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Group 3: Nike

Case Study

1. **What is the mission and vision statement of your brand?** Nike vision statement is “to bring inspiration and innovation to every athlete in the world.” While it’s mission statement is to “do everything possible to expand human potential.
2. **List all of the product categories offered?** The company offers Nike brand products in six categories that are running, Nike basketball, the Jordan brand, football, training, and sportswear.
3. **Print one ad campaign from Spring/Summer. This could include promotional materials shared on Instagram platform.**



Nike's Spring/Summer 2019 Women's Campaign By Hart Leshkina Promotes Nike Fe/ NOM Sports Bra

4. **What products are being featured in this campaign?** They are promoting its new FE/NOM sports bra that is constructed with an ultra-soft nylon-spandex yarn that form-fits to your body, using two single-layer panels that are assembled for a seamless feel.