

## CONTEMPORARY DESIGNERS AND LUXURY MARKETS

### *Term Project Assignment 2: BUSINESS INITIATIVES*

*Setting Marketing Initiatives, Goals, & Measuring Metrics*

*Choose a fashion brand of your choice and begin conducting research about the company's history.*

Marketing Plan for Nike Spring/Summer 2021 collection.

### **PART 2. Business Initiatives**

Business Initiatives

- Nike strives to provide the best and comfortable workout outfits and sneakers for Spring/Summer 2021 selling season. To help the business do that, our marketing team will pursue the following partnerships in 2020:

*Response:*

- Nike will be working on a brand partnership with Sacai for the Spring/Summer 2021 selling season to ensure our clients with the most comfortable workout sneakers.

How will you measure success? **Utilize AT LEAST two types of brand partnerships (Chapter 4).** Well defined partnerships include *duration, a time and action calendar*, all brands and/or influencer social media and or website *impressions*.

### **Brand Partnership & Business Initiative EXAMPLE 1**

Description: [OPI Beauty Brand Example: Over the next 12 months, we'll work on building a blog website that becomes a go-to resource for our customers' burning questions-- and our number-one source of leads month over month.]

Goal of initiative: [Example: To increase our website's rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with prospects.]

### **Brand Partnership & Business Initiative # 1:**

**Description of business initiative:**

- Over the next 6 months, our team will work on creating short videos through our Nike social media page to help our consumers to be very comfortable will working out or doing any outside activities with Sacai.

**Goal of initiative:**

- To provide our Nike consumers with the most comfortable sneakers to workout during this pandemic, our team will have short videos on how and when to wear our products with several other information through our social media page.

**Chosen Brand Partnership: Sacai**

**Metrics to measure success:**

*Research and update necessary metrics that correspond with chosen partnerships. Example: 50,000 organic page views per month / social media impressions for all brands and/or influencers involved.*

UMV: 122,000

Monthly subscription: \$9.99

Influencer # 1 social media impressions across Instagram, Facebook, TikTok: Micheal Jordan, Kevin Hart, and LeBron James

Brand # 1 social media impressions across Instagram, Facebook, TikTok: Sacai, Apple, and NBA

Total social media impressions (includes all brands and/or influencer impressions of all platforms): 800,000

**Brand Partnership & Business Initiative # 2:**

**Description of business initiative:**

- Over the next 2 months our team will provide workout videos on how to look great in a few easy steps for a zoom meeting.

**Goal of initiative:**

- To help our consumers look comfortable for a zoom meeting, our team will work on uploading instructional videos twice a week on the social media page that will help our consumers to get fit and healthy within a few minutes.

**Chosen Brand Partnership: Zoom**

**Metrics to measure success:**

*Research and update necessary metrics that correspond with chosen partnerships. Example: 50,000 organic page views per month / social media impressions for all brands and/or influencers involved.*

UMV: 68,000

Monthly subscription: \$6.99

Influencer # 1 social media impressions across Instagram, Facebook, TikTok: Micheal Jordan, Kevin Hart, and LeBron James

Brand # 1 social media impressions across Instagram, Facebook, TikTok: Sacai, Apple, and NBA

Total social media impressions (includes all brands and/or influencer impressions of all platforms): 800,000

**Competitive Analysis**

Within our target market(s), we expect to compete with the following companies:

[Company 1]: Adidas

Products we compete with: [This competitor's product/service, what it does, and what it might do better than yours]

- Adidas AG is a German multinational corporation, founded and headquartered in Herzogenaurach, Germany, that designs and manufactures shoes, clothing and accessories. It is the largest sportswear manufacturer in Europe, and the second largest in the world, after Nike.

**Price range: \$40-200**

***Positioning and Image:** provide brief synopsis of who (the brand), where (consumers find information), and how (what brand partnerships are currently being implemented).*

---

Nike gives confidence that provides the perfect shoe for every sport". This positioning statement from Nike is simple, direct, and tangible. It speaks to their target audience in a clear and concise manner. The Swoosh is the logo of American sportswear designer and retailer Nike. Today, it has become one of the most recognizable brand logos in the world, and the most valuable, having a

**Kaynait Zafar**  
**November 25, 2020**

worth of \$26 billion alone. Bill Bowerman and Phil Knight founded Nike on January 25, 1964, as Blue Ribbon Sports (BRS).