

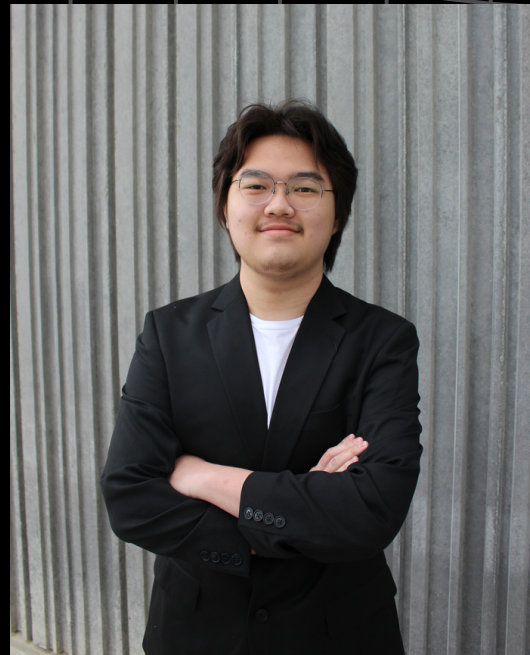
**NIKE**   
**“JUST SLEIGH IT”**



# ***INTRODUCTIONS***



**ESTEFANIA**



**HANSON**



**JUAN**



**SASHA**



**YASH**



**TYLER**



**NANDINI**



# ***AGENDA***

- **MODEL**
- **MARKET**
- **MESSAGE**
- **MEDIA**
- **MACHINE**



***MODEL***

**NIKE**  
**“JUST**  
**SLEIGH IT”**



**\$249.99**



**LIMITED**  
**EDITION BAG**  
**INCLUDED**



***MARKET***

# ***CUSTOMER PERSONA***



- **DEMOGRAPHICS:** SOCCER ENTHUSIASTS AGES 15-45, IN MIDDLE/UPPER CLASS FROM URBAN/SUBURBAN AREAS,
- **INTERESTS:** SOCCER, SPORTS, RUNNING, BARCELONA
- **PAIN POINTS:** CAN'T AFFORD TICKETS TO COPA, FOOTWEAR LACKING HOLIDAY SPIRIT, CLEATS LOOK UNORIGINAL, OLD CLEATS BREAKING DOWN
- **GOALS:** ATTEND SOCCER MATCHES (COPA AMERICA & WORLD CUP), MEET IDOLS, COLLECT LIMITED EDITION ITEMS
- **VALUES:** COMFORTABLE & DURABLE FOOTWEAR, UNIQUE CLEATS, & SUPPORTING THEIR FAVORITE TEAM



***MESSAGE***





**MISERIES  
(PAINS/PROBLEMS):**

- BORING CLEATS
- CHRISTMAS GIFT WISH
- LACKS PERSONAL CONNECTION TO TEAMS



**VALUE ADDED:**

- FESTIVE AND UNIQUE CLEATS
- PERFECT GIFT FOR SOCCER FANS
- TEAM + PLAYER CONNECTION



**MIRACLES  
(WANTS/GOALS):**

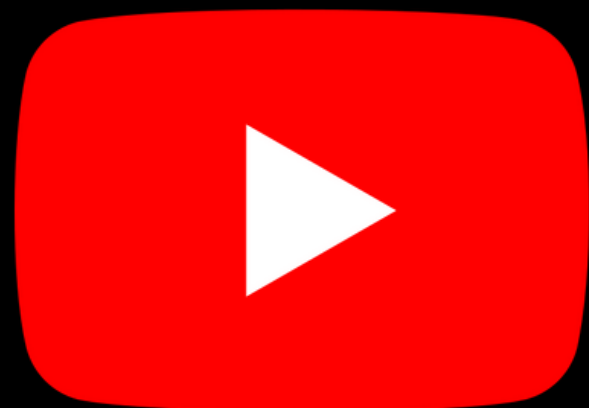
- UNIQUE, FESTIVE, & FASHIONABLE CLEATS
- WANTS TO BE LIKE SOCCER PLAYERS
- SUPPORT FAVORITE TEAMS



***MACHINE + MEDIA***



# **MARKETING TACTICS**



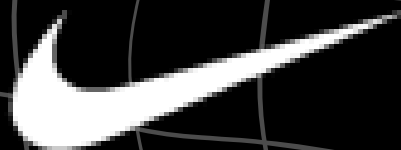
**ADVERTISEMENT VIDEO  
RELEASED**

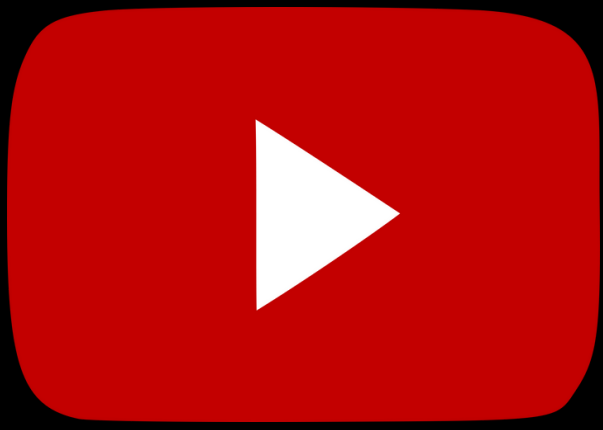


**RAFFLE WINNERS  
(CHRISTMAS DAY)**



**NIKE ATHLETES PROMOTE**





← Post



Vini Jr.    
@vinijr

Following

#JustSleightIt



9:28 AM · 25 Nov 23 · 1.8M Views

6,669 Reposts 498 Quotes 87.7K Likes

343 Bookmarks



# ***Publish Advertisement***

**AD COST: \$1.1 MILLION TO  
\$1.5 MILLION**

**ROI: 22.16% BASED ON  
2022 DATA**

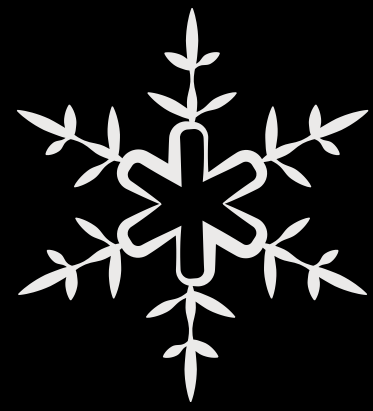


# *Player Promotion*



**NO ADDITIONAL COST**  
(NIKE CONTRACTS)





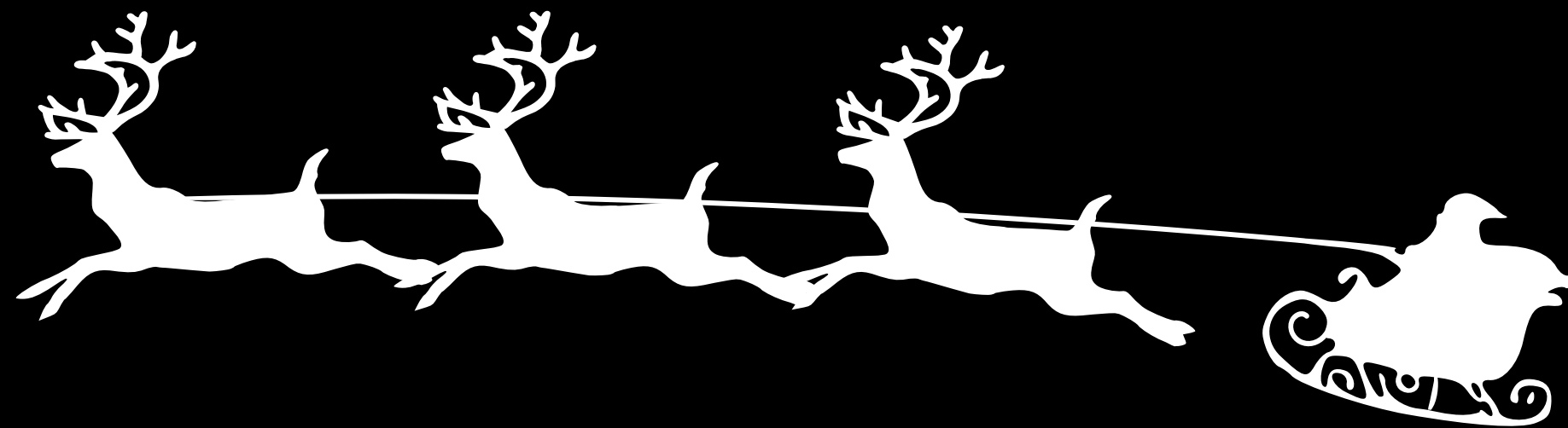
# ***COPA AMERICA RAFFLE***

- **COPA AMERICA 2021 FINAL VIEWS: 150M**
- **COPA AMERICA 2024 IN THE UNITED STATES**
- **SCRATCHCARD IN FESTIVE THEMED SHOES**
- **COST: \$15,000 (10 VIP TICKETS)**



# ***KEY PERFORMANCE INDICATORS***

- 1. AD METRICS: VIEWS AND ENGAGEMENT**
- 2. SOCIALS: TWITTER ENGAGEMENT / MENTIONS**
- 3. STORE METRICS: IN-STORE FOOT TRAFFIC**





# TIMELINE

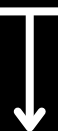
MARKETING CAMPAIGN IS

ANNOUNCED -  
AD RELEASE



NOV 25, 2023

NOV 29, 2023



PLAYERS START WEARING THE  
CLEATS IN GAMES  
REAL MADRID VS. NAPOLI

CLEATS GO ON SALE



DEC 1, 2023

CHRISTMAS DAY  
DEC 25, 2023

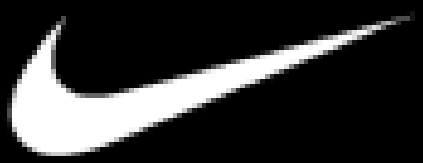


RAFFLE WINNER ANNOUNCED

COPA  
AMERICA



JUNE 2024





**Thank You!!**  
**Any Questions?**

YouTube video player interface showing two Nike soccer ads.

**Video 1:** Nike soccer ad. Duration: 7:03. Title: Nike Football: The Last Game full edition. Channel: mycoolvideos. Views: 175M. Posted: 7 years ago.

**Video 2:** Nike Football - Winner Stays. Duration: 4:13. Channel: SportsOnScreen. Views: 61M. Posted: 9 years ago.

# ***POWER OF NIKE ADS***