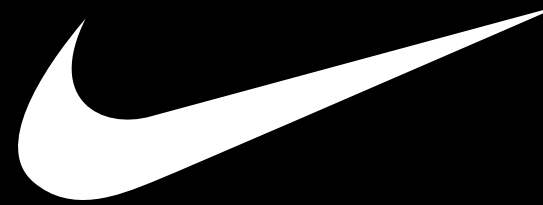


# AMPLIFY RUNNING



FINISH LINE MARKETING PLAN

Summer '10 —————>

# Table of Contents

## OVERALL OBJECTIVES & STRATEGIES

Opportunity	4
Guiding Principles	5
Nike Shop DNA	6
Target Audience	7
Mission. Vision. Position.	8
Marketing Objectives	9
Marketing Strategies	10

## MARKETING PROGRAMS

In-store	13
Nike Finishline Store	16
Customization	22
Customization Cont.	34
Digital	59
iPhone	64
Consumer	67
Magalogs	69
Sales Associates	73

## MARKETING/CONTENT CALENDARS

In-Store Roll Out	28
Digital Marketing Map	29
Overall Marketing Calendar	30
Rhythm of the Game	31

# OVERALL OBJECTIVES & STRATEGIES

# Growth Opportunities

FY 10 PROJECTIONS		FY 11 PLAN	% CHANGE
SALES	\$700 M	\$725 M	+3.6 %
GM %	44.0 %	45.0 %	
GM \$	\$308 M	\$326 M	+5 %
TURN	2.85	2.95	

FY10 PROJECTION	% TO TOTAL	FY11 PLAN	% CHANGE
RUNNING \$117 M	16.7%	\$129 M	10%
NSW \$239 M	34.1%	\$239 M	4%
JORDAN \$239 M	30%	\$215M	2%
KIDS \$78 M	11.3 %	\$81 M	4%

# Guiding Principles

## Amplify Running.

Drive energy around Nike Running + Nike Sportswear products as a single proposition. Elevate the brand in a youthful way.

## Stay disciplined.

Focus on the Sport Runner consumer to drive product and experience executions.

## Let product drive the brand.

Access to best level running performance and NSW running assortments. Period.

## 2010 is an in-store roll out year.

Deliver 500+ Premium Retail Experiences; Store in Store, Shop in Store, and Footwear Walls/Windows

## Ignite Apparel Growth.

Online and In-store roll out are a blue print to unlock the opportunity in apparel.

## Accelerate e-commerce business.

Maximize the Nike Running and Nike Sportswear digital experience on finishline.com.

## Message Consistently.

Ensure integrated, consistent and seamless messages in all communications – from online to in-store to outbound.

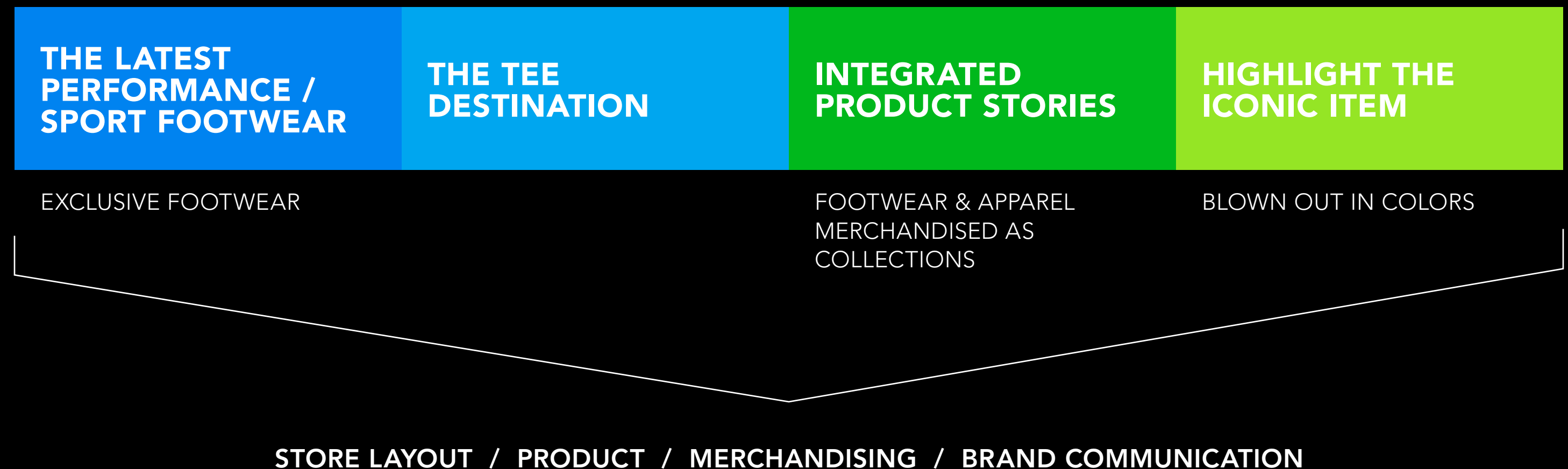


# What Do We Want To Be Famous For...

In-Store/Digital/Magalog

## NIKE SHOP DNA

Create a shop within Finish Line to become the destination for the sport runner and everyone who loves an everyday sport style



# Target Audience



The Sport Runner, Male and Female, ages 17-23, sweet spot is 17

- Sport runners run for their sport, not as a sport. They run to gain a competitive edge
- Style and comfort are the most important factors in choosing footwear/apparel
- Nike Products are expected to perform
- The sport runner brings sport to style and style to sport
- They define their style as casual
- Visible technology has high value and communicates benefit

# MVP



## Mission.

Create energy in the mall and online by establishing Finish Line as the premium destination for the sport runner to experience Nike Running.\*

\* NIKE RUNNING = PERFORMANCE AND NSW RUNNING

## Vision.

Create an ownable concept within Finish Line to become THE DESTINATION for the Sport Runner.

## Position.

Finish Line is the market leader for Nike performance and NSW Running products.

# Marketing Objectives



Create brand energy with the 17-23 year old, Young Runner consumer. Leverage NIKE Running and NSW products and unique experiences. Create energy at the Mall.

\* The Running experience brings the best Nike Performance and Nike Sportswear products to life through impactful product presentation, product communication, and other consumer touch points.

# Marketing Strategies

## Digital.

Create a premium and innovative digital experience on finishline.com that amplifies Nike Running (performance + NSW) and inspires the sport runner.

## In-store.

Create in store environments, branding, and in-store communication inspired by the digital experience that reflects the energy of the sport runner and amplifies Nike Running Performance and NSW Running.

## Customization.

Deliver a first ever NIKE Tee/Apparel customization experience at Finish Line that elevates the brand in a youthful way.

## Consumer Incentives.

Connect with the sport runner by partnering with Finish Line on their customer loyalty program, events, contests and/or gift with purchase during key running Nike running performance and sportswear running launches.

## Magalogs.

Leverage the digital Nike running performance and sportswear running product communication/content in Finish Line magalogs during key launches.

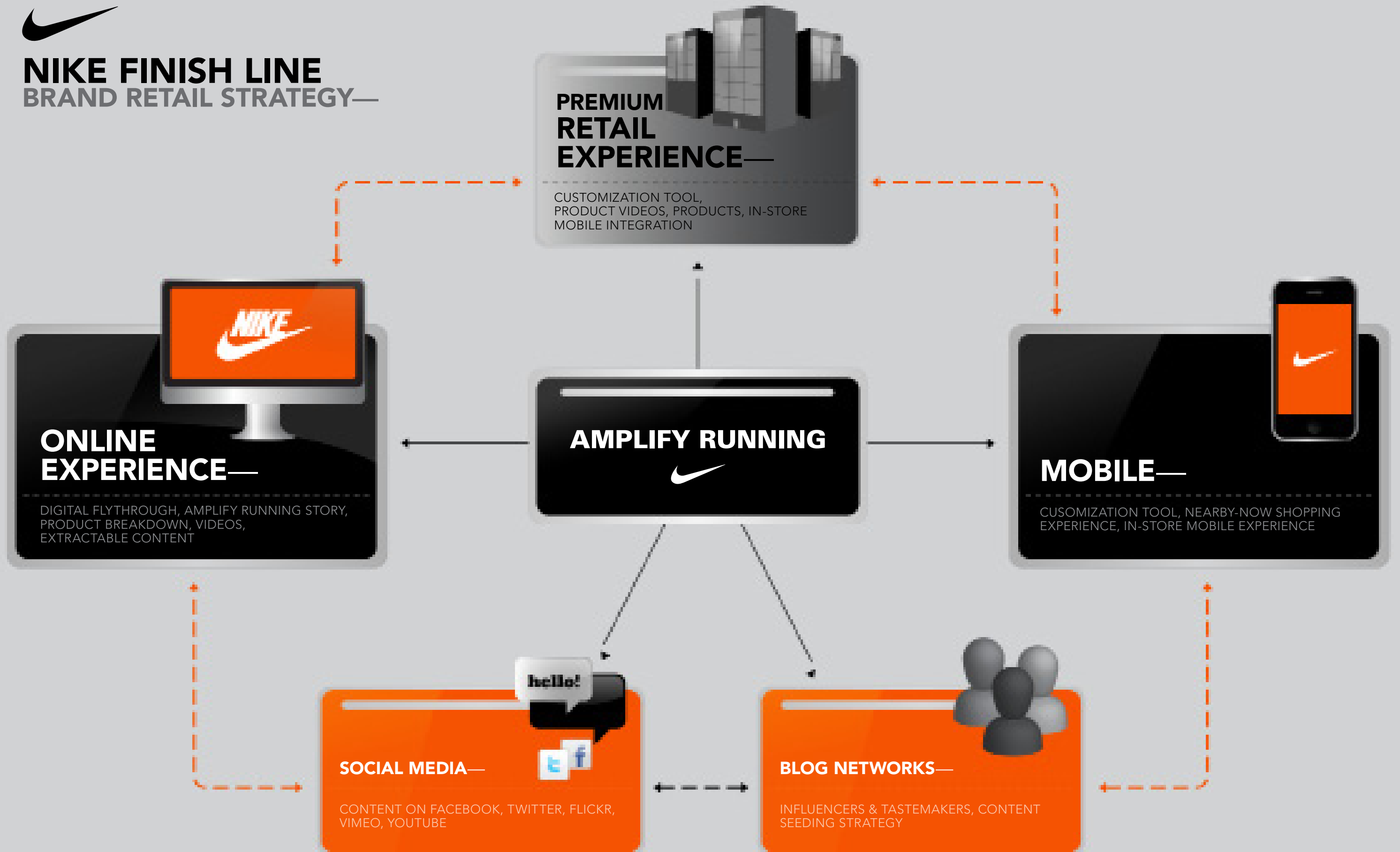
## Sales Associates.

Training and incentives that engage the sales associates and make them want to be ambassadors of the Nike brand.

# MARKETING PROGRAMS



# NIKE FINISH LINE BRAND RETAIL STRATEGY—



# In-store

## Objective.

- Create in store environments, branding, and in-store communication inspired by the digital experience that reflects the energy of the sport runner and amplifies Nike Running Performance and NSW Running.
- Create dominant product presentations that break through the clutter.
- Provide ongoing product stories and compelling content to the sport runner consumer.
- Drive traffic to online and vice versa.

## Strategies.

- Create a Nike brand identity at Finish Line that incorporates both Nike running + Nike Sportswear POV in a single proposition.
- Develop Nike fixture elements to create a cohesive platform that can highlight Nike performance + Nike sportswear running products.
- Development of a seasonal creative visual center that can be interpreted to feature product leadership styles and brand 1 programs to drive energy and engage the sport runner consumer.
- Leverage digital content to communicate features/benefits and history around Nike products (performance and NSW)

# In-store cont.

**DELIVERABLES** / Shop environments that consist of the following elements\*



## Footwear Walls/Windows:

- New footwear walls
- Front window 365
- Key item fixture at lease line



## Shop-in Store:

- 600-800 sq ft free standing apparel/footwear shop environment
- New footwear walls
- Front window 365
- Key item fixture at lease line
- Apparel fixtures



## Store-in Store:

- 1,200 sq ft enclosed apparel/footwear shop environment
- New footwear walls
- Front window 365
- Key item fixture at lease line
- Apparel fixtures
- Custom Tee bar

\*shop rollout calendar in appendix.

# **NIKE / FINISHLINE GREENWOOD, IN** **1.19.10**

1ST AMPLIFY RUNNING LARGE SHOP





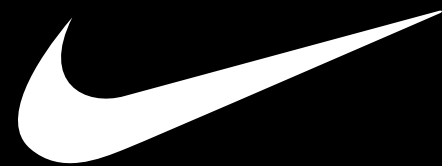








CUSTOMIZATION



NIKE AMPLIFY RUNNING CONCEPT AT FINISH LINE

**WHY?**

USER INNOVATION is Innovation by Consumers, rather than suppliers.

## IT'S ALL AROUND US:

- Open Source Software
- iPhone Applications
- Threadless.Com
- American Idol

**What do all these have in common?**  
The consumer decides...

# CUSTOMIZATION IS A BALANCE OF ART AND SCIENCE.

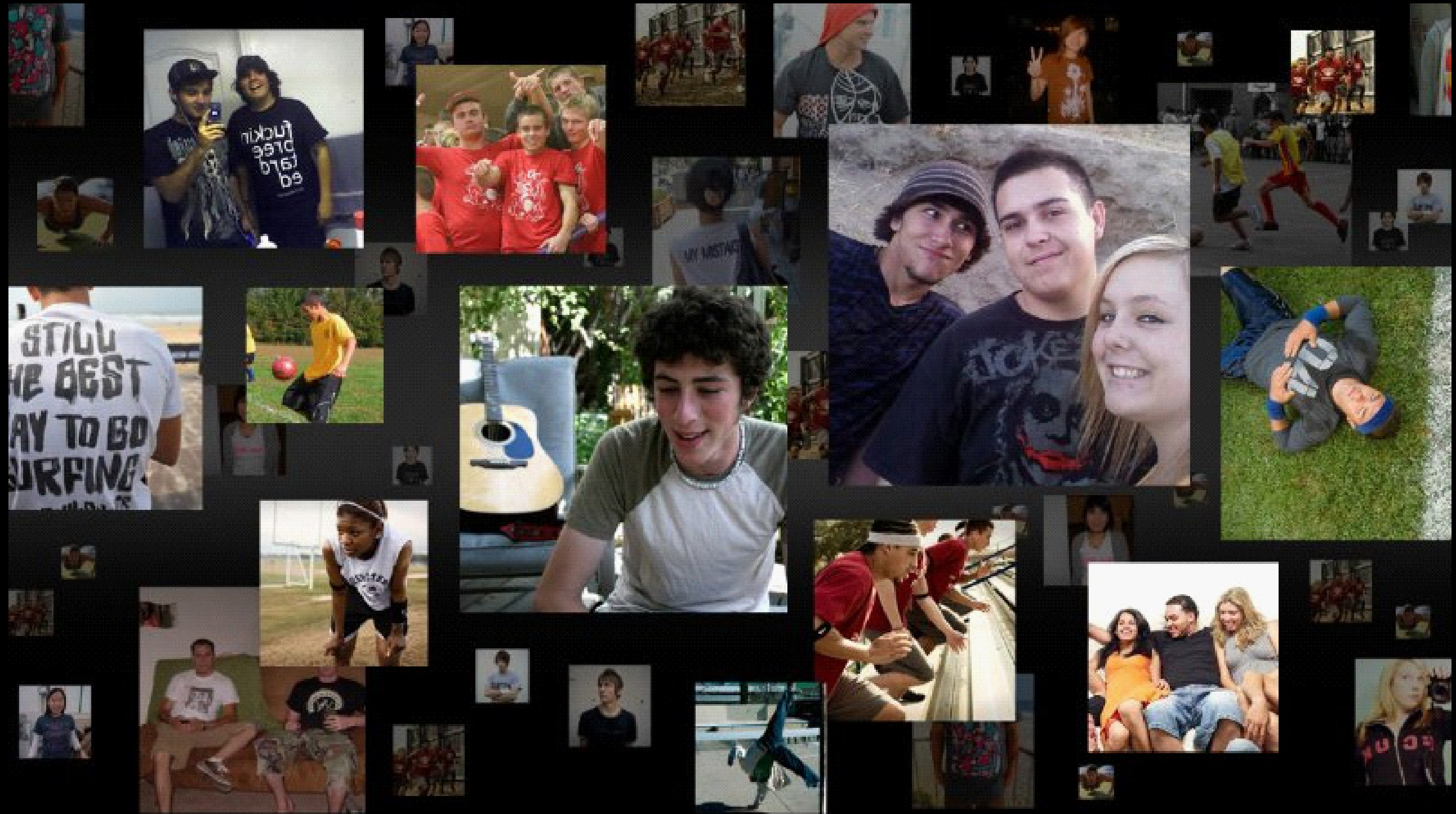
The science lies in putting an innovative, engaging tool in front of the consumer.

The art is giving enough choices so that the consumer feels that he or she is designing...  
NIKE needs to lay out the right choices so that we are proud to be part of their creation.

**WHY ELSE?**



**TEES ARE THE MOST UBIQUITOUS AND EXPRESSIVE ITEM IN THE UNIFORM OF YOUTH. BOTH ON THE PLAYING FIELD AND ON THE STREET.**



**TEE GRAPHICS ARE EMOTIONAL. THEY ARE THE MOST DIRECT PRODUCT OPPORTUNITY WE HAVE TO CONNECT THE NIKE BRAND TO THE ART AND CULTURE OF YOUTH.**

**TEES ARE THE  
SINGLE LARGEST  
GROWTH  
OPPORTUNITY  
WITHIN  
NIKE APPAREL.**

**THE GLOBAL  
TEE MARKET  
IS HUGE:  
\$32 BILLION\***

**\*\$122 BILLION GLOBAL SPORT APPAREL MARKET. (NPD)**

**\*GLOBAL TEE MARKET = 20-25% OF APPAREL MARKET**

# OUR CONSUMER:

## MY TEE= MY IDENTITY

### I NEED EXPRESSION.

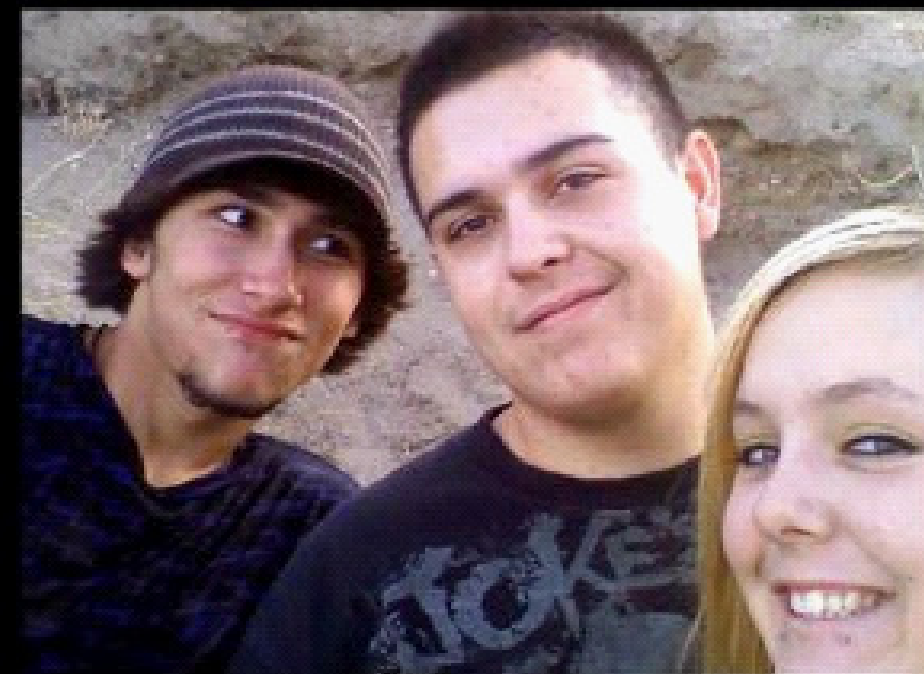
"I want great graphics on a tee and LOTS of options."

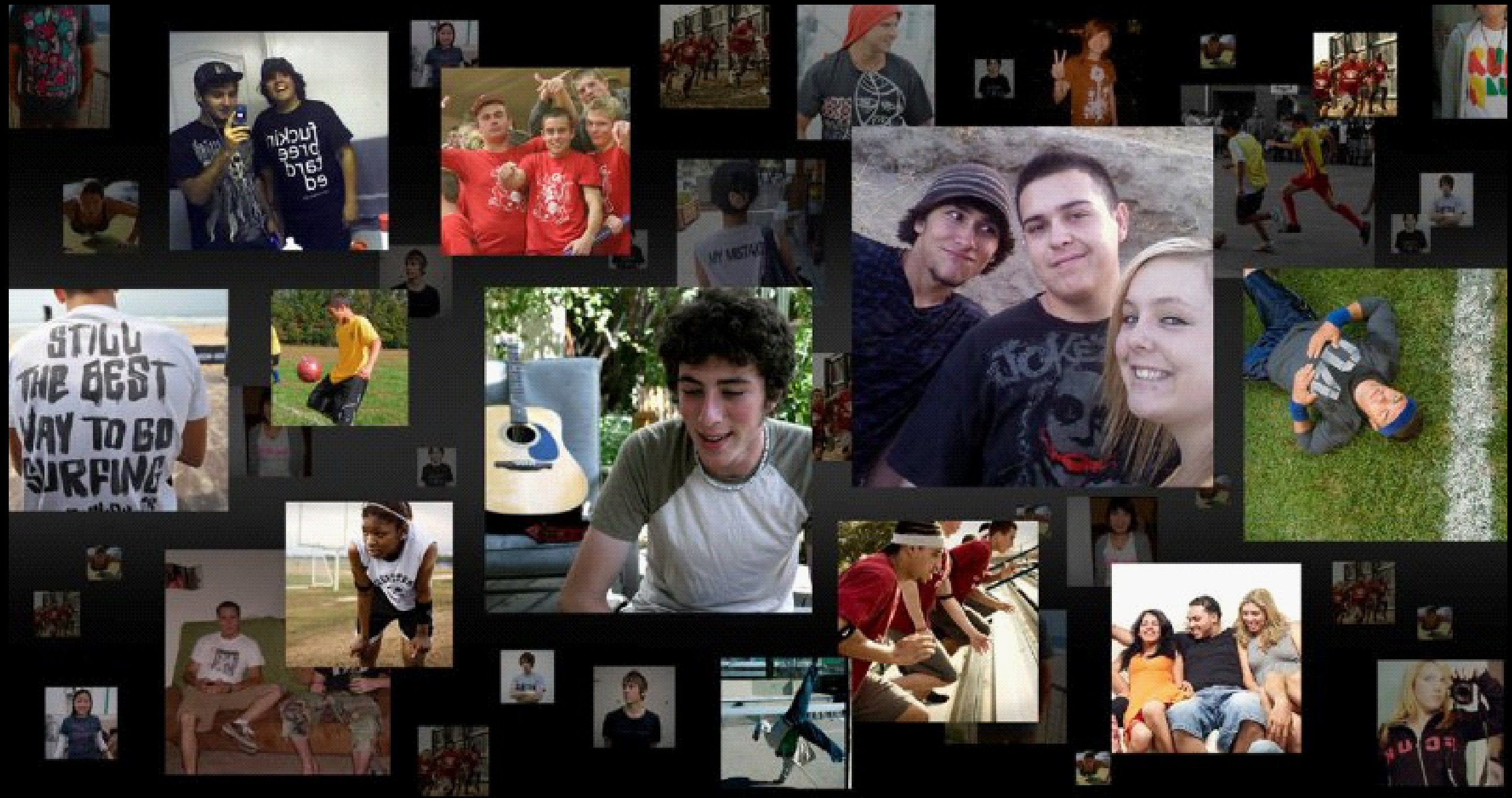
### I NEED TO FEEL FRESH.

"I like to go back again and again to find out what's new."

### I NEED TO SHOW I'M NOT A POSER.

"I want to be connected to real brands. I like Nike because it's true to what I love: Sports."





## **"MY FACEBOOK PAGE ON MY CHEST"**

**TEE GRAPHICS ARE EMOTIONAL. THEY ARE THE MOST DIRECT PRODUCT OPPORTUNITY WE HAVE TO CONNECT THE NIKE BRAND TO THE ART AND CULTURE OF YOUTH.**

# Customization

- Objective.** A tee/apparel customization experience that only NIKE could execute.  
Deliver a new experience to the consumer that leverages our rich vault of content.
- Strategy.** A Tee/Apparel customization experience that is accessed via 3 major touch points:

## RETAIL

An in-store digital experience allowing the consumer to customize a tee and own it the same day. The experience will be integrated into an overall amplify sport in-store environment at select locations.

## ONLINE

A robust online tee customization experience with options not available at retail. The experience will be embedded in a Nike digital shop/microsite on [finishline.com](http://finishline.com).

## MOBILE

An iPhone app that allows consumers to customize tees, share and place orders through [finishline.com](http://finishline.com).

# Customization cont.

## DELIVERABLES

### RETAIL

- Digital touch screen tee/apparel customization experience
- In-store kiosk or build out to house the touch screens, products and printer
- Training video/collateral for store managers and sales associate

### ONLINE

- Digital tee/apparel customization experience

### MOBILE

- iPhone tee/apparel customization app

### CONTENT STRATEGY

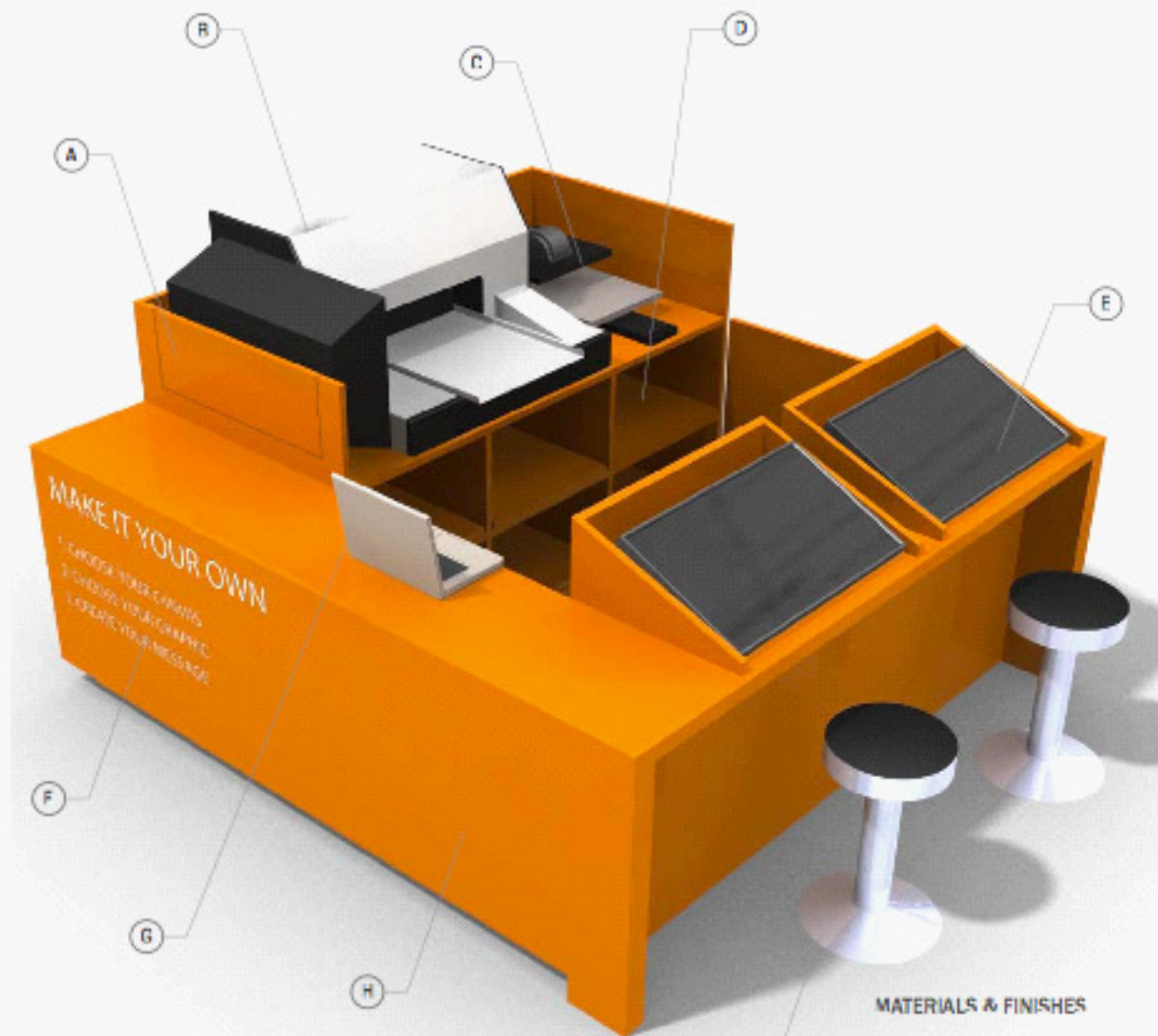
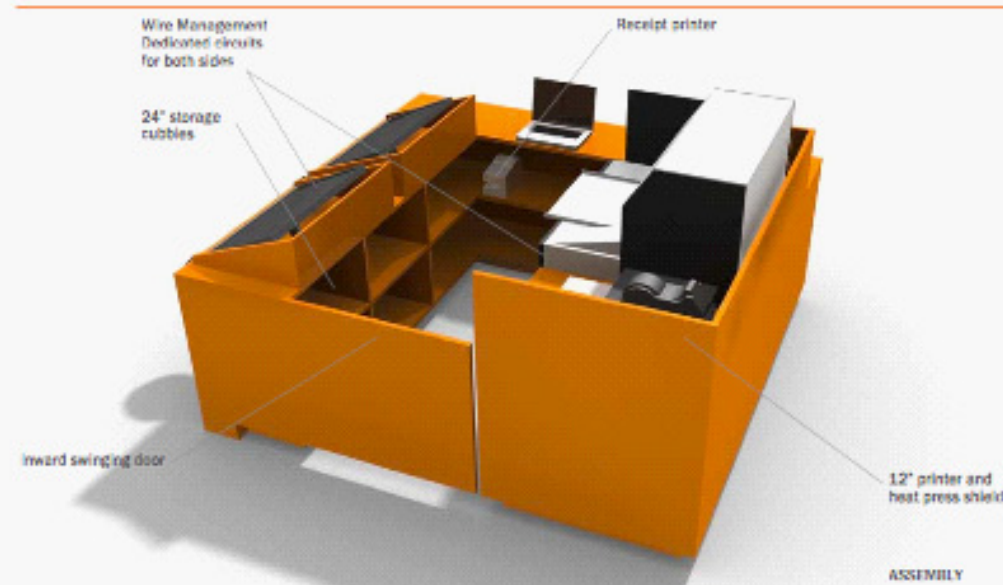
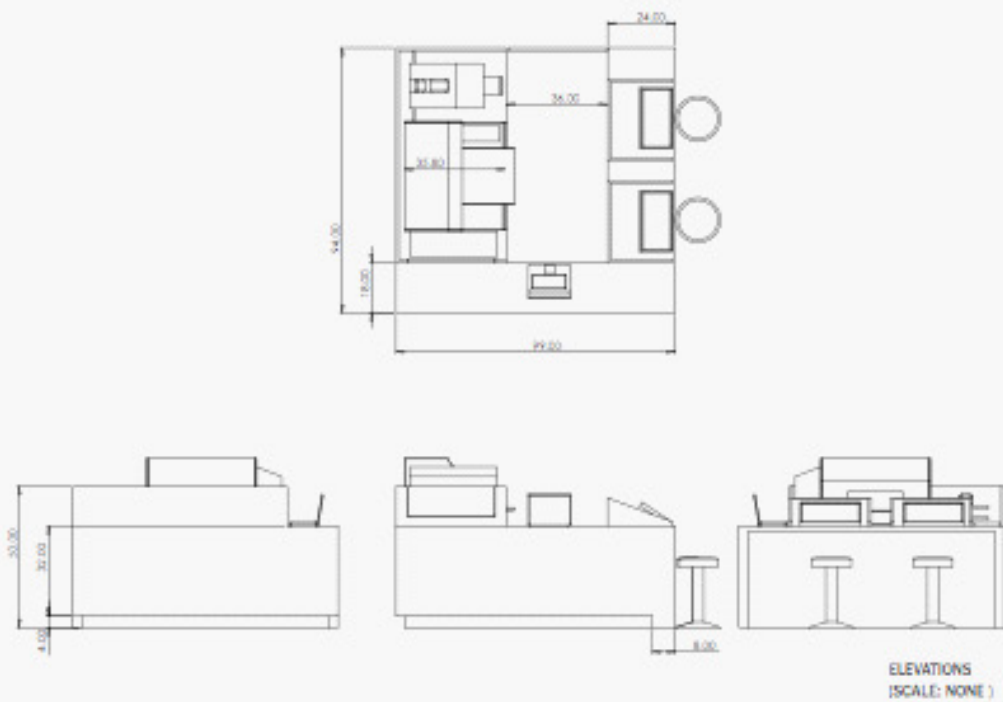
- A content strategy that outlines the graphic content flow/cadence and development timeline

### LAUNCH PLAN

- A launch plan that spans all three channels above and takes into consideration three phases; tease, launch and building/sustaining momentum.

# Customization Desired Results

- Drive brand heat through creating an experience that resonates with our sport runner consumer.
- The opportunity goes beyond tees. customization of fleece is what we would like to get after in fall 10-hol 10.
- The ability to provide invaluable information by tracking consumers choices of graphics, logos, colors, placements etc. to help us plan and execute our business more profitably.
- Utilize the ability to push graphics live with an email. this gets nike to market immediately and allows us to capitalize on sport and cultural moments (when applicable).
- Create a new business model for customization that is highly profitable for both nike and the retailer by cutting a middle man out of the supply chain.
- Create with the big picture in mind. the entire customization and online consumer experience can be replicated and “re-skinned’ with the appropriate categorical veneer. now that the r & d has been completed, all that is needed is to create content/product differentiation by concept at account.
  - @ Finish line the content amplifies the sport runner consumer
  - @ House of hoops the content amplifies the basketball consumer.
  - @ Nike sb/hurley/converse retail the content is centered around the action sports consumer.
  - @ etc.



**MATERIALS & FINISHES**

- A - Door to change out cartridges
- B - Brother T-shirt printer
- C - Hotronix draw heat press
- D - 24" pullout shirt cubbies
- E - 36" touch screens
- F - Screened copy
- G - Laptop
- H - Nike Orange PMS 172
- I - Stools



NIKE | T-SHIRT CUSTOMIZATION STATION

FINISH INF

100002231

02.01.10





NIKE FINISH LINE KIOSK / INITIALIZING...



HEAT

THE LOVE

MASCOTS

ARTIST

ALL



LACROSSE



SOFTBALL



SOCCER

KEY



WRESTLING



TE



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT

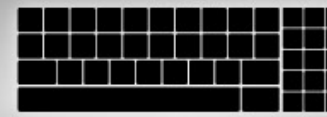
EDIT LOGO

BACK

EDIT LOGO

SLEEVE

EDIT LOGO



T-SHIRT WITH...

1 LOGO (REQUIRED)	\$28
2 LOGOS	\$32
3 LOGOS	\$35

\$28.00 TOTAL

PRINT

RESTART

HEAT

THE LOVE

MASCOTS

ARTIST

ALL

TENNIS

GOLF

ICE HO

ASTICS

LACROSSE

SOCCER

UNTRY

FIELD HOCKEY

SOFTBALL

WI

FIELD

BASEBALL

SKIING

FOO



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT

EDIT LOGO

BACK

EDIT LOGO

SLEEVE

EDIT LOGO



T-SHIRT WITH...

1 LOGO (REQUIRED)	\$28
2 LOGOS	\$32
3 LOGOS	\$35

\$28.00  
TOTAL

PRINT

RESTART

HEAT

THE LOVE

MASCOTS

ARTIST

ALL

CROSS COUNTRY

FOOTBALL

LACROSSE

BASEBALL

ICE HOCKEY

GOLF

TENNIS

TRACK & FIELD

BASKETBALL

SOCCER

HOCKEY

SOFTBALL

WRESTLING



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT

EDIT LOGO

BACK

EDIT LOGO

SLEEVE

EDIT LOGO



T-SHIRT WITH...

1 LOGO (REQUIRED)	\$28
2 LOGOS	\$32
3 LOGOS	\$35

\$28.00 TOTAL

PRINT

RESTART

HEAT

THE LOVE

MASCOTS

ARTIST

ALL



LACROSSE



SOFTBALL



SOCCER

KEY



WRESTLING



TE



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT

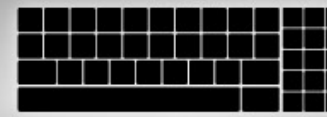
EDIT LOGO

BACK

EDIT LOGO

SLEEVE

EDIT LOGO



T-SHIRT WITH...

1 LOGO (REQUIRED)	\$28
2 LOGOS	\$32
3 LOGOS	\$35

\$28.00 TOTAL

PRINT

RESTART

HEAT

THE LOVE

MASCOTS

ARTIST

ALL



LACROSSE



SOFTBALL



SOCCER

KEY



WRESTLING



TE



CHOOSE YOUR SIZE

Small

Medium

Large

X-Large

XX-Large



VIEW ANGLES

ATHLETE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT

BACK

SLEEVE

EDIT LOGO

EDIT LOGO

EDIT LOGO



T-SHIRT WITH...

1 LOGO (REQUIRED)	\$28
2 LOGOS	\$32
3 LOGOS	\$35

\$28.00 TOTAL

PRINT

RESTART

HEAT

THE LOVE

MASCOTS

ARTIST

ALL



LACROSSE



SOFTBALL



SOCCER

KEY



WRESTLING

G



TE



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT

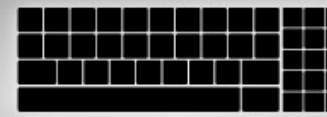
EDIT LOGO

BACK

EDIT LOGO

SLEEVE

EDIT LOGO



T-SHIRT WITH...

- 1 LOGO (REQUIRED) \$28
- 2 LOGOS \$32
- 3 LOGOS \$35

\$28.00 TOTAL

PRINT

RESTART

HEAT

THE LOVE

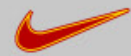
MASCOTS

ARTIST

ALL



LACROSSE



SOFTBALL



SOCCER



KEY



WRESTLING

G



TE



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT



EDIT LOGO

BACK

EDIT LOGO

SLEEVE

EDIT LOGO



T-SHIRT WITH...

1 LOGO (REQUIRED)	\$28
2 LOGOS	\$32
3 LOGOS	\$35

\$28.00 TOTAL

PRINT

RESTART

HEAT

THE LOVE

MASCOTS

ARTIST

ALL



LACROSSE



SOFTBALL



SOCCER

KEY



WRESTLING

G



TE



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT



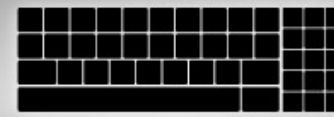
EDIT LOGO

BACK

EDIT LOGO

SLEEVE

EDIT LOGO



T-SHIRT WITH...

- 1 LOGO (REQUIRED) \$28
- 2 LOGOS \$32
- 3 LOGOS \$35

\$28.00 TOTAL

PRINT

RESTART

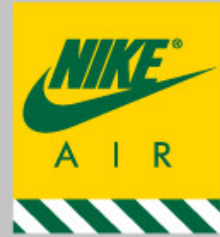
HEAT

THE LOVE

MASCOTS

ARTIST

ALL



LACROSSE



BASEBALL

GYMNASTICS

SOFTBALL



SOCCER

KEY



WRESTLING

OLF

ING



TE



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT



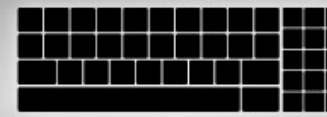
EDIT LOGO

BACK

EDIT LOGO

SLEEVE

EDIT LOGO



T-SHIRT WITH...

1 LOGO (REQUIRED)	\$28
2 LOGOS	\$32
3 LOGOS	\$35

\$28.00 TOTAL

PRINT

RESTART

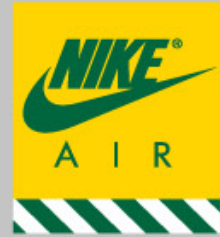
HEAT

THE LOVE

MASCOTS

ARTIST

ALL



LACROSSE



BASEBALL

ASTICS

SOFTBALL



SOCCER

KEY



WRESTLING

OLF

ING



TE



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT



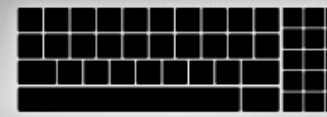
EDIT LOGO

BACK

EDIT LOGO

SLEEVE

EDIT LOGO



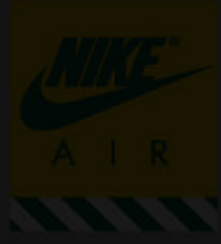
T-SHIRT WITH...

1 LOGO (REQUIRED)	\$28
2 LOGOS	\$32
3 LOGOS	\$35

\$28.00 TOTAL

PRINT

RESTART



LACROSSE



SOFTBALL



SOCCER



NAME **BENJAMIN** BACKSPACE DONE

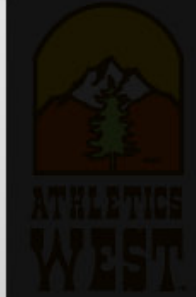
NUMBER **24** BACKSPACE CANCEL

Q W E R T Y U I O P 1 2 3

A S D F G H J K L ' 4 5 6

CAPS LOCK Z X C V B N M CAPS LOCK 7 8 9

SPACE - 0 .



TE

VIEW ANGLES

ATHLETE		T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS			NAME/NUMBER	PRICE	PRINT	
				<p>FRONT</p> <p>EDIT LOGO</p>	<p>BACK</p> <p>EDIT LOGO</p>	<p>SLEEVE</p> <p>EDIT LOGO</p>		<p>T-SHIRT WITH...</p> <p>1 LOGO (REQUIRED) \$28</p> <p>2 LOGOS \$32</p> <p>3 LOGOS \$35</p>	<p><b>\$28.00</b></p> <p>TOTAL</p>	<p>PRINT</p> <p>RESTART</p>

HEAT

THE LOVE

MASCOTS

ARTIST

ALL



LACROSSE



SOFTBALL



SOCCER



KEY



WRESTLING



TE



VIEW ANGLES

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

DESIGNS

NAME/NUMBER

PRICE



MALE



FEMALE



FRONT



EDIT LOGO

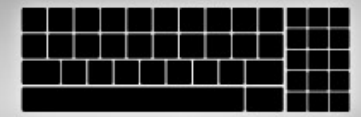
BACK

BENJAMIN 24

EDIT LOGO

SLEEVE

EDIT LOGO



T-SHIRT WITH...

1 LOGO (REQUIRED)	\$28
2 LOGOS	\$32
3 LOGOS	\$35

\$32.00 TOTAL

PRINT

RESTART



ORIGINAL LOGO



COLORS

PATTERNS



SAVE

CANCEL



# Pending Design



### BASE INFO:

Athlete

Male

T-Shirt Size

X-Large

T-Shirt Color

White

Front

ID 2748

Back

TEXT ID 9573

Sleeve

ID 7485

### TEXT/NAME:

Back

BENJAMIN 24

1	2	3
4	5	6
7	8	9
*	0	#

**PRINT**

**REVISE**

**The authorization code entered is incorrect.  
Please try again.**

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

FRONT

BACK

SLEEVE

T-SHIRT WITH

**\$35.00**  
TOTAL

PRINT

RESTART

# Pending Design



BASE INFO:

Athlete

Male

T-Shirt Size

X-Large

T-Shirt Color

White

Back

TEXT ID 9573

Sleeve

ID 7485

TEXT/NAME:

Back

BENJAMIN 24

1	2	3
4	5	6
7	8	9
*	0	#

**PRINT**

**REVISE**

**You must enter an authorization code.  
Please ask a store representative for assistance.**

ATHLETE

T-SHIRT SIZE

T-SHIRT COLOR

FRONT

BACK

SLEEVE

T-SHIRT WITH

\$35.00  
TOTAL

PRINT

RESTART

# Pending Design \*



### BASE INFO:

Athlete	Male
T-Shirt Size	X-Large
T-Shirt Color	White

### LOGO DESIGN:

Front	ID 2748
Back	TEXT ID 9573
Sleeve	ID 7485

### TEXT/NAME:

Back	BENJAMIN 24
------	-------------

1	2	3
4	5	6
7	8	9
*	0	#

**PRINT**

**REVISE**

ATHLETE T-SHIRT SIZE T-SHIRT COLOR

FRONT

BACK

SLEEVE

T-SHIRT WITH

\$35.00 TOTAL

PRINT

RESTART

# Congratulations, your design is complete!

Please check-in with a sales associate to print your design.

## OTHER MERCHANDISE YOU MAY LIKE:



NIKE FREE 5.0 V4 MEN'S RUNNING SHOE ▶



NIKE+ SPORTBAND ▶



NIKE LUNARELITE+ MEN'S RUNNING SHOE ▶



NIKE AIR MAX 90 CURRENT MEN'S SHOE ▶

SUBMIT MY DESIGN TO THE  
**Finishline Gallery**

**FINISH**

**START NEW DESIGN**

\*\* We will also have ability to \*\* collect email/mailling addresses and the ability to post finished designs \$215M on facebook, flickr, twitter etc.

# House of Hoops

**HOUSE OF HOOPS**

HEAT
THE LOVE
MASCOTS
ARTIST
ALL

VIEW ANGLES

ATHLETE		T-SHIRT SIZE	T-SHIRT COLOR	DESIGNS			NAME/NUMBER	PRICE		
				FRONT 	BACK <b>BENJAMIN 24</b>	SLEEVE 		<b>T-SHIRT WITH...</b> 1 LOGO (REQUIRED) \$28 2 LOGOS \$32 3 LOGOS \$35	<b>\$35.00</b>	TOTAL
								<span style="background-color: orange; color: white; padding: 5px 10px; border-radius: 5px;">PRINT</span> <span style="background-color: #ccc; color: #333; padding: 5px 10px; border-radius: 5px; margin-top: 5px;">RESTART</span>		

# Digital Landscape

79% ONLINE SHOPPERS PLAN TO USE THE INTERNET AS A TOOL FOR HOLIDAY SHOPPING - ECHO RESEARCH, NOVEMBER 2009

Over 20 million iphones and 40 million ipod touches have been sold in 2 years.

- Over 3 billion apps have been downloaded.
- The number of text messages sent/received daily exceeds the total population of the entire planet.

**39% of online shoppers (18-29) plan to access the Internet via their mobile phones to research products and prices - Retailer Daily, Nov. 2009**

**96% OF GEN Y HAS JOINED A SOCIAL NETWORK.**

- FACEBOOK IS THE 4TH LARGEST COUNTRY IN THE WORLD.
- THERE ARE 31 BILLION SEARCHES ON GOOGLE EACH MONTH.
- TWITTER DID NOT EXIST 3 YEARS AGO.

**Over half of all U.S. consumers and 69 percent of Millennials believe that online customer reviews and ratings influence their buying decisions more than any other type of online advertising, and 51 percent have purchased products based on an online recommendation. - Deloitte, Dec. 2009**

The U.S. mobile Web will reach nearly 100 million unique users per month in 2010 - Millennial Media, Dec. 2009

Mobile sales of physical goods in North America in January 2009 reached \$544M, up 57% over 2008. - Mobile Commerce Daily, Jan. 11, 2010

**Cyber Monday sales were 13.7% higher compared to last year - Coremetrics, 2009**

**E-commerce sales rose 5% from Nov. 1 through Christmas Eve, to \$27.8 billion from \$25.8 billion. From Black Friday through Christmas Eve, sales grew 3.5%. - comScore, Jan. 4, 2010**

E-retail sales will grow by nearly 10% a year through 2013. - eMarketer, Dec. 24, 2009

# Digital

## Objective.

- Create a premium and innovative digital experience on finishline.com that amplifies Nike Running (performance + NSW) and inspires the Young Runner.
- Create dominant product presentations that break through the clutter and impacts buying decisions.
- Drive traffic to in-store and vice versa.

# Digital Strategy

Communicating NIKE as the lead brand to the young runner on finishline.com through the following elements:

1. HOLISTIC AMPLIFY RUNNING DIGITAL SHOP/MICROSITE
2. INNOVATIVE PRODUCT VIDEOS
3. NIKE/FINISHLINE IPHONE APP (NEARBYNOW)
4. ONLINE AND MOBILE T-SHIRT CUSTOMIZATION

THE DESIGN AND VISUAL DIRECTION WILL INCORPORATE CONSUMER ENGAGING ELEMENTS THAT DRIVE ENERGY AROUND NIKE RUNNING + NIKE SPORTSWEAR PRODUCTS AS A SINGLE PROPOSITION WHILE STILL ALLOWING FOR THE AMPLIFICATION OF KEY PRODUCT STORIES (e.g. LunarElite, Air Max 2010, FREE)

## THE SHOP



DIGITAL PRESENCE



COMPELLING CONTENT



MOBILE ACCESS

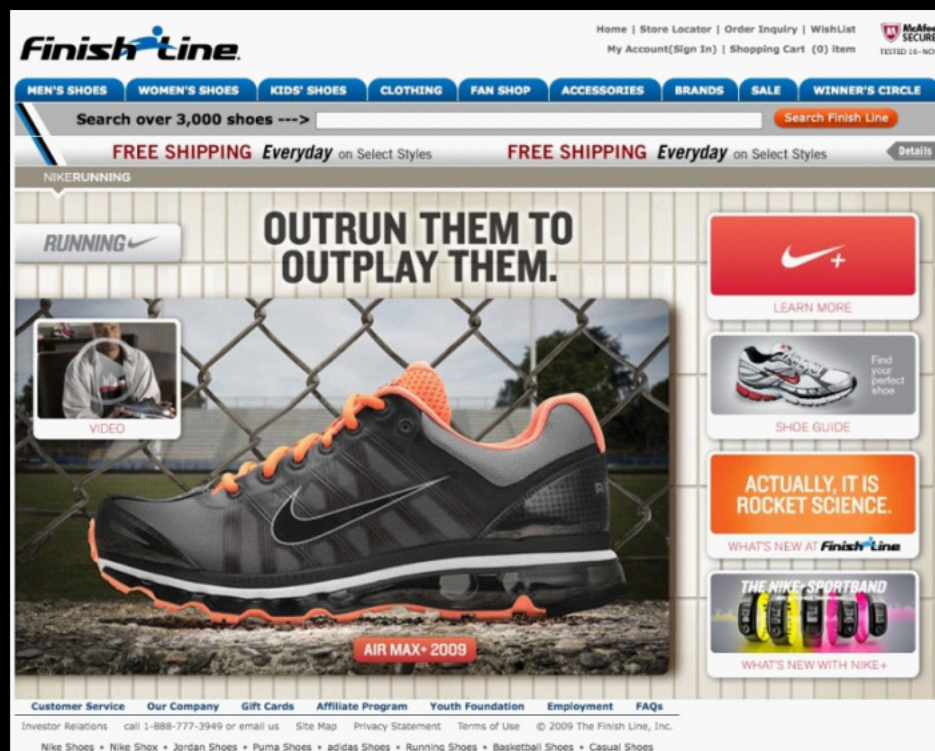
# Digital Shop/Microsite

New NIKE “shop” or microsite will need to be developed in order to create a online representation of the amplify sport in-store experience

DIGITAL EXPERIENCE MUST CONSIST OF BUT NOT BE LIMITED TO THE FOLLOWING ELEMENTS\*

- ENTRY POINT OFF OF THE FINISHLINE HOMEPAGE
- PRODUCT SHOWCASES FOR KEY INITIATIVES OR COLLECTIONS (INTERACTIVE CONTENT)
- EASY AND OMINPRESNT ACCESS TO PRODUCT DISPLAY (SELL) PAGES
- PRODUCT CUSTOMIZATION ENTRY POINT (TBD)
- “WHAT IS NIKE+” TUTORIAL
- IPHONE APPLICATION TUTORIAL

\*Each element must have the ability to communicate brand messaging or product features and benefits



→  
EVOLUTION



# Innovative Product Content

Development of product technology content (interactive flash/videos) for key initiative products and product leadership stories

CONTENT MUST CONSIST OF BUT NOT BE LIMITED TO THE FOLLOWING ELEMENTS\*

- COMMUNICATION OF KEY FEATURES/BENEFITS
- CONSUMER PROFILE - WHO IS IT FOR?
- CONSUMER-FRIENDLY TECH SPEAK
- ATHLETE/DESIGNER TIE-INS/VALIDATION WHERE APPLICABLE
- SCRAPABLE
- AVANT-GARDE AND YOUTHFUL!!

**Air Max+ 2009 (Men's)**

**SUGGESTED PRICE \$160.00**  
**CATEGORY** Running  
**GENDER** Mens  
**SEASON** Cushioning  
**SEASON** Holiday 2009

**UPPER**

- Dynamic mesh upper provides a premium blend of lightweight comfort and breathability.
- Ultra-strong, ultra-lightweight Flywire provides targeted support and a uniquely dynamic fit.
- Plush foam construction enhances the ultra-cushioning and provides a soft, responsive feel.
- Molded EVA shape of sole
- Engineered plush, comfort

**MIDSOLE**

- Full-length springy heel
- Full-length cushioning motion line
- Thin TPU at the articulation
- Nike-ready you to track you run.

**OUTSOLE**

- Shoelace provides extra cushioning
- Flex groove flexibility

**KEY PRODUCT FEATURES**

- Ultra-strong, ultra-lightweight Flywire provides targeted support and a uniquely dynamic fit.
- Full-length Cushlon midsole combines plush cushioning with springy resilience.
- Full-length, articulated Max Air unit provides maximum cushioning and allows for motion through footstrike.

**CONSUMER PROFILE**

Ideal if you're a runner with an underpronated to neutral gait who's looking for maximum comfort and cushioning with a heel strike to toe-off and expect a premium ride and fit.

**INSIDE SCOOP**

Differences from Air Max 360 III: Removed Pebax cage for softer cushioning and protection. Augmented the Max Air-Sole unit with a layer of Cushlon for improved step-in feel, cushioning and response. New, Flywire upper provides lightweight, targeted support and a dynamic fit. Utilized a more-articulated, full-length Max Air unit for a softer, smoother footstrike. Engineered heel collar conforms to the shape of your heel for a plush fit. Increased rubber coverage under the Max Air-Sole unit boosts durability. Nike-ready! Weight: 12.8 oz (size 9)

**RELEASE DATE** carry over



# Nike/Finish Line Amplify Running iPhone App

## DEVELOPMENT OF NEARBYNOW iPHONE APP

iPHONE APP FEATURES WILL CONSIST OF BUT NOT BE LIMITED TO THE FOLLOWING ELEMENTS\*

- COMPLETE ACCESS TO NIKE RUNNING + NSW ASSORTMENT
- SEARCH, BROWSE, ZOOM, AND OPTIMIZED VIDEO PRODUCT CONTENT
- "FIND NEARBY" CONCIERGE - GEO-LOCATE, ENTER SIZE, RESERVE AT A STORE NEARYBY
- BUY ONLINE (FINISHLINE.COM)
- FORWARD TO A FRIEND FEATURE
- PUSH NOTIFICATION
- TRACKING ENGAGEMENT AND CONVERSION



# Nike/Finish Line Amplify Running iPhone App

## DEVELOPMENT OF NEARBYNOW iPHONE APP

iPHONE APP FEATURES WILL CONSIST OF BUT NOT BE LIMITED TO THE FOLLOWING ELEMENTS\*

- USES NEW MEDIA TO ATTRACT NEW SHOPPERS - MOBILE AND LOCAL ONLINE SEARCH
- MEASURE AND TRACK EACH LEAD TO DETERMINE EFFECTIVENESS
- TRACKS BOTH INCREMENTAL SALES AND SALES LOST DUE TO "NOT IN STOCK" - DEMAND PLANNING TOOL
- HIGHLIGHT UPCOMING PRODUCTS
- KEEP CONSUMERS ENGAGED - FOLLOW UP ON PREVIOUS PRODUCT INQUIRIES



# Online Customization And iPhone App

## DEVELOPMENT OF ONLINE CUSTOMIZATION AND iPhone APP

FEATURES WILL CONSIST OF BUT NOT BE LIMITED TO THE FOLLOWING ELEMENTS\*

- ONLINE CUSTOMIZATION EXPERIENCE EMBEDDED IN THE AMPLIFY RUNNING MICROSITE
- FUNCTIONALITY AVAILABLE INSTORE
- ADDITIONAL T-SHIRT AND GRAPHIC CHOICES
- ABILITY TO SHARE DESIGNS WITH FRIENDS ON ALL MAJOR SOCIAL NETWORKING SITES
- WALLPAPER
- FORWARD TO A FRIEND FEATURE
- TRACKING ENGAGEMENT AND CONVERSION



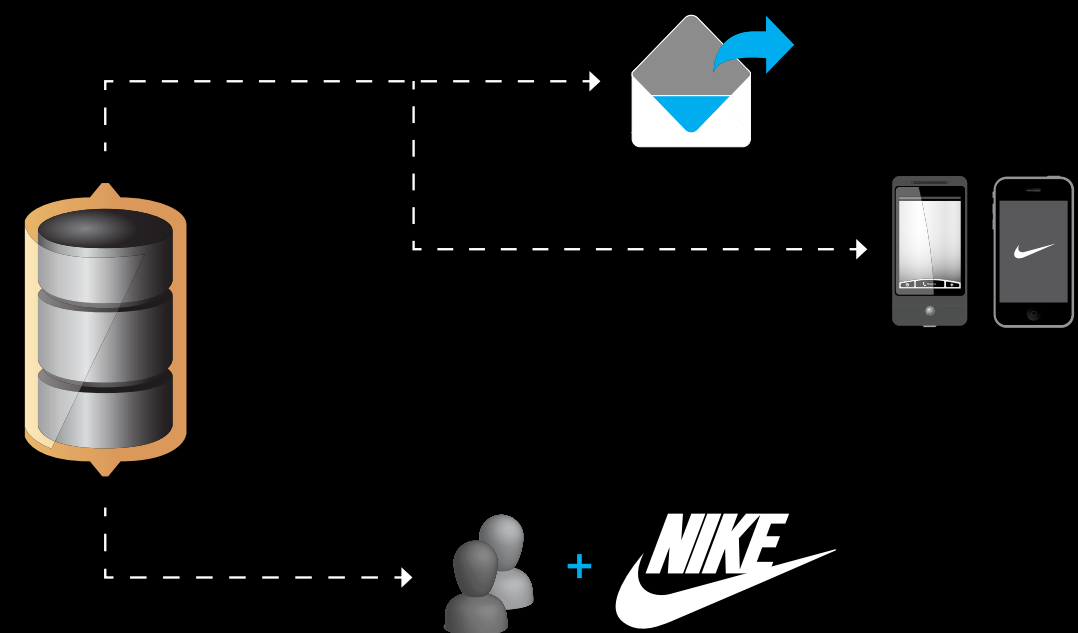
# Consumer Incentives

## Objective.

- Connect with the sport runner by partnering with Finish Line on their customer loyalty program, events, contests and/or gift with purchase during key running performance and sportswear launches.
- Capitalize on finishline.com running consumer database and site traffic that is 1.5 million strong.
- Strengthen customer relationships and encourage repeat Nike purchases.

## Strategies.

- Leverage Finish Line's running consumer database and develop an e-mail/mobile blast plan for key running performance and running sportswear launches.



# Consumer Incentives cont.

## DELIVERABLES

# Magalogs

## Objective.

—Leverage the digital Nike running performance and sportswear running product communication/content in Finish Line magalogs during key launches.

## Strategies.

—TBD

# Magalogs

—Co-Op Support

## FINISHLINE REQUEST FOR CO-OP MAGALOG SUPPORT

Book	Co-Op
Spring Break	\$ 475,000.00
BTS	\$ 750,000.00
Holiday	\$ 750,000.00
	<b>\$ 1,975,000.00</b>

# Magalogs

—Content/Featured Stories

Less technical information

More fashion/trend-related content

Designer insights & interviews



### Mayer Hawthorne combines classic style and hip kicks

The white sneakers in Mayer Hawthorne's new line originated as a business project, but Hawthorne's love of vintage and hip-hop was propelling him into stardom. The man behind the name is a Brooklyn, New York, native who performs under the moniker Mayer Hawthorne. He self-produced debut album, "A Strange Arrangement," released last fall. He is a "modern classicist" from New York and Chicago.

Hawthorne's passion for paying the dues of traditional music came in 2011 when, producing hip-hop, he discovered a classic soul record and fell in love with it. He decided to produce a new record, but he wanted to do it his way. He decided to produce a new record, but he wanted to do it his way. He decided to produce a new record, but he wanted to do it his way.

**Q: You're best known for your "Chicago Arrangement" album. How did you get into the music business?**

**Hawthorne:** I was actually planning on recording a soul album. I recorded a few songs as an experiment, to see if I could create something that was both classic and modern. I was inspired by the music of the 1960s and 1970s, and I wanted to create a new sound that was both classic and modern.

**Q: How long has your career been in the music business?**

**Hawthorne:** I've been in the music business for about 10 years. I started out as a producer, and then I started performing under the name Mayer Hawthorne.

**Q: What kind of producers do you like to work with?**

**Hawthorne:** I like to work with producers who are also musicians. I like to work with people who are passionate about music and who are willing to experiment.

**Q: How much do you play a part in your own personal style?**

**Hawthorne:** I play a huge role in my personal style. I like to wear classic, well-made clothing that is both functional and stylish. I like to wear things that are both classic and modern.

**Q: The product name and design of your "Chicago Arrangement" sneakers are a nod to the classic and modern styles of Chicago. How did you get the idea for the sneakers?**

**Hawthorne:** The idea for the sneakers came from my love of classic and modern music. I wanted to create a sneaker that was both classic and modern. I wanted to create a sneaker that was both functional and stylish. I wanted to create a sneaker that was both classic and modern.

**Q: How do you feel about the success of your sneakers?**

**Hawthorne:** I'm really happy about the success of my sneakers. I'm glad that people are enjoying them and that they are helping me to support my music.

**Q: Do you have a favorite pair of sneakers?**

**Hawthorne:** I have a lot of favorite pairs of sneakers. I like to wear classic, well-made sneakers that are both functional and stylish. I like to wear things that are both classic and modern.

**Q: What's the most important thing you've learned from your experience in the music business?**

**Hawthorne:** The most important thing I've learned is that you have to be passionate about what you're doing. You have to be willing to experiment and to take risks. You have to be willing to work hard and to stay focused on your goals.

# Magalogs cont.

## DELIVERABLES

# Sales Associates

## Objective.

- Training, incentives, and contests that engage the sales associates at Finish Line and make them want to be ambassadors of the Nike brand.
- Sales associates that reflect the sport runner and provide expert product knowledge and service.



## Strategies.




- Sales associate seeding of key running products (performance and sportswear) through EKIN team.
- Seasonal sales associate training via EKIN visits and SKU training.
- Sales associate incentives to finish SKU training on key styles.
- Capitalize on and leverage Finish Line's existing sales incentive contests during key retail moments.
- Leverage Nike developed product collateral for key running and sportswear launch styles.

# Sales Associates cont.

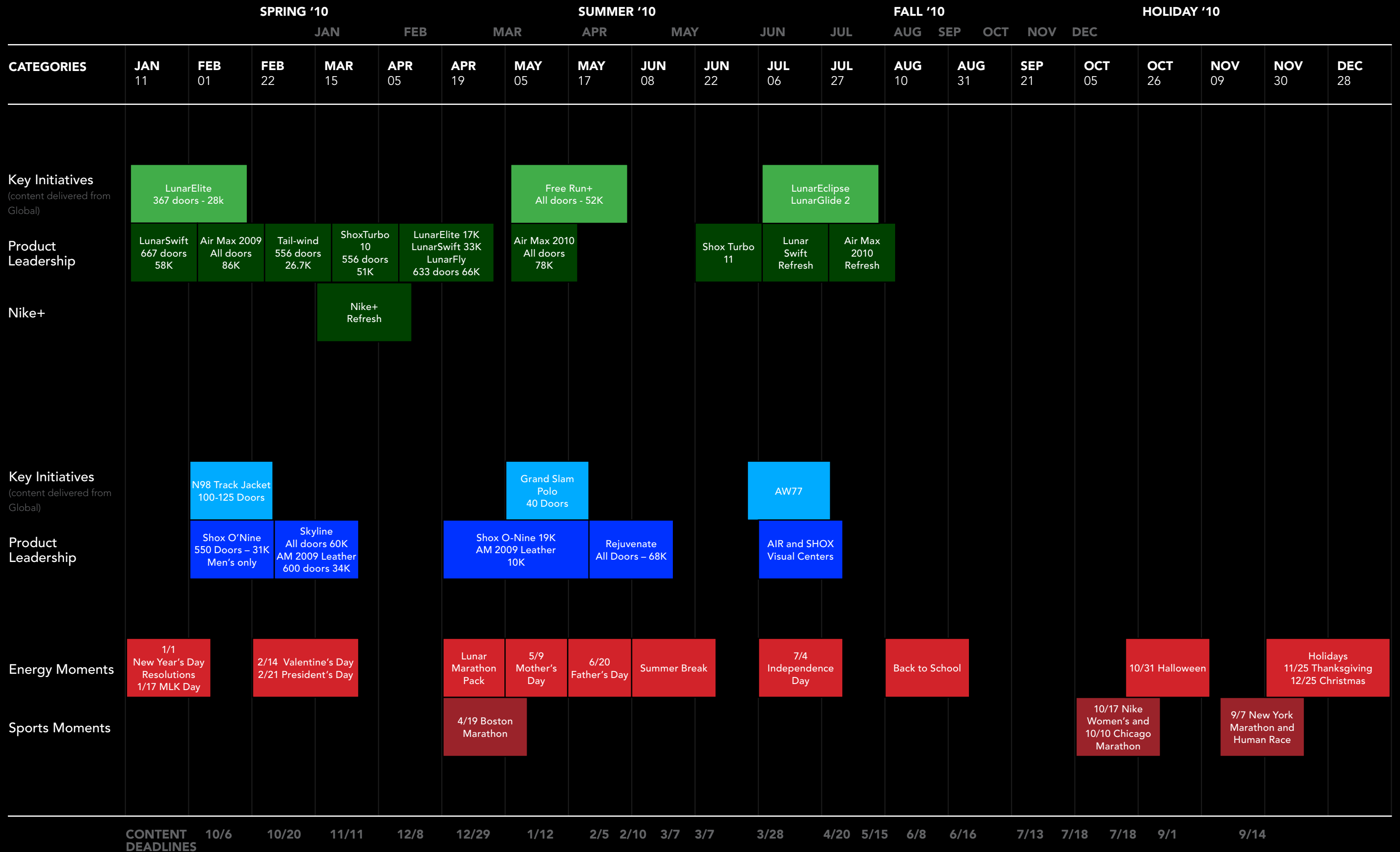
## DELIVERABLES

# MARKETING CALENDARS

# In-store Roll Out

		SP '10 (Jan-Mar)	SP '10 (Jan-Mar)	SP '10 (Jan-Mar)	SP '10 (Jan-Mar)	CY2010
				FINISHLINE.COM		
 <p><b>KEY MALL AND/OR KEY MARKET</b></p> <p>7,500+ sq ft</p>	<p>Store-in Store</p> <ul style="list-style-type: none"> <li>— 1200 sq ft enclosed environment</li> <li>— Custom Tee bar</li> <li>— New footwear walls</li> <li>— Front window 365</li> <li>— Key item fixture at lease line</li> </ul>	<p>1</p> <p>Barton Creek Sq: Austin, TX</p>	<p>6</p> <p>NYC LA Finish Line : 4 stores</p>	<p>8</p> <p>NYC LA CHI Finish Line: 5 stores</p>	<p>5</p> <p>Tuttle Crossing: Colum- bus, OH Finish Line: 4 stores</p>	<p>20</p>
 <p><b>KEY MALL AND/OR KEY MARKET</b></p> <p>4,000+ sq ft</p>	<p>Shop-in Store</p> <ul style="list-style-type: none"> <li>— 600 sq ft environment</li> <li>— New footwear walls</li> <li>— Front window 365</li> <li>— Key item fixture at lease line</li> </ul>	<p>2</p> <p>Castleton Sq Mall: Indy To determine (See target list)</p>	<p>20</p> <p>Castleton Sq Mall: INDY NYC: 2 stores LA: 2 stores Finish Line: 16 stores (See target list)</p>	<p>40</p> <p>LA: 2 stores NYC: 2 stores CHI: 2 stores (See target list) Finish Line: 34 stores</p>	<p>38</p> <p>LA: 3 stores NYC: 2 stores CHI: 3 stores (See target list) Finish Line: 30 stores</p>	<p>100</p>
 <p><b>KEY MALL AND/OR KEY MARKET</b></p> <p>4,000+ sq ft</p>	<p>Footwear Walls/Windows</p> <ul style="list-style-type: none"> <li>— New footwear walls</li> <li>— Front window</li> <li>— Key item fixture at lease line</li> </ul>	<p>50</p> <p>Lloyd Center: PDX LA: 4 doors NYC: 4 doors CHI: 4 doors Finish Line: 37</p>	<p>150</p> <p>LA: 1 door NYC: 4 doors CHI: 3 doors Finish Line: 142</p>	<p>175</p> <p>Finish Line: 175 doors</p>	<p>100</p> <p>Finish Line: 100 doors</p>	<p>475</p>
		53	176	223	143	595

# Digital Marketing Map





# Rhythm of the Game

MOMENTS	SPRING '10					SUMMER '10						FALL '10			HOLIDAY '10									
	JAN		FEB		MAR	APR		MAY		JUN	JUL		AUG	SEP	OCT	NOV	DEC							
	JAN 11	FEB 01	FEB 22	MAR 15	APR 05	APR 19	MAY 05	MAY 17	JUN 08	JUN 22	JUL 06	JUL 27	AUG 10	AUG 31	SEP 21	OCT 05	OCT 26	NOV 09	NOV 30	DEC 28				
Key Sports Moments <small>(College and Pro)</small>	1/1 NHL Winter Classic	2/6 Super Bowl XLV	3/9 Big 12 & Pac 10 Tournaments	4/3 NCAA Final Four	5/23 French Open	6/11 FIFA World Cup	7/3 Tour de France	8/30-9/12 US Open	10/30 SEC Florida vs. Georgia	12/4 SEC Championship														
	1/2 BCS National Championship Game V	2/18 NBA All-Star Weekend	3/10 ACC, Big 10, Big East Tournaments	4/5 MLB Opening Day	5/29 NCAA Lacrosse Championships	6/19 College World Series	7/13 MLB All-Star Game																	
Football																Football Regular Season: Sep-Dec.								
Basketball	Basketball Regular Season: Dec-Mar																			Basketball				
Baseball																Baseball Regular Season: Mar-June								
Softball																Softball Regular Season: Mar-June								
Soccer																Soccer Regular Season: Sep-Nov								
Tennis																Tennis Regular Season: Mar-May								
Wrestling	Wrestling Regular Season: Dec-Feb																		Wrestling					
Golf																Golf Regular Season: Mar-May								
Swimming	Swimming Regular Season: Dec-Feb																		Swimming					
Lacrosse																Lacrosse Regular Season: Mar-May								
Track & Field																Track and Field Regular Season: Apr-May								
Cross Country																Cross Country Regular Season: Sep-Nov								
Volleyball																Volleyball Regular Season: Sep-Nov								
Cheer	Cheerleading Regular Season: Sep-Feb																		Cheerleading Regular Season: Sep-Feb					
Dance/Drill	Dance/Drill Regular Season: Sep-Mar																			Dance/Drill Regular Season: Sep-Mar				
Water Polo																Water Polo Regular Season: Sep-Nov								
Skiing	Skiing Regular Season: Dec-Feb																		Skiing					

# Appendix