



NIKE ENERGY BARS

PR CAMPIAGN PROPOSAL



A PROPOSAL BY
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Energy bars that fit the food regimen of athletes and every-day people - Vegan Lover, Meathead Junkie, Clean Freak and Keto Lifer



NIKE

The Client & Brand

Nike is an iconic brand that is well-known around the world with a distinct brand voice that appeals to all athletes. Establishing an authentic brand voice is imperative to any company's success in attracting customers who turn into loyal consumers. Lincoln (2019) said, "brand voice refers to your brand's personality and use of communications..." (p. 1). Low (2020) states that good copy is not just about giving information, it is about making one feel something, which comes down to tone (p. 1). Nike's tone has demonstrated a motivational, inspirational and go-getter demeanor.

With the brand's tagline being Just Do It, the company continues to encourage people to better themselves. In an Instagram post provided by Lincoln (2019), Nike publishes an image of a person standing at the bottom of three levels of stairs with his hands interlaced on top of his head (p. 1). The person seems to be at the end of or in the middle of his workout, soaked in sweat and trying to find some strength to keep going. The caption of the post reads, "You can quit. Or you can quit complaining" (Lincoln, 2019). This particular post may come off as pushy to some and others demonstrates tough love, which most athletes understand. When connecting a brand voice to emotions, "your brand can generate a feeling which is associated with the value your product or service provides", according to Lincoln (2019, p. 1).

Nike positions itself by connecting with its audience emotionally and collaborates with various sports and top athletes and stays ahead of the competition in terms of technology and marketing (How Nike..., 2020). "As of 2019, Nike was the most valuable global apparel brand, with a brand value of over 32 billion U.S. dollars. Nike also held the largest market share of the global apparel market" (Ward et al., 2020). With the company being as successful as it has been and displaying its success through revenue, it is fitting that the brand expands its product ventures to energy bars. Identifying gaps in any company's brand and its products and services is essential to its success. According to Peterson (2019), there are three key elements to pay attention to when conducting a gap analysis and identifying gaps: the current situation or performance, the ideal situation or potential, and bridging the gap between performance and potential (p. 1). At face value, it may not seem that Nike has any gaps in their current situation or performance because they do not. The company wants to remain a top-tier company that dominates more than one area. They want to get better and be the best just as they market and portray their products.

NIKE

CONT'D

The Client & Brand

However, “consumers are demanding more versatile wear with wider functionality, which means retailers continue producing new styles of apparel for men and women” (Sabanoglu, 2020). Therefore, it would seem there is pressure for the company to place more focus on its apparel. However, since it is still bringing in revenue with its current products, the company can utilize a strategic approach in providing different types of energy bars. Additionally, since the pandemic is causing everyone to find ways to stay active at home, the energy bars would help everyone prepare for their workout, if they choose, and their day regardless of what they have planned—healthily boosts productivity and provides the ingredients that eat person needs based on their food regimen/journey. The only area that Nike would have to give more attention to detail is bridging the gap between performance and potential and give the audience a perfect combination of all three products and why the energy bars help the Nike experience come together.

Creating a new product like energy bars, allows the company to expand in that realm, but stay within the same market while positioning the brand even further ahead of its competitors. The words used will reflect the brand’s authentic voice by utilizing phrases such as: finding the right energy for the right regimen that fits any athlete/anyone, Need a boost? or the right combination for you is key. Common words used would be: plant-based, high protein, clean, keto and other words to describe each person’s food regimen based on each bar. These words and phrases will be used synonymously with the lifestyle of an athlete and the busy life of any ordinary person. Furthermore, anticipating that Nike’s competitors will more than likely follow suit, the key will be differentiation in flavors of each bar.

With a strategic approach slightly different than what they have done for their other products yet with a similar concept, the energy bars will surely be the new trend for Nike and give the company the edge it needs to remain ahead of its competitors. Peterson (2019) believes conducting a gap analysis after the company’s product launch of the energy bars would be beneficial and is another reason why it is used (p. 1). Doing so after the product launch would allow the team to assess the progress of its products in terms of likeability, popularity, performance enhancement effectiveness, quality, etc.—all the elements centered around the taste and marketability. The team will be able to make any necessary adjustments, changes or cancellations if the analysis results require it. Developing new products like energy bars makes sense for a company that already sells athletic footwear and apparel with a tagline, Just Do It, the difference being their strategic marketing approach.

Audience Analysis

When a company has a solid foundation of knowing and understanding its audience, and determined its demographic and psychographic makeup, effective language and targeted messaging should be developed for the proposed campaign that will be launched.

Food Regimen Explained

Keto

ketogenic diet is a “very **low carb, high fat** diet. It involves reducing carbohydrate intake and replacing it with fat” (Mawer, 2020). **Red meat, chicken, fatty fish, unprocessed cheeses, almonds, avocado oil, low carb veggies**

Vegan

contains “**only plants** (such as vegetables, grains, nutes and fruits) and **food made from plants**. Vegans do not eat foods that come from animals, including dairy products and eggs” (The Vegan..., 2018).

Meat

carnivore diet, which is a restrictive diet that only includes **meat, fish, and other animal foods** like eggs and certain dairy products. **High fats, no carbs**. It excludes: **fruits, vegetables** and **grains** (Streit, 2019).

Clean

consumes more **whole foods** such as **fruits**, vegetables, lean proteins, **whole grains** and healthy fats with a limited source of highly processed snack food, sweet and other packaged foods (Brown, 2020).

Audience Analysis

Demographics

Keto Lifer

- Age 18-65, male and female
- North America, Europe, Asia-Pacific and the rest of the world (Ketogenic Diet..., 2020)
- Health benefits—Helps control type 2 diabetes or treat epilepsy (Newman, 2019)



Clean Freak

- Age 18-65+
- Millennials
- individuals over 55, male (more men than women) and female (Shoup, 2019)



Meathead Junkie

- Age 18-65
- Health benefits



Vegan Lovers

- Age 18-65
- United States, 1.16 % of United Kingdom population, 38% of India, 13% of Israel 12% Taiwan, 10% Italy, 9% of Austria (Slabakova, 2020)
- Health benefits

Psychographics

- People that believe the diet is better for their health and people focused on their health (Shoup, 2019),
- People who look for better health benefits such as better sleep, faster recovery from workouts, or greater mental acuity (Shoup, 2019).

Audience Analysis

Based on market research, it seems like the most popular types of regimens are keto and clean eating. The carnivore or high protein and zero carb diet along with vegan diet do not specify any true demographics such as age groups—they only give broad statistics - creates an assumption that these regimens target people among the ages of 18-65, which is what we will move forward with as a guide. Additionally, being that the psychographics or beliefs and attitudes of these people involve believing the diets provide health benefits, it makes it easier to create the language and messaging used for the campaign.

Effective Language

keto

every day people/heros

high protein

vegan

health benefits

plant-based

work from home

clean

running errands

Targeted Messaging

- Matching your food regimen and activity level with the right energy bar.
- The right combination for you is key. Which one suits you?
- Finding the right energy bar for your regimen
- Need a boost?
- Energy bars that fit the food regimen of athletes and every-day people

Campaign Strategy



Strategy 1 - Social Media & Traditional Media (TV)

1. Digital Teaser – social media only – separate commercial clips for each bar, spanning over a week for 3 weeks.
2. Commercial revealed after 3-week period—the entire set of energy bars.
 - a. Digital Teaser (prior to commercial launch) – video clips introduced only via social media accounts for 3-week period – 3 times a week
 - b. Commercial launch via social media and TV outlets – content published 3-4 times a week on social media accounts and commercial played at peak times of day based on specified viewership of targeted audiences for one month
3. Strategy Rationale—the following rationale speaks on the pros, cons and effectiveness of Strategy 1, utilizing social media and television.
 - a. Pros – the teaser will build up anticipation and excitement, the commercial launch will reach a broader audience on a variety of channels, confident in our product
 - b. Cons – The teaser (3-week period) does not create enough excitement and does not reach a large audience,
 - c. The effectiveness of the strategy relies on a dual marketing approach that allows marketing messages to be spread across multiple channels and connect to a broader audience. This strategy helps build brand loyalty (5 Reasons..., 2020). The hope is to build enough excitement and anticipation through the teasers that include verbiage which indicates Nike is headed in a direction—energy bars. By the commercial reveal, exposure and traffic would be present enough that viewership and impressions are high on all communication channels when the commercial is officially revealed. Additionally, social media will be a great way to receive real-time response on the new line and after people try it, increases engagement and provide us with the feedback we need on each energy bar.
4. Tactics
 - a. Digital Teaser (prior to commercial launch) – video clips of commercial on social media only and partial images of the product
 - b. After commercial launch – market energy bars with a variety of content: images with copy, text images, video clips, collaborations with every day people and specific athletes, direct audiences from tv ad to social media
 - c. These tactics are suitable for this strategy because they create angst and a build-up of anticipation and excitement for the audience to know what is the new product line. Providing a variety of content on the new line creates versatility and serves the demand of the audience wanting new content now. The audience may expect the new product line to be a shoe collection, but they will be pleasantly surprised by it being a new venture of energy bars and the variety the brand offers.

Campaign Strategy

Strategy 2 - Social Media

1. Digital + Physical scavenger hunt “challenge” to find each energy. Will be live on Instagram, Facebook, Snapchat, and same videos posted on Twitter. Challenge will 4 days long and captured on Monday, Tuesday, Thursday and Friday. Challenge performed on those specific days at peak times for each platform (data gathered). After the 4 days, the commercial is revealed with the caption/tagline “Why scavenge... When we have what you need right here?”
2. Rationale—the following rationale speaks on the pros, cons and effectiveness of Strategy 1, utilizing social media only.
 - a. Pros – Could receive organic publicity from news outlets, fitness magazines and journalists. With the immediacy of social media and the demand from users, the 4-day campaign may be perfect following a commercial and other marketing content, targets more of a niche market and could attract new consumers. I think the strategy and concept is authentic and innovative enough to grab more than enough attention for the product line.
 - b. Cons – campaign is too short, will not reach enough people in the specific audiences needed
 - c. This strategy seems to be one of the more effective strategies based on the concept and portrayal of energy bars as a part of the Nike brand. Also, I think because its social media only campaign, the strategy will be effective because it will reach a niche audience and potentially gain new consumers who are looking to start a more health-conscious journey.
3. Tactics
 - a. Live video on each day scavenging for one energy bar out of the pack on Instagram, Snapchat, Facebook and video posted on Twitter.
 - b. Commercial revealed on those platforms, content: images with copy, text images, video clips, collaborations with every day people and specific athletes and content probing feedback. All content will provide link to website for energy bars. Once established, energy bars may be distributed to other stores for sell.
 - c. The reasons these tactics are to suitable for this strategy are similar to that of Strategy 1. Although social media only campaign can be hit or miss, the Nike has established itself very well on multiple platforms and can target niche groups. Additionally, social media provides that instant feedback that can be monitored, which will help the brand make necessary adjusts in real-time or handle potential crisis issues that hopefully do not rise.

Campaign Strategy



Strategy 3 - Digital, Social & Traditional Media

1. Commercial Teaser – released on all social media platforms, media outlets 3 weeks before official commercial reveal of product line.
 - a. Commercial Teaser – following the teaser, would be more clips of the commercial during the 3-week period.
 - b. Commercial reveal – commercial will include a combination of launching the energy bars and pairing each one with a specific activity and specific Nike product like running shoes to demonstrate “the best combination that suits your activity needs”. After that promote variety of content across all social, digital and traditional channels.
2. Rationale
 - a. Pros – reach and impressions would be greater than the other two strategies, commercial will resonate with a broader audience, more feedback
 - b. Cons - Product overload and too much for the audience to navigate.
 - c. The effectiveness of the strategy maybe the least popular of the three. The concept involves introducing a new product line while pairing each bar with an activity and a specific Nike product. The commercial must be clear and concise in its verbiage to showcase each pairing while being able to highlight the energy bars specifically. By doing so, this could come across as a product overload to the point where the audience rejects the product all together. Additionally, the strategy and concept as a whole may not be the best combination and will not be appeal to the audience as the brand would like.
3. Tactics
 - a. Commercial teaser – video and other content: images with copy,
 - b. Commercial Launch – video and other content on social media: images with copy, text images, video clips, collaborations with everyday people and specific athletes and content probing feedback. Additionally, product release media placements on fitness websites and company website
 - c. These tactics are suitable for this strategy because the brand is utilizing all avenues and a variety of content, but the concept behind this strategy may not be as effective as the other two because it may too much for the audience to take in and navigate.

Measuring Success



To measure the success of any campaign's goals and objectives, the company must determine the data points to be measured and what tools can provide the proper measurements to make necessary changes and adjustments to the campaign strategy. According to *Importance of Data in Marketing Campaigns* (2019), collecting such information helps identify gaps based on a few things: listening to the customers and bridging the gap between the product and PR efforts, making decisions based on customer feedback and focusing on the human element rather than social media, and sharing real stories and interviews with customers and incorporating it within the marketing process will empower the audience and the business all while creating significant value (p. 1).

Data Points

- Engagement across social and digital media (likes, comments, shares, mentions),
- Reach and impressions across all communication mediums,
- Website visitors and press stories – owned, earned and social content
 - Owned content means from areas on the brand's website. Earned content is where the brand is mentioned in an article by a reporter or blogger. Social content is from posts to the brand's social media networks (Marx, 2017),
- Bounce rate and
- SEO and backlinks
 - Backlinks are "links from other sites that direct traffic back to your site" (Marx, 2017) and they go hand in hand with SEO.

Justification: The data points chosen will show Nike executives both quantitative and qualitative information from the campaign.

- Engagement, reach and impressions - help understand the campaign's popularity via numbers and percentages to a certain extent.
- Qualitative research and receive feedback from its audience.
- Bounce rate - allows a brand to measure "not only how many people come to your site, but how long they remain – and whether they click your links to see your other content" (Marx, 2017).
- Press stories - are a part of earned content, which provides qualitative information for the brand and can work hand in hand with SEO and backlinks.

Measuring Success



Measurement Tools

To measure the success of any campaign's goals and objectives, the data points must be analyzed using specific measurement tools. The measurement tools that will be used to measure those data points are:

- Google Analytics
- Google Alerts (mentions and press stories via the internet)
- Moz (SEO and backlinks)
- Sprout Social (social media distribution and engagement).

With the brand's highly equipped team, monitoring these measurement tools and the data collected will not be a problem and will be easily delegated to each qualified member of the team. Google Analytics, Google Alerts and Moz will be the main driving forces of measuring data for this campaign while the Hootsuite will help with social media content distribution and engagement factors. Google Analytics has the versatility to provide multiple customized reports based on the brand's needs. It allows the ability to generate data on the audience's age, gender, interest, device and location, to understand which social platforms to target and why visitors are bouncing off the website, to measure an internal search to determine what potential customers are looking for among other things (Thakur, 2017). Google Alerts are "a way to monitor the search results for a given query" (Gabbert, 2020). The application sends an email whenever the specified query shows up on the web and it is useful for: brand monitoring, reputation management, link building and journalism/blogging (Gabbert, 2020). This will help the brand stay informed on stories in the press during and after the campaign. Briefly, Moz is a great source to track SEO and backlinks by tracking performance of the brand's traffick-driving keywords across 170+ search engines and backlink analysis (Moz, 2021).




Measuring Success



Criteria for Success

The criteria for success of this campaign does not only lend itself to the quantitative data points and measurements, it lends itself to the qualitative research that has to be performed after a certain period within the campaign. The brand will continue to use the campaign goal to guide the strategy and objectives of the campaign, but to further its success, qualitative assessments like attitude surveys, questionnaires, polling and observation combined with quantitative data offer ways to measure PR campaign success (Lohrey, 2021). Lohrey (2021) stated that attitude surveys conducted before and at the end of a campaign reveals how target audiences' habits, feelings or perceptions change as a result of the campaign. Polls help a brand determine whether expanding awareness was successful for a PR campaign (p. 1). Additionally, receiving feedback and input from current and potential customers can have a real impact on developing strategies and furthermore, making a decision on any changes to that strategy needed (Importance of Data..., 2019). Since Nike is targeting these very specific groups of people with certain food regimens, this criterion is essential to follow prior to the campaign and at the end of the campaign because the brand will be able to physically see changes amongst this audience over the course of the campaign—the brand will receive a better understanding of how to connect more with this audience and deliver better content and products for them specifically. Therefore, a better campaign and product will be developed and success will come.



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