem and solve it. (Hou, 2023).

The Nike Glucometer is a new product that is a non-invasive wearable sensor available as a wristband or patch.

Key features:

- Ongoing process in blood glucose monitoring.

- Blending with Nike apps.
- Custom recall and performance count.
- Glossy, sweat-resistant design.
- Available in 2 sizes and 3 colors.

Price

Nike's premium pricing strategy supports strong profit margins and enhances its brand image by positioning products high-quality and exclusive. This strategy is effective for consumers' search for brand and performance in developed markets. Although, high price products without major improvements in product quality have led to criticism and loss of company value. Fixing any product price in very sensitive regions, Nike risks losing market share if it's not work so Nike always tries to fix the problem before launching any new product and that is the main reason Nike overcomes this problem. Before lunch, product market evaluation is essential. (Yan, 2024)

Nike Glucometer is a premium product, and its price reflects the brand's trust and innovation. However, its competitors are the Apple watch and Fitbit.

- Its price RRP: £148.99 (single device)
- Subscription monthly model for advanced analytics: £8.99.
- Bundle offers with Nike wear.

Promotion

Promotion is essential for any brand to sell their product. Today's world most of the people are based on technology so Nike chapter this trend its digital promotion strategy is highly effective in brand loyalty and maintaining its strong market presence. By utilizing social media platforms is very effective, influencers promote brand, and content marketing, Nike most of the time creates an emotional connection with consumers, focusing on genuineness and encouragement. This strategy helps Nike engage with younger, social media addicted consumers, it can separate those who feel overcome by constant brand messaging or the commercial overload of influential figures. Additionally, Nike's reliance on limited-edition releases and excitement-fueled campaigns. The challenge moving extinction brands forward is to balance broad inclusivity with limited access in order to sustain long-term customer loyalty. (Chen, 2024)

Nike new product promotions use some trend like:

- Use digital platform such as YouTube, Instagram, Facebook, Tik Tok, Nike app
- Professional influencers, models show ramp walks, and their own platform represents products.
- NHS wellness programs or private clinics promote products.
- Free trials and demos at flagship Nike stores.

Place

Nike's Place strategy is strong in its combination to sell their products, that is direct-to-consumer (DTC) channels, and another is partnerships with third-party retailers, ensuring this method across global markets to fully aim for success in the market. This method enhances customer connection, allows Nike to collect valuable consumer data and control brand experience more effectively. But Nike's direct presence is limited, or third-party retailers can lead to contradictory customer experiences and lose their brand control. Moreover, supply chain hurdles distress, particularly when global crises, have highlighted weaknesses in its distribution system, eroding consumer trust and potentially affecting product availability. To stay competitive with another brand, Nike needs to further amplify its DTC channels while enhancing its ability to adapt to reduce regional hazards and market demands in its global supply chain. (Xiong, 2024).

Nike glucometers sell different place accordingly their previous product:

- Available at Nike.com.
- partner pharmacies.
- selected flagship stores, Amazon UK and Apple Health accessories marketplace.
- Fitness centers and gyms.

Conclusion

The Nike Glucometer represents a strategic bound into the health technology market and fills in the gap marketplace uses this product. It is perfectly aligning with the brand's commitment to their customer given best performance and innovation, a new product fully safe and originally given information about health conditions. As health awareness

and wearable adoption enhance in the UK, Nike can utilize its brand strength to transform glucose monitoring from a clinical task to an enabled wellness outcome.

However, integrating with Nike's consumer lifestyle and digital platforms and focusing on needs, the product not only supports health condition detect but boosts it as part of a own performance think. The glucometer serves dual markets—mainly health-focused individuals than fitness lovers who want to know health conditions—positioning Nike as a complete wellness brand. In this product highly recommend those people who already suffer from diabetes. Because in this product customize given authentic data.

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