

AMPLIFY RUNNING

NIKE RUNNING + NIKE SPORTSWEAR

RETAIL BRAND PRESENTATION BRIEF

Finish Line.

OBJECTIVE

CREATE BRAND ENERGY WITH THE 17-23 YEAR OLD SPORT RUNNER CONSUMER BY LEVERAGING NIKE RUNNING PRODUCTS AND EXPERIENCES*

*THE RUNNING EXPERIENCE BRINGS THE BEST NIKE PERFORMANCE AND NIKESPORTSWEAR PRODUCT TO LIFE THROUGH IMPACTFUL PRODUCT PRESENTATION, PRODUCT COMMUNICATION, AND EVENTS

THE CONSUMER INSIGHTS THAT MATTER MOST:

STYLE AND COMFORT ARE THE MOST IMPORTANT FACTORS IN CHOOSING FOOTWEAR/APPAREL.

THEY DEFINE THEIR STYLE AS CASUAL.

NIKE PRODUCTS ARE EXPECTED TO PERFORM.

PERFORMANCE AND SPORTSWEAR ARE SEEN AS OPPORTUNITIES WHERE SPORT AND STYLE COLLIDE.

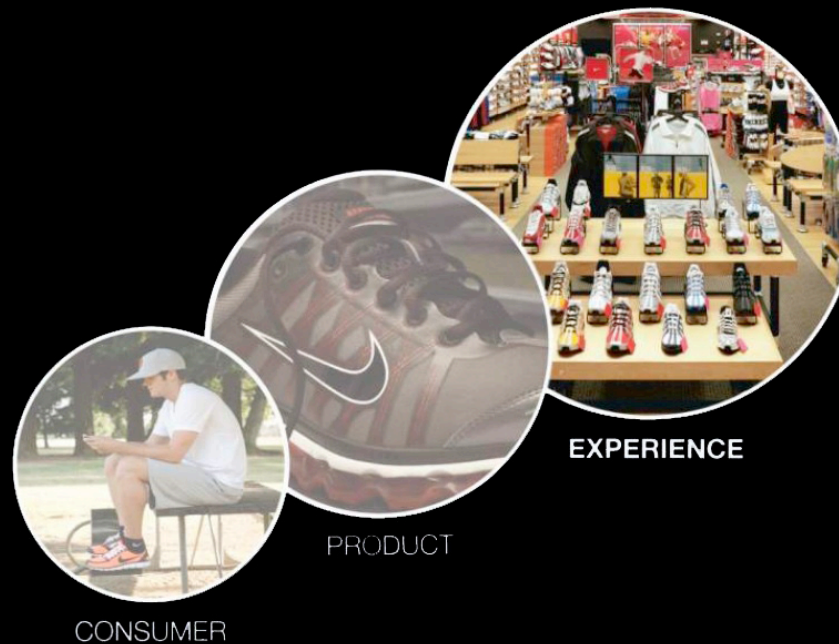
AMPLIFIED AT:
17-23 year old

STRATEGIES

FOCUS ON THE SPORT RUNNER CONSUMER TO DRIVE PRODUCT AND EXPERIENCE EXECUTIONS. STAY DISCIPLINED.

ACCESS TO BEST LEVEL PRODUCT ACROSS PERFORMANCE AND NSW RUNNING THAT ALLOWS US TO BRING THESE STORIES TO LIFE.

CREATE IN STORE AND DIGITAL ENVIRONMENTS THAT REFLECTS THE ENERGY OF OUR CONSUMER.



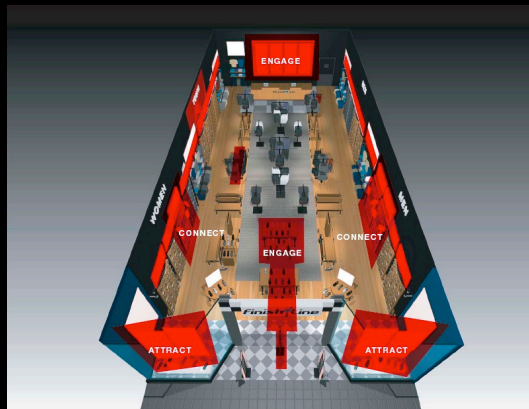
DELIVERABLES

DESIGN DIRECTION AND A VISUAL CENTER THAT COMMUNICATES NIKE AS THE LEAD BRAND TO THE SPORT RUNNER CONSUMER THRU THE FOLLOWING ELEMENTS:

1. SHOP ENVIRONMENT DESIGN
2. BRANDING & IN STORE COMMUNICATION DIRECTION

THE VISUAL CENTER SHOULD INCORPORATE CONSUMER ENGAGING ELEMENTS THAT DRIVE ENERGY AROUND NIKE RUNNING + NIKE SPORTWEAR PRODUCTS* AS A SINGLE PROPOSITION

*PRODUCTS SHOULD INCLUDE APPAREL AND ACCESSORIES



DESIGN CONSIDERATIONS

SHOP ENVIRONMENT

NEW NIKE FIXTURE ELEMENTS WILL NEED TO DEVELOPED IN ORDER TO CREATE A COHESIVE PLATFORM THAT CAN HIGHLIGHT NIKE PERFORMANCE + NIKE SPORTSWEAR RUNNING PRODUCTS

SHOP ENVIRONMENT MUST CONSIST BUT NOT BE LIMITED TO THE FOLLOWING ELEMENTS*

- WINDOW
- ENTRY TABLE / AMPLIFY TABLE
- APPAREL FIXTURES
- FOOTWEAR WALL WITH PRODUCT HIGHLIGHT (M+W)
- TECH RUNNING FOOTWEAR WALL INCLUDING FOOTWEAR CONTRUCT (M+W)
 - NIKE+ DESTINATION
 - PRODUCT CUSTOMIZATION
- CONSUMER INTERACTIVE ELEMENT

*EACH ELEMENT MUST HAVE THE ABILITY TO COMMUNICATE BRAND MESSAGING OR PRODUCT FEATURE AND BENEFITS



DESIGN CONSIDERATIONS

BRANDING / IN STORE COMMUNICATION

VISUAL CENTER MUST CREATE NIKE'S BRAND IDENTITY AT FINISH LINE THAT INCORPORATES BOTH NIKE RUNNING + NIKE SPORTSWEAR CATEGORY POV

DEVELOPMENT OF A SEASONAL CREATIVE VISUAL CENTER THAT CAN BE INTERPRETED TO FEATURE KEY PRODUCT STYLES TO DRIVE ENERGY AND ENGAGE THE SPORT RUNNER CONSUMER OUTSIDE BRAND 1 PROGRAMS

CREATION OF ASSETS TO COMMUNICATE FEATURES / BENEFITS AND HISTORY AROUND NIKE PRODUCTS (PERFORMANCE + NSW)



WORKBACK

OCTOBER

- BRIEF DESIGN AGENCIES
- CONCEPT REVIEW

NOVEMBER

- CONCEPT APPROVAL
- BUDGET APPROVAL
- NOV. 9: PROTOTYPE OF FOOTWEAR WALLS & RENDERINGS OF STORE ENVIRONMENT*

DECEMBER - JANUARY

- PROTOTYPE OF SHOP ENVIRONMENT
- NIKE + ACCOUNT APPROVAL

FEBRUARY

- SHOP INSTALLATION

October 2009							November 2009							December 2009							January 2010							February 2010						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3	1	2	3	4	5	6	7			1	2	3	4	5					1	2								
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
25	26	27	28	29	30	31	29	30					27	28	29	30	31		24	25	26	27	28	29	30	28								

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