JOB TITLE:
Nike Sub Brand Development

PARTIES INVOLVED:
Client: Nike Inc
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REASON FOR BRIEF:
Now more than ever, sport has become an integral part of the world we live in, and as a result has created a multi billion dollar platform that has seen large corporations and sports athletes alike benefit all the way to the bank. Yet it is the sports fanatics, the people that live and die by sporting teams and personalities that are putting in their hard earned money to support them, often traveling far distances and by many forms of transport to get there.

There is a market need for smarter travel, currently there is no streamlined travel that will allow you the supporter to get to these events, often requiring you to book through multiple websites to get your game tickets, flight tickets, hire car, bus and/ or train transport tickets. This can be a nightmare to organise and can often leave you guessing if you are going to get to the game on time, waiting around for connecting transport or shoveling out extra money to ensure your arrival.

This is where Nike Air can provide a solution.

INTRODUCTION:
Nike is the largest athletic footwear and apparel company on the planet to date. Since their inception in 1964 they have been totally focused on becoming a leader in performance, innovation and technology, and 60 years on can compile a portfolio of products that dominate most athletic markets such as running, basketball, soccer, tennis and many other recreational sports.

By 1978, the formally known Blue Ribbon Sports was re-branded as it is seen today, Nike Inc. The name was inspired from Nike, the Greek goddess who personified victory, a strong brand value seen in Nike today.

Nike coined the slogan ‘Just do it’ in 1988 as a means of connecting the public closer to the brand. Nike wanted the brand to reach a wider audience, not just the top level athletes but the every day person, who with this motivational tag line gave them no excuses to go out and try prove to themselves that they could achieve greatness.

Nike have a great public appeal and is one of the most recognisable brands in the world. This is due in part to their association with the best athletes in the world such as Lebron James, Tiger Woods and Roger Federer, just to name a few. These athletes are the number one athletes in their respective sports and can be identified globally, and as Nike believe, the audience is more likely to remember the brand an athlete is wearing rather than the event he was competing in, thus why Nike prefer to sponsor athletes and teams rather than events.

Nike’s current market isn’t strictly aimed at the best athlete’s in the world, but rather those who believe in being the best they can be. A target towards those who want to stay fit and healthy, 18 - 35 male and female. Nike provide products for every form of athletic activity, from shoes, socks, shirts, shin pads, gloves, hats, skins and more. If Nike has produced it you can bet it has been done so with the latest technologies for performance enhancement.
BACKGROUND:

Nike have stuck to the one industry they know inside out, and that is the athletic apparel market, however their ethos speaks of being such an innovative and competitive brand. This is more than enough reason for them to venture forward into a new market along the sporting industry.

‘Nike Air’ will seek to solve this, and become a unique travel airline experience, offering the sports fanatics the opportunity to travel like a professional athlete on their way to watch their heroes perform on the biggest stages around the globe and experience sport in a whole new way. Streamlined travel systems will be implemented to make the journey as simple as possible and take away the hassle of travel.

This is a market that Nike has never been in before and is a great niche market for them to own and dominate much like they have done with all their other products in the past. Nike’s ethos of being the first, most innovative calls for a service like this.

WHO IS THE COMPETITION?

Currently no one. There is a complete white space in the market for commercial sports travel.

Nike’s main competitors in the sporting landscape are Adidas, Under Armour and Puma whilst the current face of the commercial airline industry has companies such as Virgin, Qantas, Emirates all competing for the best flight experience.

Nike Air will fill the void between these two industries and create a unique environment for Sports fans to travel in style to any sporting event.

TARGET MARKET:

Nike Air’s target market is niche - it is focused at the sports fanatics of the world. This market is broad, not only in numbers but also sports as there are no sports that don’t come without passionate fans. Nike Air will look to cater to all of these people.

**Primary Market:** Generation X. Predominately males who have grown up playing and watching sports their whole lives and have a strong affiliation to certain players, teams or sports. These same people have travelled the world and gained great life experience and are receptive to the idea of unique experiences.

This generation will be Nike Air’s lead target as they have the time and expendable cash to spend on such an experience. Generation X are predominately outgoing in nature and would jump at the idea of a unique sport and travel experience. This generation are usually very social in nature and are the main demographic found at any sporting event. These are the guys who sit behind the goals, waving banners and chanting all game long.

**Secondary Market:** Nike Air will also target Corporate groups as Nike Air can offer a streamlinied way of organising large group travel to the biggest sporting events on the planet. The corporates that will use this service will generally be connected to a sporting team or event in some shape or form, whether it be through sponsorship or affiliation.

SINGLE MINDLED PROPOSITION (USP):

A Winning Formula;

Nike Air will take care of you every step of the way, your one stop destination to book the ultimate sporting experience. Travel with people who are equally as passionate about your sport and team as you are.
OBJECTIVES:
What Nike Air Offers:
Organised, easy travel. Each trip will have a travel concierge that will take care of you from start to finish. They will be with you all the time to make sure you have everything you need and answer any questions you have.

Nike Air will offer fans focused travel entertainment such as game analysis, classic matches and pieces of fan fair that will make any sports fanatic feel like they are in sporting heaven.

Nike Air is the first of its kind, it is an untouched market in the industry of commercial sports travel. No longer will the streamlined travel approach taken by sporting athletes be seen as exclusive - now you the supporter can experience the luxury and ease of this unique travel experience.

Nike Air is not just a promotional stunt, it will be a fully fledged commercial airline running exclusively to sporting events. Sporting events run all year long and Nike Air will cater to every major event.

How it will be rolled out:
Nike Air would target one major sporting event such as the 2014 Master’s Golf Tournament where the worlds #1 and #2 golfers are major sponsors of Nike. This would be a great event to roll out Nike Air as the Masters is the largest golfing tournament of the year, continuously getting a large number of international guests coming to view the event. By having the two top golfers in the world to promote this experience and show how simple it can be to get to one of the most exclusive events in the world would push this service of the ground at great heights.

This will be the stepping stone for Nike Air to target travel to other larger sporting spectacles in the year such as the British Lions tour of Australia, the UEFA Champions League Final and Major League Baseball World Series.

As the service grows the future prospects are endless, allowing Nike Air to be based in all major cities and offer travel to every single game seen around the world.

BRAND PERSONALITY:
What the brand is:
Nike Air is - the first of its kind, streamlined, easy, unique

What the brand isn’t:
Nike Air isn’t - confusing, stale, difficult

Personality:
Nike Air is exciting, social, passionate

DESIGN & TOUCHPOINTS:
Nike Air “Become The Professional”

Logo branding: The Nike Air logo will be clean and streamlined to align it to its philosophy of being a very simple brand to use. Use of strong bold, trustworthy and social colours (Blues, Blacks and Reds)
Ticketing: Tickets will be made to feel premium, This is your one pass to get from A-Z easily. The ticket will make the user feel like a VIP and it will contain all the information you need in your travels.

Advertising: Just like all other campaigns by Nike this one will be unique, this could be achieved through the use professional athletes and putting them in the every day environment as a way of connecting to the fans. The Branded environments would be innovative a well, branding all the platforms connected to the brand such as the planes, busses, airports, billboards, online, flyers, displays at games etc.

Travel: Touchpoints throughout the journey starting at the airport. Flight Team will be branded accordingly, transport will be styled to suit events. A unique one of a kind airwalk tunnel to the plane will be designed to feel like you are walking onto a pitch, immediately getting the user into the mood.

VIP Features: Nike Air will have access to all sporting events due to its position in the market and will be able to offer experiences like no other. Lucky draw winners will get to experience certain benefits such as Pitch side seating, being a close as possible to the action. Nike will also offer a one of a kind experience by using hot air balloons to offer a view from above experience.
TIMELINE:

**Week 6:** Finish off Design Brief and begin designing the Identity

**Week 7:** Develop Branding ID further and start looking into touchpoints, Get presentation prepared

**Week 8:** Design presentation for week 9, finish all touchpoint plans and customer journey, look into developing better infographics.

**Week 9:** Present presentation

**Week 10:** Continue developing brand packaging platforms (digital and print) and look into starting Manifesto.

**Week 11:** Have logo and all touchpoints ready for final submission so there is time later to fix up and make any tweaks. Finish digital platform development.

**Week 12:** Revisit Infographics again and make sure they are as good as they can be, finalise most of print platforms and develop final presentation.

**Week 13:** Have everything ready - Brand ID, packaging, platform posters etc for next week. Go through everything for a final time with Lisa

**Week 14:** Presentation time.