

NIKE AIR MAX DAWN

CREATIVE BRIEF



THE OBJECTIVE

Nike has recently dropped their Air Max Dawn shoe campaign. The Air Max Dawn is made with at least 20% recycled material with the purpose of achieving brand sustainability. The synthetic suede made shoe blends vintage running with classic detail. Post-consumer and post-manufactured waste made the shoe stand out among competitors as being sustainably made.

TARGET AUDIENCE

Nike's target audience for the Air Max Dawn campaign are 11 to 55-year-olds. The brand aims to tap middle-aged consumers with disposable incomes. Nike appeals to both men and women, but as of recent, Nike has made it an objective to produce more products for women in order to provide gender equality in the company.

COMPETITORS

Nike's direct brand competitors include Adidas, New Balance, Puma and Reebok. Their indirect competitors include Converse, Skechers, K-Swiss and Timberland. From show fit, to product variability, Nike competes with many large companies to gain a larger customer base and relationship.

GOALS

Nike's advertising goals include increasing customer retention, increasing eCommerce sales and increasing community involvement. Nike strives to have a large, trustworthy customer base with an emphasis on online sales. The brand strives to be present in all communities.

BENEFITS

Supporting benefits of purchasing Nike's Air Max Dawns include the sustainability of the product, as well as the all day support cushioning provided in the shoe. The various colorways and vintage look appeals to sneaker lovers. The shoe is available on Nike's online platforms which provides accessibility and ease for consumers.

DESIRED BRAND IMAGE

Nike desires to have a brand image that is more focused on sustainability in the production of their products. There has been an increase in focus on women's products in order to appeal to all genders. This shows consumers that Nike values gender equality. Nike strives to have a voice of equality on their various platforms through the use of well-known athletes and real stories from their customers. Nike strives to empower women and young girls. We are able to see this through their "Throw Like A Girl" campaign.