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**Client:** Nike

**Commercial Link:** <https://www.youtube.com/watch?v=o2P5E7cFt9s>

### **Commercial Context**

Nike is trying to promote cold weather activewear this winter season, to be positioned in sporting good and Nike stores throughout the United States. Nike is the Market Leader in the Activewear Category, but is not the leader in the Cold Weather Apparel Category. Young adults (ages 20-35) are interested in pursuing outdoor athletics, but don't feel they have the proper equipment. They also aren't sure which brands work best. It is our aim to make Nike the Market Leader in the Cold Weather Apparel Category by developing engaging, inspirational content to drive interest and raise awareness.

### **Who are we talking to?**

Men and women ages 20-35 years old. These consumers are athletic, regardless of the weather. They each specialize in their own areas and are near-experts in their activities. They each love competition, of any sort. The type of athletes include runners, weightlifters, soccer players, football players, volleyball players, and more.

### **What are we trying to achieve?**

- To communicate the effectiveness of the cold weather activewear
- To ensure the consumer knows and is inspired by Nike's cold weather activewear
- To fuel competitiveness and athleticism in all athletes, regardless of the weather

### **Proposition**

**Get Out Here**

### **Why is this true?**

By wearing Nike's intelligent layering, cold-weather activewear, the consumer can get outside and Just Do It. They will ensure their competitive edge and join the ranks of famous athletes when they do so.

### **Brand characteristics**

Nike is a shoe and activewear company that is built on high performance. It is innovative, aggressive, elite, and classic.

### **Media**

There will be television spots (that can also be found on Youtube) that push consumers to the eCommerce website for the activewear.

### **Mandatories**

The eCommerce website needs to keep the same look and feel as the commercial.