

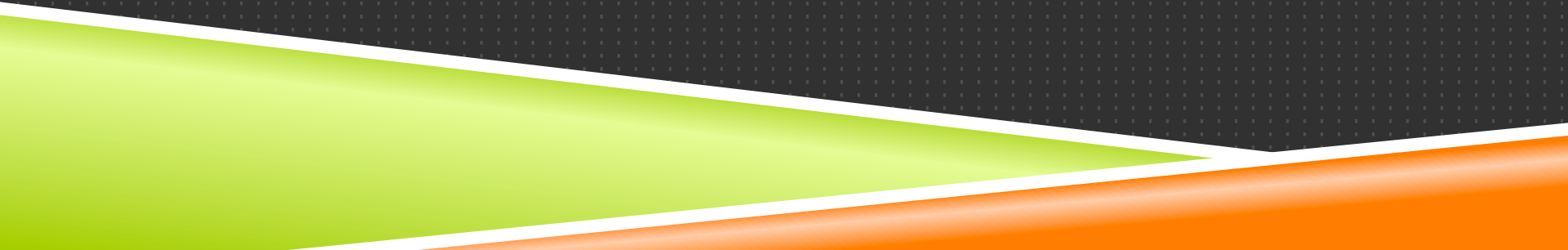
NIKE



By: Amanda Albert



THE HISTORY OF NIKE



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Bill Bowerman

- ❑ Bill Bowerman was the University of Oregon Track and Field Coach for 24 years.
- ❑ In the 1950's Bowerman began actually creating his innovated ideas for running shoes for his team after many shoe manufacturers rejected his ideas.
- ❑ Bowerman partnered up with one of his track star, Phil Knight, in 1964 to design and distribute Japan's Tiger running shoes in the U.S.



Phil Knight



- ❑ Phil Knight was a talented track star for the University of Oregon who enrolled in the fall of 1955
- ❑ When Knight graduated who wrote a paper about shoes in Japan and made a unlikely call to Tiger shoes in Japan and persuaded them to let him distribute there shoes in the U.S.
- ❑ When the first set of shoes arrived Phil sent them to Bowerman to make a sale but he offered to be his partner instead.

Blue Ribbon Tiger Shoes

- ❑ Knight began selling these shoes out of his trunk.
- ❑ Bowerman began ripping them apart to create his own lighter and better shoe designs which he tested on his team.
- ❑ Jeff Johnson, a runner himself, became the first full-time employee of Blue Ribbon Sports in 1965.



The Start of Nike Brand & Company

- ❑ Bowerman and Knight were ready to design and manufacture their own brand of athletic shoes.
- ❑ Johnson designed several early Nike shoes and conjured up the name Nike in 1971.
- ❑ They selected the internationally known “swoosh” as their brand mark, which was created by Carolyn Davidson.
- ❑ The new Nike line of footwear debuted in 1972, just in time for the U.S. Track & Field Trials.



1971



1978



1985



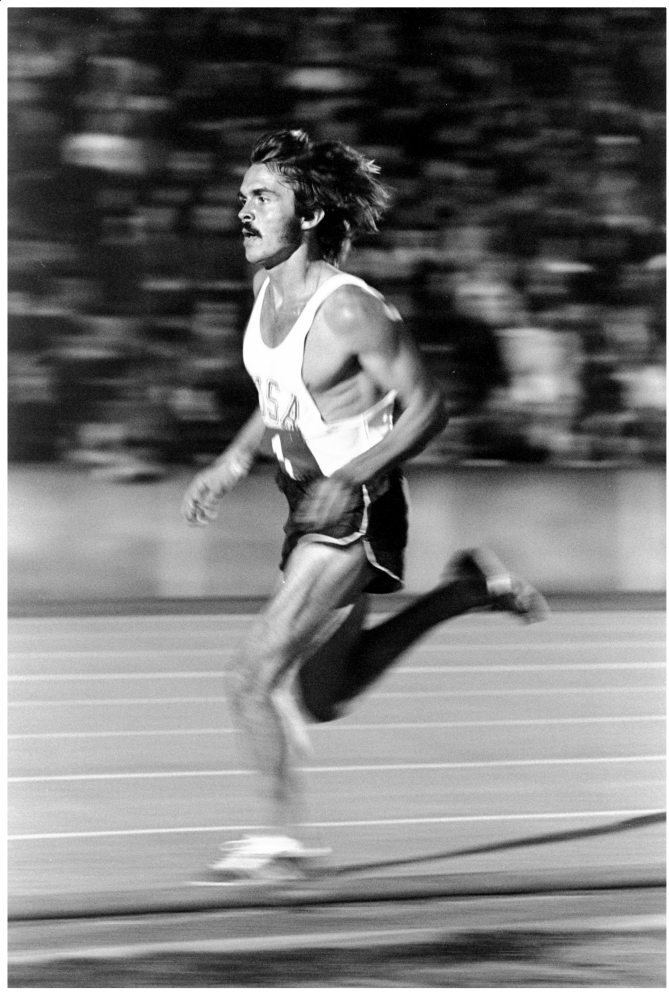
Solo Swoosh

Creative Shoe Design

- ❑ One pair of shoes designed by Bowerman for the Nike line specifically left a very different impression on a dozen or so runners.
- ❑ Bowerman designed the shoes after his wife's waffle iron. The shoe had an outsole that had waffle- type nubs for traction and it was a lighter than traditional running shoes.



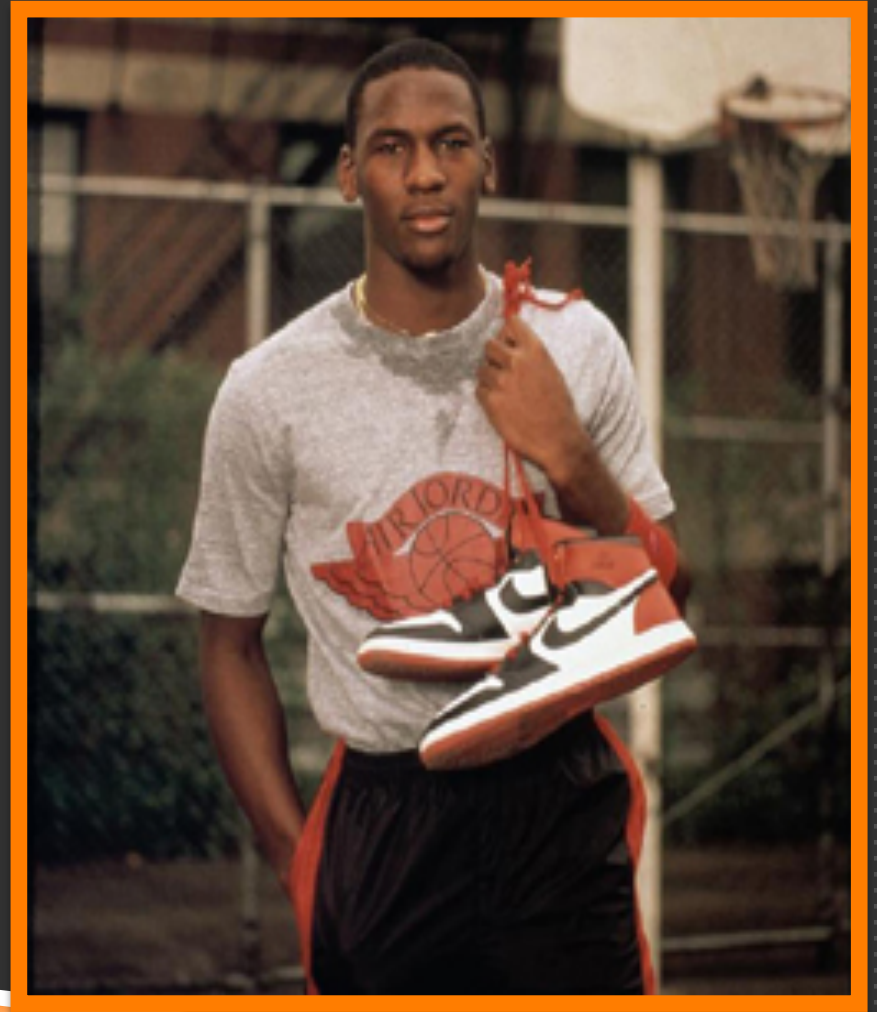
The Soul of Nike



- Steve Prefontaine was Nike's first athlete that the company endorsed to elevate its new Nike line.
- Prefontaine gained National exposure because of his seven broken American records and Sports Illustrated cover stories.
- He became a powerful ambassador for Nike, making appearances and sending shoes to prospective runners along with personal notes of encouragement.

Michael Jordan

- ❑ In the 1980's after Prefontaine's tragic death, Nike's position as industry leader began slipping and Phil Knight step down as president.
- ❑ Fortunately, the debut for a new signature shoe for NBA rookie Michael Jordan in 1985 helped boost Nikes bottom line.



Air Max



- ❑ In 1987, Nike came up with a campaign to gain the industry lead and their main focal point was the Air Max's.
- ❑ The Air Max shoes were the first ever Nike footwear to feature Nike Air bags that were visible.
- ❑ The Campaign was supported by a memorable TV ad whose soundtrack was the original Beatles' recording of 'Revolution.'

“Just Do It”

- ❑ Building on its momentum, Nike launched a new empowering series of ads with the tagline “Just do it.”
- ❑ The series included three ads with a young two-sport athlete named Bo Jackson, who espoused the benefits of a new cross-training shoe.
- ❑ By the end of the 1980’s, Nike had regained its position as the industry leader, the first and only time a company in the athletic footwear/ apparel industry has accomplished such a feat.



<http://www.youtube.com/watch?v=AXVAiFBEpWA>

Niketown



- ❑ Entering into the 1990's Nike set up headquarters in Portland, Oregon.
- ❑ In November of 1990, Portland became the first home to a new retail-as-theatre experience called Niketown, which earned many architectural design and retail awards.
- ❑ About a dozen more Niketown locations have spawned all over the globe in later years.

World Cup

- ❑ In 1994, Nike signed several individual players from what would be the World Cup-winning Brazilian National Team
- ❑ Nike signed the entire team in 1995, and began designing the team's distinctive uniform.
- ❑ Nike also signed the US men's and women's national soccer teams, as well as dozens of national teams around the world.



Tiger Woods



- ❑ While Nike had designed footwear and apparel for golf and soccer for a number of years, the mid-1990s signaled a deepening commitment to truly excel in these sports.
- ❑ In 1996, Nike Golf landed a talented but so far unproven young golfer named Eldrick “Tiger” Woods for about \$5 million per year.
- ❑ Competitors laughed and critics howled at Nike’s ‘folly,’ until Tiger won the 1997 Masters by a record 12 strokes. No one is laughing now.

Lance Armstrong

- ❑ Nike also began investing in the sport of cycling, including a promising young cyclist who appeared to be on his way to success until he was diagnosed with cancer.
- ❑ He lost most of his sponsors, but Nike elected to stay with him.
- ❑ In 1999, Lance Armstrong's incredible comeback resulted in the first of what would be seven consecutive Tour de France titles.



Nike Shox



- ❑ Nike began the 2000's with a new footwear cushioning system called Nike Shox, which debuted during Sydney in 2000.
- ❑ The development of Nike Shox was an on-going process for over 15 years as Nike designers stuck with their idea until technology could catch up.
- ❑ The result was a cushioning and stability system worthy of joining Nike Air as the industry's gold standard.

Secret Tournament

- ❑ The 2002 “Secret Tournament” campaign was Nike’s first truly integrated, global marketing effort. Nike created a multi-faceted consumer experience in support of the World Cup.
- ❑ “Secret Tournament” incorporated advertising, the Internet, public relations, retail and consumer events to create excitement for Nike’s soccer products and athletes in a way no single ad could ever achieve.



<http://www.youtube.com/watch?v=7zIX0Sm65zA>

NIKE
TODAY

Mission Statement

To bring inspiration and innovation to every athlete* in the world.



* If you have a body, you are an athlete.

Mark Parker

- President and CEO Mark Parker said: “At NIKE, Inc. we run a complete offense, and it’s based on a core commitment to innovation. That’s how we stay opportunistic, serve the athlete, reward our shareholders, and continue to lead our industry.”



NikeiD



- ❑ NikeiD lets you make it personal. NikeiD allows customers to express their individual style by selecting custom color choices and a personal iD on featured Nike products.
- ❑ In addition, NikeiD provides fit enhancement by offering independent sizing on selected shoe styles.

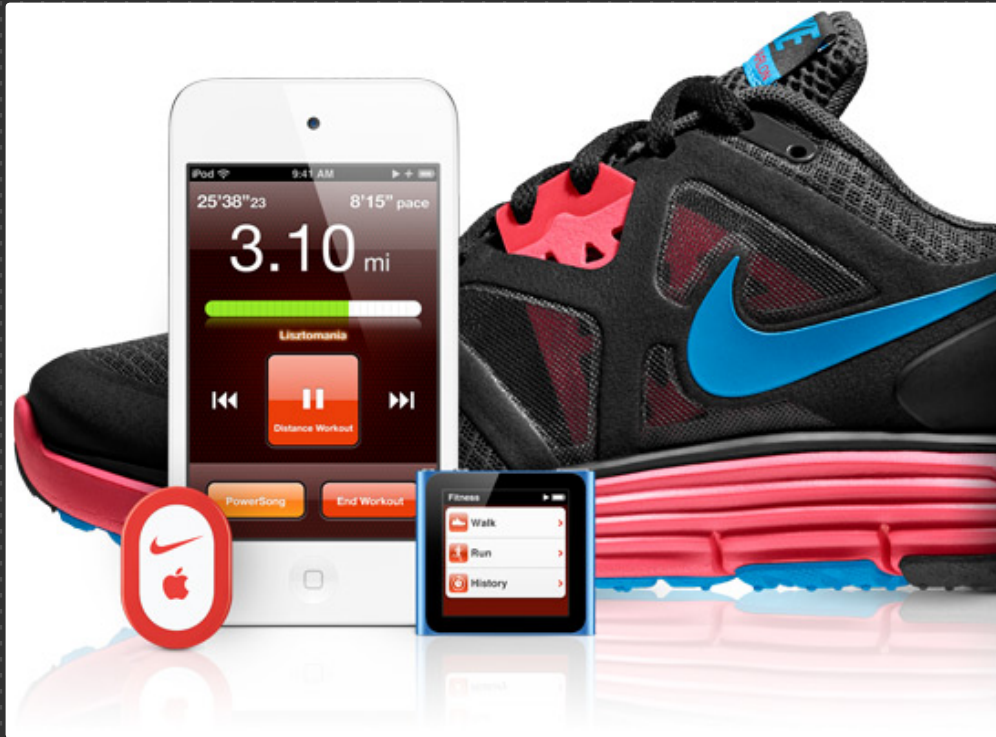
The 'Girl Effect'

- ❑ Nike believes in the power of unleashing human potential – on the field, on the court, and in life.
- ❑ When a girl in the developing world realizes her potential, she isn't the only one who escapes poverty—she brings her family, community, and country with her.
- ❑ Investing in a girl stops poverty before it starts, that's the girl effect.



<http://www.youtube.com/watch?v=le8xgF0JtVg>

Nike + iPod



- ❑ Nike + iPod gives you feedback while it records your run. At the gym, it records your workout. Then you can track your progress at nikeplus.com.
- ❑ The Nike + iPod consists of a small transmitter device attached to or embedded in a shoe, which communicates with either the Nike+ Sportband, iPod or Nike + Sportswatch.

NFL

- ❑ The NFL partners up with Nike to create new uniforms for all 32 teams for the 2012 season.
- ❑ The Nike Elite 51 uniforms are more evolutionary than revolutionary. They focus on lighter fabrics, more contoured fits and four-way stretch materials on the inside rather than big design changes on the outside.



NIKE Summary

- ❑ It all started with just a simple handshake but soon became the world's leading supplier of athletic shoes and apparel, Nike Inc.
- ❑ Since the 1960's Nike has been bringing inspiration and innovation to every athlete in the world.
- ❑ The infamous Nike "swoosh" is one of the best-known brand symbols on the planet.
- ❑ Nike has been able to take the number one spot in the industry and remain there because of its ability to simultaneously keep up with the ever-changing fashion and technology of today's world, while still being able to provide high-quality shoes and apparel to its millions of customers.
- ❑ Nike's competitive edge is key to their success; they go where no other company has gone, building experiences around their brand.

Resources

- ❑ <http://apple.com/ipod/nike/>
- ❑ http://help-us.nike.com/app/answers/detail/a_id/3392/~/_what-is-nikeid%3F
- ❑ <http://nikeinc.com/pages/about-nike-inc>
- ❑ <http://nikeinc.com/pages/history-heritage>
- ❑ <http://nikeinc.com/pages/the-girl-effect>
- ❑ <http://nikeinc.com/pages/the-nike-foundation>
- ❑ <http://usatoday.com/sports/football/nfl/story/2012-04-03/nike-new-uniform-design/53982596/1>
- ❑ <http://youtube.com>