Nike Strategy Brief

Katie White, Kevin Wang, Kaitlyn Schou, and Hugh Jeffery
Client/ Situation Analysis

Nike: Designed to Move

Today’s children may be the first generation to have a shorter life expectancy than their parents...

5 years less.
The Goal

Bring awareness to this younger generations’ lack of activity

Encourage Children and Parents to put away technology and stay active

Raise awareness of the potential obesity and illnesses this lifestyle can cause
The Target

**Primary:**
Parents. Concerned, can take the most action.

**Secondary:**
Children. *Barrier.*
Key Consumer Insight

The way we live has changed due to technology and children are becoming highly susceptible to technology. It has gotten to a level where it is decreasing the lifespan of younger generations due to their lack of activity.
What Equal to Five Year?

Days - 1825 days

Hours - 43800 hours

Minutes - 262800 minutes

Seconds - 157680000 seconds
Main Message: The One Thing

**Simple:** It is time to get kids active.

**NOW** is the time to make a change for our children.
Active Children To Do Better

Statistics support that it’s the first time in history where kids are expected to have shorter life expectancies.

There is now a realization that it is time to make a change.
Media Strategy:

Tone of Voice:
To the point
Honest
Commanding

Mandatories:
“www.designedtomove”
Go further than “5 extra years”
Advertisements

**Effect**

- Associations:
  - “Think outside the box”

- Enhance:
  - Contrast --> Intensity

**Where**

- Social Media
- Print Advertisements
- Partnerships with schools and towns

Live Outside This Box
Live Outside This Box

www.designedtomove.org
Live Outside This Box

www.designedtomove.org
Live Outside This Box
www.designedtomove.org

Monkton Field Day: 5/12
Sponsored By:
www.designedtomove.org
Public Relations

**Main Goal:**

Bring awareness through partnerships
“Just Move It” Days

**Locations:**
Elementary and middle schools

**Frequency:**
Once a year

**Takeaways:**
Being active is fun
Give away shirts, headbands, etc. with #JustMoveIt to spread awareness

#JUSTMOVEIT
“Boxed Out” Week

**Location:**
Different towns

**What it is:**
An interactive week of being rewarded for staying off technology

- Log activities and amount of time to win prizes
- Parental involvement