

THE 2018 HYPERDUNK 10



#HowDoYouDunk

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just do it

NIKE HYPERDUNK LINE

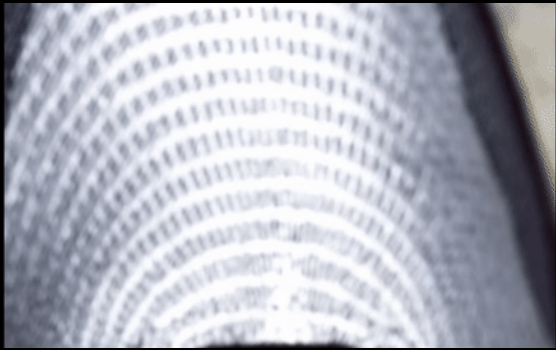
- Hyperdunk 1.0 - EST. 2008
- Debuted by 2008 USA Men's Olympic Gold Medalist Team in Beijing
- One of the most popular shoes worn in the NBA and NCAA
- Touched the feet of nearly all Nike NBA players
- Nike's staple basketball shoe (not a player's signature shoe)
- Released in 2008- the basketball shoe of this generation
 - The Millennial Shoe



A DECADE LATER: THE HYPERDUNK 10

- Celebrating the 10th year anniversary of the basketball shoe of the Millennials
- Technology:
 - Dynamic Support
 - features Nike's latest and most advanced lightweight support and midsole stability
 - Breathable
 - Features HyperAdapt 1.0 technology





ITS CORE - HYPERADAPT 1.0

All new self-lacing technology

NIKE
HI/PER
IDAPT 1.0



- Adaptive lacing - latest platform breakthrough
- Pressure sensors in shoe automatically adjusts flywire laces to tighten around your foot and form a perfect fit

- Ultimate solution to individual lacing and tension preferences
- 5000 hours of testing on feet and in motion
- Perfect for users with disabilities who need help tying shoes

Market Analysis

Millennials

Millennials have surpassed Baby Boomers as the nation's largest living generation, according to population estimates released this month by the U.S. Census Bureau. Most of NBA fans also fit in this demographic and are frequent smartphone and social media users. A lot of millennials have the memories of being a teenager, and seeing the Hyperdunk debut at the 2008 Olympic basketball game when every player was wearing it.

Generation Z

Growing up on the internet, the Gen Z is comfortable with using technology and spending significant amounts of time on social media as their method of socializing. They know that personal style is a way to brand yourself and your values and they can't wait to find out what the next new trend is on the social media accounts they follow.

Basketball Players / Fans / Enthusiasts

When it comes to sneakers these people know it the best. They care about their outfit and they never settle for an outdated one. They go for the newest, rarest collection they can possibly get their hands on and they share it with everyone they could. The new release of Hyperdunk will catch their attention first and we need them to spread out the words.



SWOT ANALYSIS

Strength

- Well-built brand awareness
- High quality sport products
- Cutting-edge technology
- Thinnest shoe material ever created
- Broadly endorsed by athletes

Opportunity

- Attract more buyers by combining the new Hyperdunk with new technology
- Easy to become viral once social influencers start posting the shoes

Weakness

- New technology never tested in real world market
- No traditional media involved in this campaign
- Controversy over labor practices overseas

Threats

- People losing passion in / forgot about Hyperdunk
- Price range too high for general public
- Competition



GOALS & OBJECTIVES

Goals

- - Celebrate the 10th anniversary of the Hyperdunk
- - Invoke a sense of nostalgia among millennials
- - Introduce the Hyperdunk to a new generation

Objectives

- - Increase sales of the Hyperdunk by 25%
- - Increase awareness of Hyperdunk by 15%
- - Increase audience engagement by at least 10%
- - Introduce the customers to the new and improved self-lacing technology.
- - Feature the self-lacing technology on a functional shoe, expanding its market implementation.



CAMPAIGN STRATEGY

- Social media campaign
 - collaborate with influencers to create innovative content that can be shared be across social media platforms
- Social Media advertisements
 - create advertisements to engage customers with an interactive experiences unique to NIKE
- NIKE Smartphone Apps
 - give customers access to sneak peeks of the product and offer a limited number of pre-orders



#HowDoYouDunk



ATHLETES

- Nike-sponsored NBA players and NCAA teams will wear and promote the shoe in games and on social media.
 - Kobe Bryant
 - LeBron James
 - Kyrie Irving
 - Kevin Durant





ADRIANNE HO

- @adrianneho
- Model
- Blogger
- Fashion Influencer
- 492K followers on Instagram
- Previously collaborated with Nike
- Featured on Hypebeast and Highsnobiety



KARIM MUSTAFA

- @karim.mustafa
- Photographer
- 139k followers
- Promoted Jordan Brand



CASEY NIESTAT



- 6 Million followers on Youtube
- Famous for his daily Vlogs
- Previously worked with Nike
- Nike Fuel Band Video has over 23 million views
- Nike Mag video has over 6 million views

JACQUES SLADE



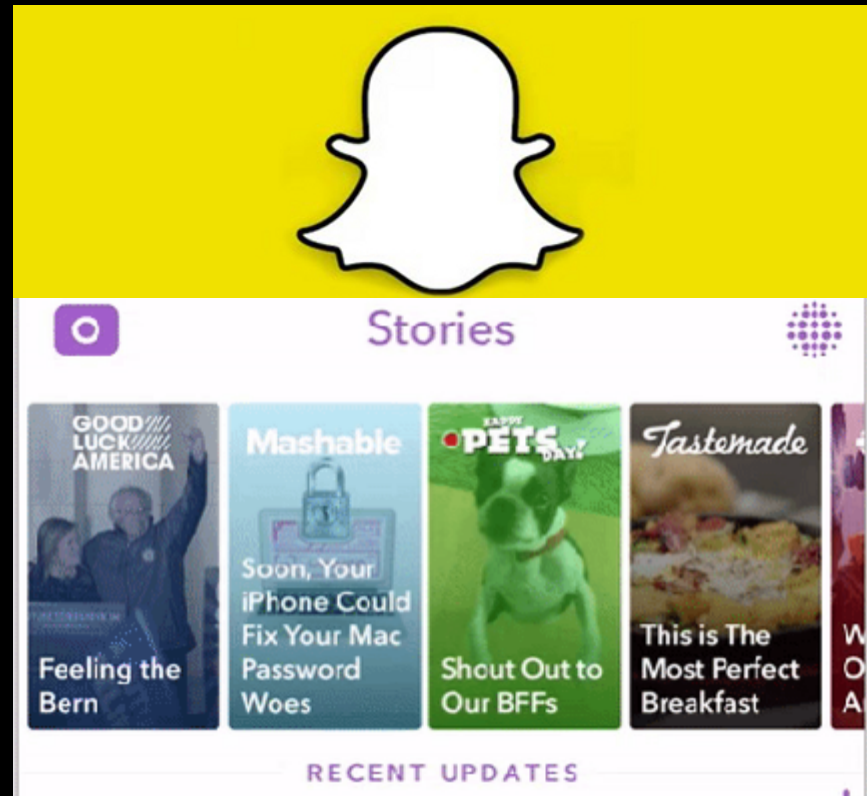
- 377K subscribers
- Unboxing videos
- Sneaker News
- Previously sponsored by Nike
- One of the first Influencers to feature Hyperadapt technology



SNAPCHAT CAMPAIGN

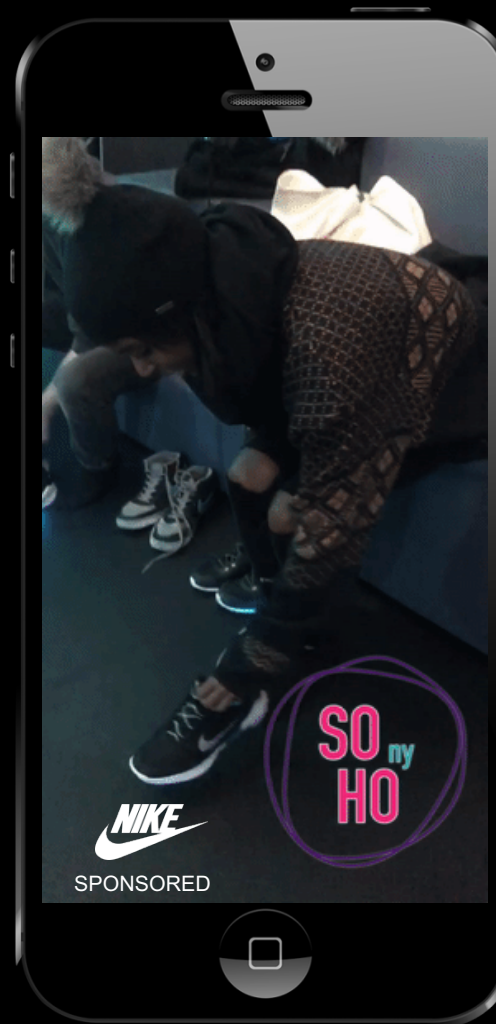
Why Snapchat?

- Over 100 million active daily users, surpasses Twitter user base.
- Number of Snapchat daily video views: 10 billion
- Multiple ways of reaching potential customers and targeted demographics
 - Perfect approach to generation Z (age 13-21)
 - Inserting ads in between Snapchat Discover Stories
 - Geofilters



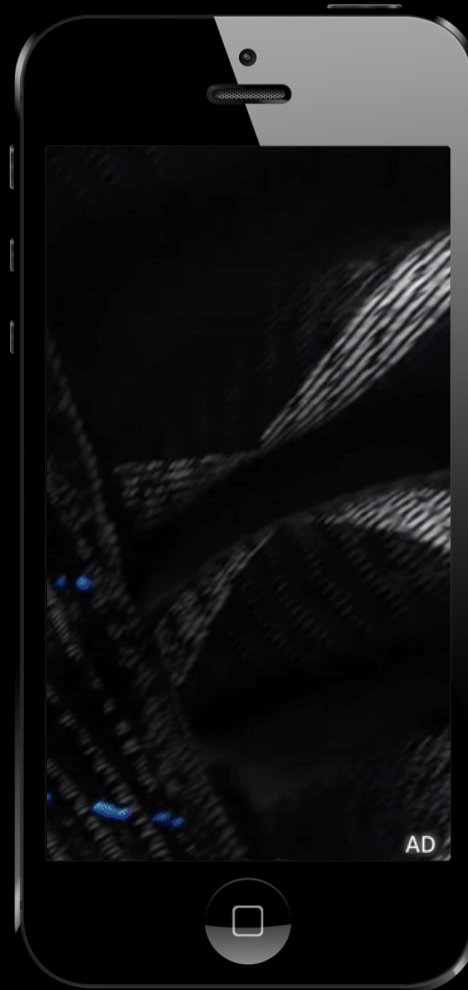
SNAPCHAT GEOFILTER

- Geofilters give the viewers a quicker sense of the occasion and the type of product snapchatters are filming
- Geofilters also let snapchatters to be interactive with the brand, enabling them to put the logo onto their sneaker cam
- A customized Hyperdunk 10 Geofilter will be available near the stores that sell the new sneaker



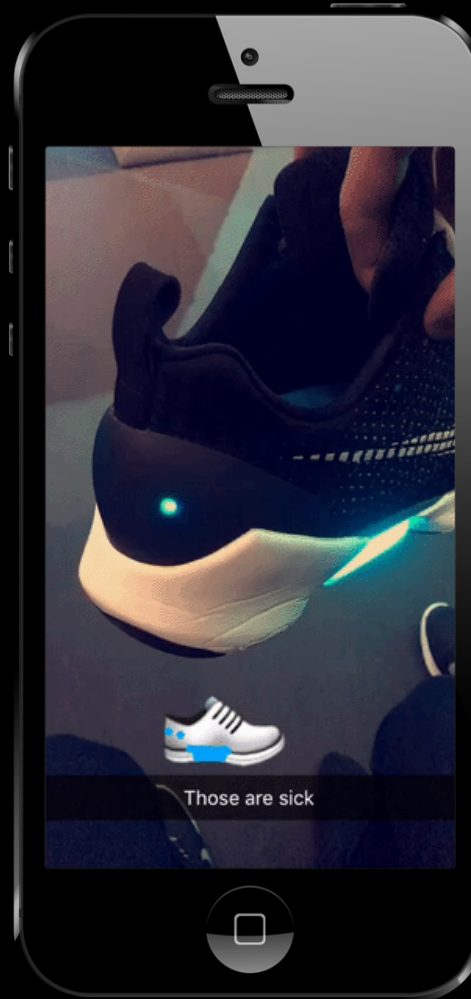
SNAPCHAT ADS

- Ads are shown in between you browse through friends' stories, or in between pages of a popular Snapchat channel.
- Snapchat channels worth considering: ESPN (Sport news), Complex (Pop culture), Mashable (Tech), Cosmopolitan (Teens), BuzzFeed (News), Vogue (Fashion)
- Straight to the point: Shows a short 10 seconds video with sound, tease the viewers with the visuals and innovation before they could swipe up straight to the purchase page.



SNAPCHAT INFLUENCERS

- Free sneakers will be sent to big Snapchat influencers as gifts from Nike.
- Secured promotions/reviews from Snapchat celebrities.
- Influencers includes basketball players, rappers/musicians, famous sneakerheads/sneaker stores, etc.
- However they present the product is entirely up to the influencers. We want to create unique user generated content this way.



NIKE+ SMARTPHONE APP

Overview:

- All-in-one Nike+ App
- Accessible to all Nike online products
- Expert advice from the world's greatest athletes
- Keep track of your Nike fuel
- Reservations for Nike events
- Pre-order for Hyperdunk 10 available online, secure the spot for your favorite sneakers

