

ALL HEAT THE LOVE ARTIST

NIKEFTBL JUST DO IT

DOES THIS SHIRT make my butt look FAST? NIKE

ATHLETE T-SHIRT SIZE T-SHIRT COLOR DESIGNS NAME/NUMBER PRICE

MALE FEMALE

FRONT CENTER BACK CENTER SLEEVE LEFT

ye 23

ADD CUSTOM TEXT TO YOUR T-SHIRT

T-SHIRT WITH...  
 1 LOGO (REQUIRED) \$28  
 2 LOGOS \$30  
 3 LOGOS \$32

\$32.00 TOTAL

PRINT RESTART

# AMPLIFY RUNNING @ FINISH LINE

T-Shirt Customization Experience — June '10



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# 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.

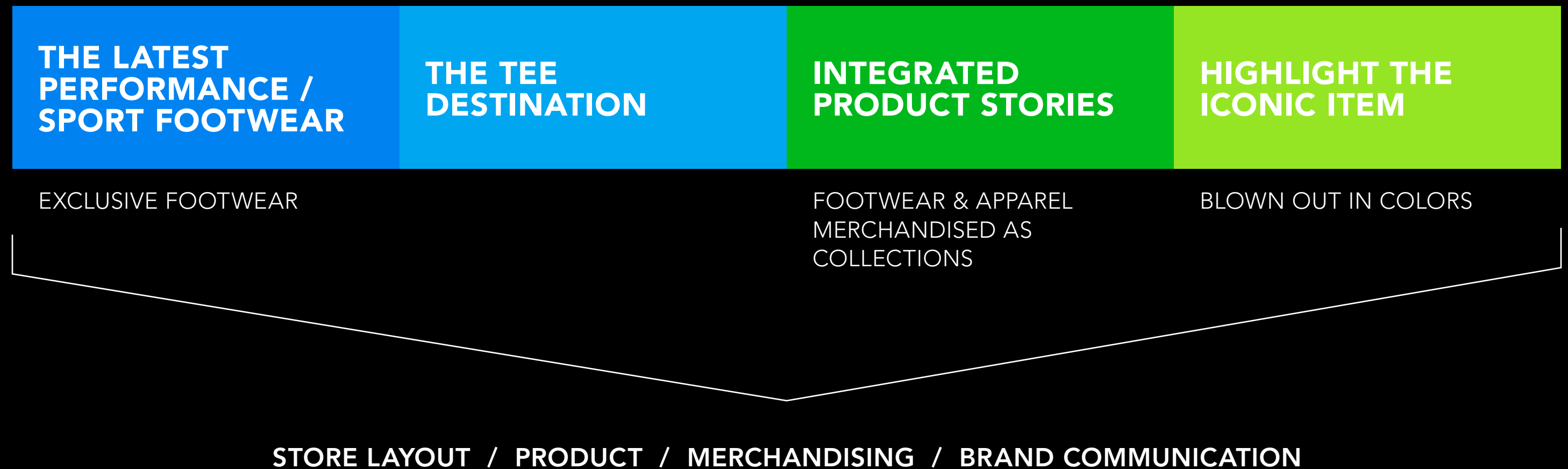


# What Do We Want To Be Famous For...

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.

# CURRENT LOGOS

# HEAT—

## New Additions

























## Original Logos



# HEAT (continued)—

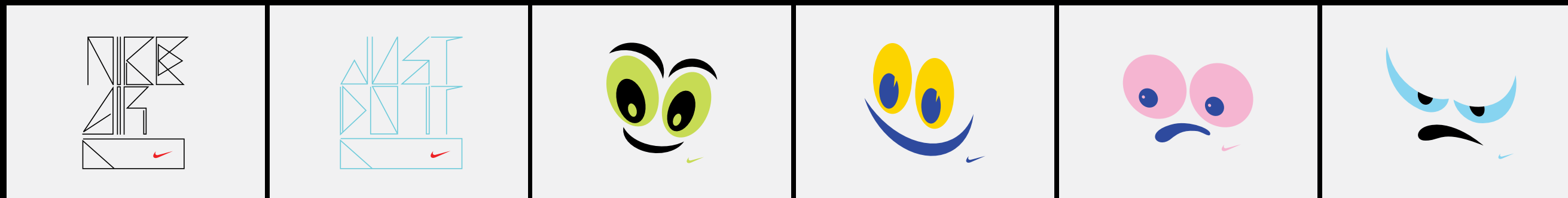


# THE LOVE—

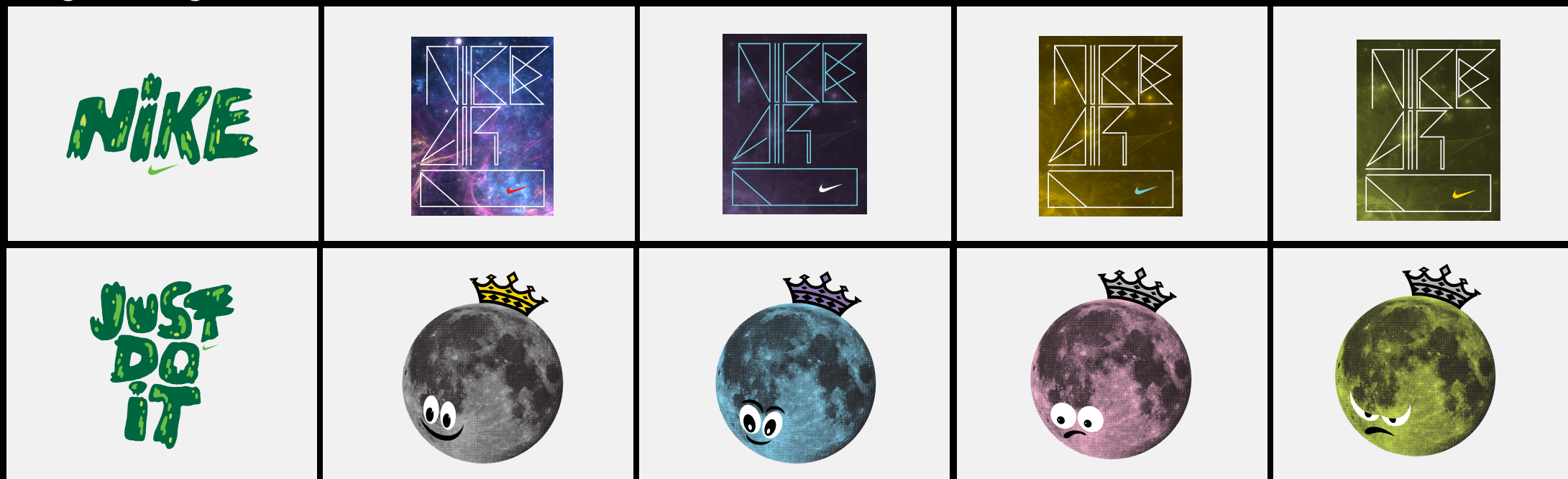
						
						
						
						

# ARTIST—

## New Additions



## Original Logos

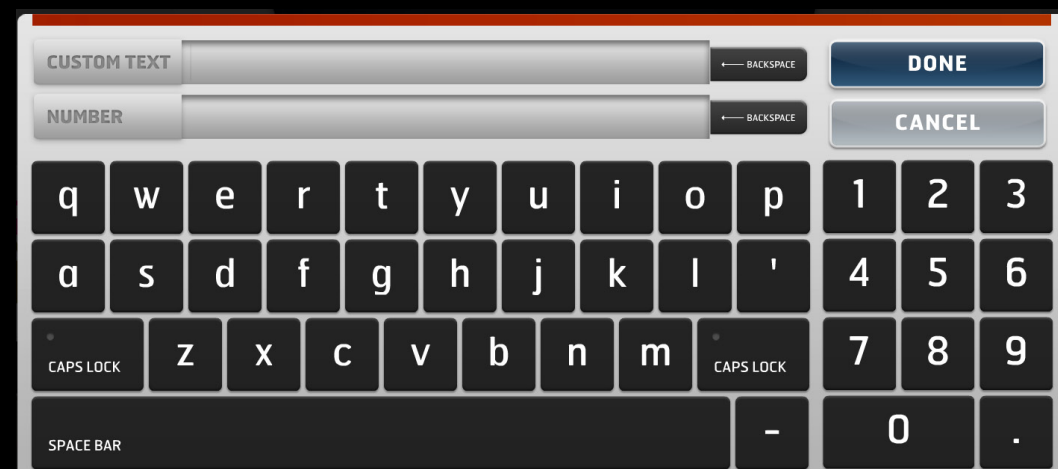


# CURRENT METRICS REPORT

*MAY 12 - JUNE 11*

## TOP PRINT—

**NAME / NUMBER** has been the most popular customization.



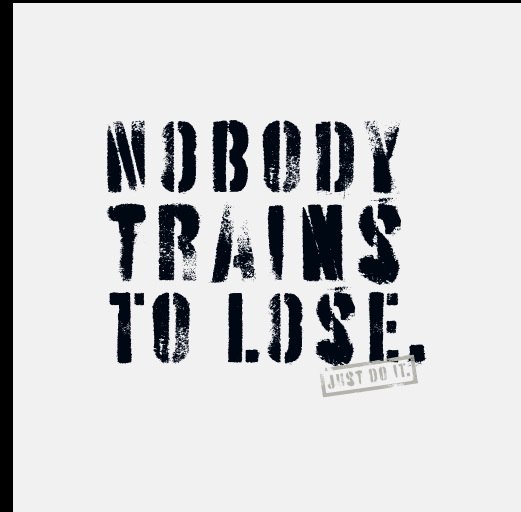
GREENWOOD, INDIANA = 35 prints

ORLANDO, FLORIDA = 10 prints

# TOP 10 PRINTS— GREENWOOD, INDIANA



7 PRINTS



6 PRINTS



5 PRINTS



4 PRINTS



4 PRINTS



4 PRINTS



4 PRINTS



4 PRINTS

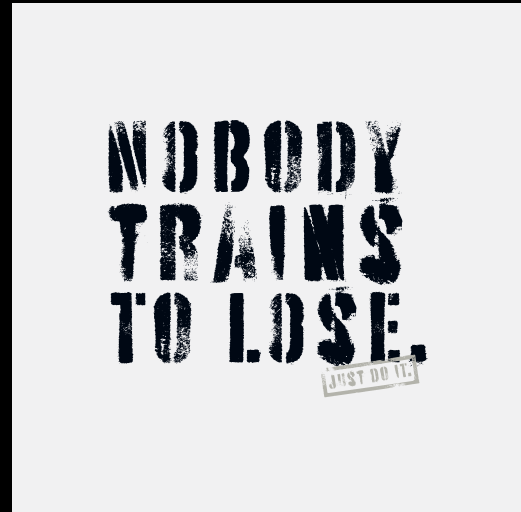


3 PRINTS



3 PRINTS

# TOP 10 PRINTS— ORLANDO, FLORIDA



4 PRINTS



3 PRINTS



2 PRINTS



1 PRINT



1 PRINT



1 PRINT



1 PRINT



1 PRINT



1 PRINT



1 PRINT

# TARGET AREAS—



FRONT



RIGHT



BACK



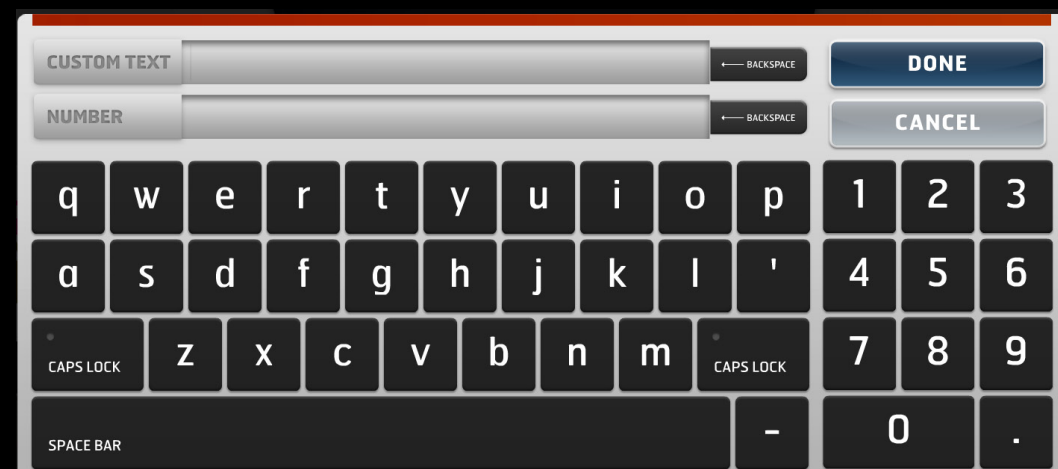
LEFT

# PREVIOUS METRICS REPORT

*APRIL 11 - MAY 11*

## TOP PRINT—

**NAME / NUMBER** has been the most popular customization.



GREENWOOD, INDIANA = 88 prints

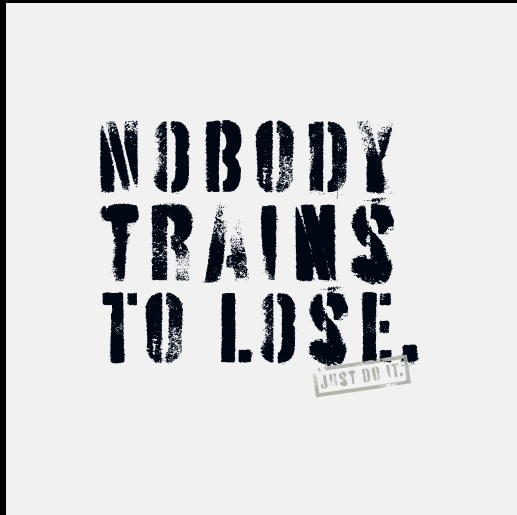
ORLANDO, FLORIDA = 40 prints

# TOP 10 PRINTS— GREENWOOD, INDIANA



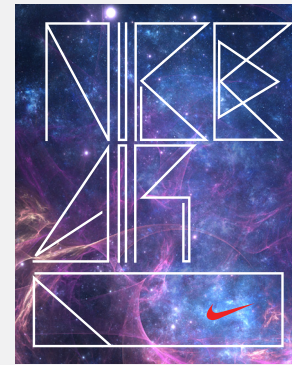
skilled at every  
position  
NIKE

20 PRINTS



NOBODY  
TRAINS  
TO LOSE.  
JUST DO IT

12 PRINTS



11 PRINTS



BALLS  
OUT  
NIKE

11 PRINTS



I'M NOT JUST  
EYE-CANDY  
I TRAIN TO  
WIN  
NIKE

9 PRINTS



DOES THIS SHIRT  
*make my butt look*  
FAST?  
NIKE

9 PRINTS



JUST  
DO  
IT  
NIKE

8 PRINTS



JUST  
DO  
IT.  
NIKE

8 PRINTS



JUST  
DO  
IT.  
NIKE

8 PRINTS



NIKE  
SPORTSWEAR

8 PRINTS

# TOP 10 PRINTS— ORLANDO, FLORIDA



8 PRINTS



6 PRINTS



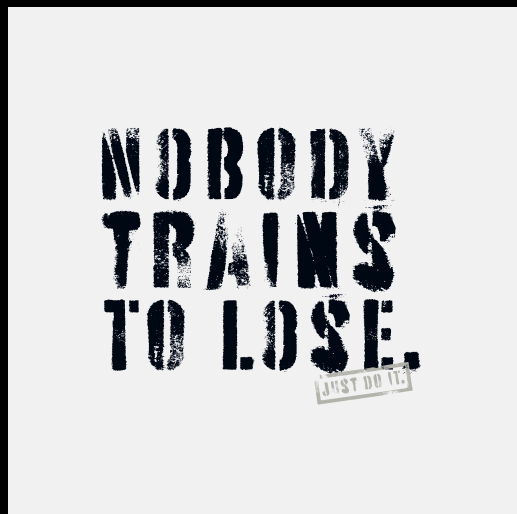
5 PRINTS



5 PRINTS



4 PRINTS



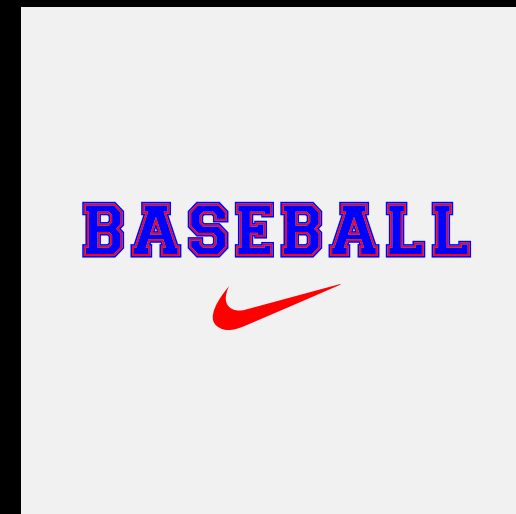
4 PRINTS



3 PRINTS



3 PRINTS



3 PRINTS



3 PRINTS

# TARGET AREAS—



FRONT



RIGHT



BACK



LEFT

# LEAST POPULAR LOGOS—

I  WATER POLO

I  SKIING

I  FIELD HOCKEY

I  GYMNASTICS

I  TRACK & FIELD

WATER POLO



SKIING



FIELD HOCKEY



GYMNASTICS



TRACK & FIELD



FOOTBALL



I  TENNIS

I  LACROSSE

I  ICE HOCKEY

SWIMMING

