Nike’s Use of Intergrated Marketing Campaign

Name

Institution

Nike is an American company formed in 1964 for the purpose of promoting the athlete's dreams of comfort and efficiency from their products. The company has over the years being famous for designing, manufacturing and selling their variety of footwear, equipment clothing and other accessories. The founders, Bill Bowerman and Phil Knight, had one hope that the company would grow to be the best in promoting and sponsoring individuals talented in the field of athletics. The company’s major target audience are individuals around the world between the ages of 18 and 35 years who are sports enthusiastic or just in need of a trendy style. The shoes and accessories are part of the fashion trends which most young people and especially those on campus find classy.

Nike’s main marketing communications vary from advertising, public relations and personal selling which are all meant to ensure that the company attains its sales. Advertising is the most effective and commonly used form of capturing the consumer’s attention as it targets all customers from different walks of life. The main aim of advertising is to promote the brand as well as the introduction of new products (Business-Managed Democracy, 2015). Social media platforms like Facebook, Instagram, Twitter, Youtube channels are used to broadcast Nike and so is print media like magazines and Newspapers. The company also makes use of TV commercials which are said to play the greatest role as they reach out even to people with no access to social media.

Personal selling is another method used whereby Nike has recognized retail store all around the US as well as in international markets (Chron, 2015). The stores make use of associates who involve the consumer in personal selling as they are well enlightened about the products and culture of the company and its sports. Reports given in 2017 shows that the company has a total of 1,142 stores which deal with retailing all around the world (Chron, 2015). The number has been increasing over the years as a sign of progression in the company. Nike has an excellent public relations due to the activities it engages in while trying to promote its sales. The company endorses famous athletes including Michael Jordan, John McEnroe, Andre Agassi, Carl Lewis, James Lebron and many others (Business-Managed Democracy, 2015). These associations create a psychological connection between these celebrities and the actual customers who want to feel like champions as well. Event hosting like basketball, football and baseball experiences also brings the target audience together and opens up a chance for more consumers. Nike is also involved in a crucial philanthropist movement called “The Girl Effect” which helps adolescent girls in third world countries receive education and gain independence. They also honour their corporate social responsibility by maintaining “green” operations whereby their innovations make use of recycled materials instead of polluting the environment.

Merits of measuring IMC of Nike

The integrated marketing campaign is beneficial in the effort of making more sales while capturing a large portion of the market. Looking at the kind of results that these activities have offered to the company, then some of the merits measure the IMC functionality. One way to examine the benefits is by looking at the increased consumer loyalty which gives Nike the advantage in the market over its competitors. The consumers are always sure that they will get quality products and services from the company as they have always done (Chron, 2015). Secondly, Nike’s expanding operations is a sign of a well-implemented IMC which allows it to enter new markets as well as introduce new products. Their activities have improved over the years signified by the increased retail stores across the world (Nike, 2015). Thirdly the good public relations is a great sign of their implemented marketing success which is signified through the great things the company has achieved. Nike has sponsored many students who are good at sports and also promoted the education of girls in developing countries as their intention is to make a positive impact in the society.

Comparison of Nike’s IMC and that of Apple

The two companies are great in what they do because of their selected methods of marketing which makes them stand out of the competition. Both consider advertising, product promotion and publicity to be the main activities that support their successful adventures in the market. Apple works best with quality products at high prices but then makes sure to provide excellent consumer services (Demeo, 2017). Both companies use celebrities to promote their products with apple using artists like Taylor Swift, Neil Patrick Harris and Drake while Nike uses athletes like Michael Jordan, James Lebron and Christiano Ronaldo (Nike, 2015). The major difference is that they have varying ways of rewarding with Nike focusing on seasonal sales while Nike sometimes offers free gifts on every purchase.

Looking at the comparison, Apple is doing well in their IMC as compared to many other companies. It is however clear that Nike is also catching up in its operations and that leaves a chance for both to improve and make better choices. Apple should think about making offers to their loyal customers as that increases their trust and interest in the company.

References

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