



FASHION MANAGEMENT PROJECT
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NIKE
NIKE

IT UP
IT UP



NIKE.COM/WOMEN



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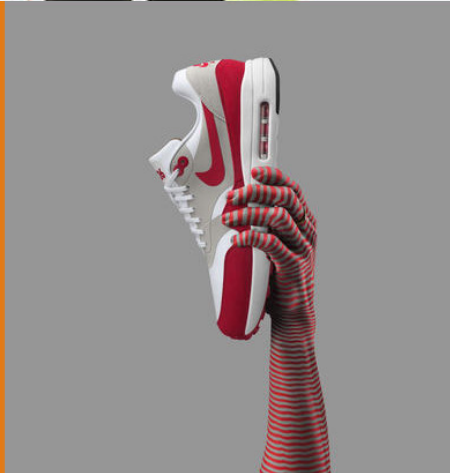
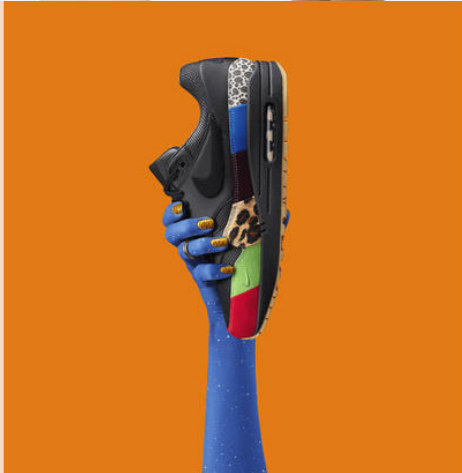
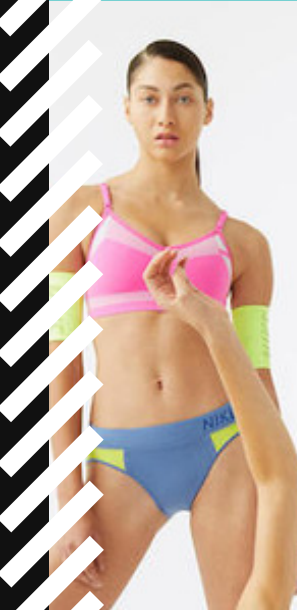
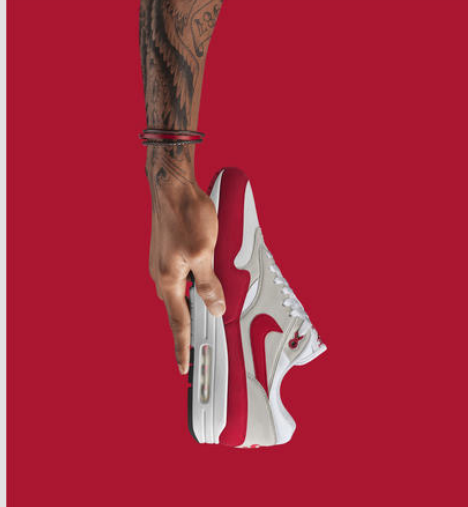
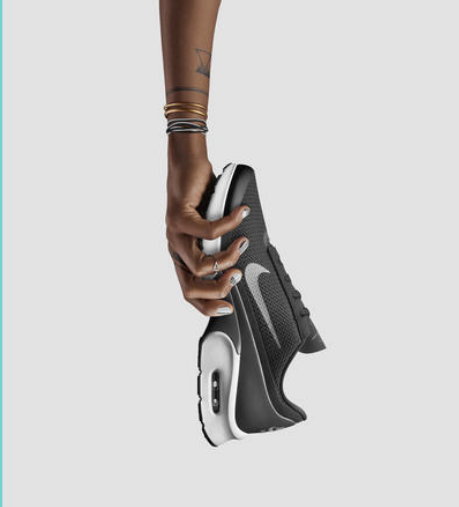
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NIKE
NIKE

NIKE





ABOUT THE BRAND

- Founded on January 25th, 1964 by Bill Bowerman and Phil Knight
- American multinational corporation
- According to Statista, Nike were the most valuable global apparel brand as of 2018
- CEO: John Donahoe with co-founder Phil Knight Chairman and Mark Parker as executive Chairman
- Is the owner of a number of brands, including Converse and Jordan.
- USP:



**BRING INSPIRATION
AND INNOVATION TO
EVERY ATHLETE* IN
THE WORLD**

***IF YOU HAVE A BODY, YOU ARE AN ATHLETE.**



MOVE TO ZERO

"Move To Zero"

A conscious campaign that donates previously owned Nike items to then sell them on at a cheaper price.

With the purpose of reduce packaging, these sustainable materials are made with at least 50% of recycled fibres.

Science-Based Carbon Target (2030) and Net Zero Target (2050)

NIKE SUSTAINABLE DEVELOPMENT GOALS:

- Good Health and Wellbeing
- Gender Equality
- Decent Work and Economic Growth
- Responsible Consumption and Production
- Climate Action
- Partnerships to achieve their goals



~600K

reached through programs to get kids moving, 55% of which were girls

100%

footwear manufacturing waste diverted from landfill or incineration without energy recovery

78%

renewable energy in owned or operated facilities, up from 48% in FY20

490K

contract factory workers have been reached through Nike's Engagement and Wellbeing Survey since May 2017





BRAND SWOT ANALYSIS



S

- Strong brand awareness
- Large customer base
- Effective sustainability plan
- Smart marketing strategies
- Partnership with other brands

W

- Questionable labour practices
- Negative sustainable appearance

O

- Promoting sustainable efforts
- Be more innovative with new technology

T

- Growing market share from competitors such as Adidas.
- Counterfeit market
- Marketing budgets



PESTEL

POLITICAL

Political opportunities to operate in high growth developed countries / MEDCs
International tax agreements

ECONOMICAL

Favourable exchange rates
Low interest rates
Globalisation benefitting from LEDC manufacturing

SOCIAL

Social consumerism, green consciousness

TECHNOLOGICAL

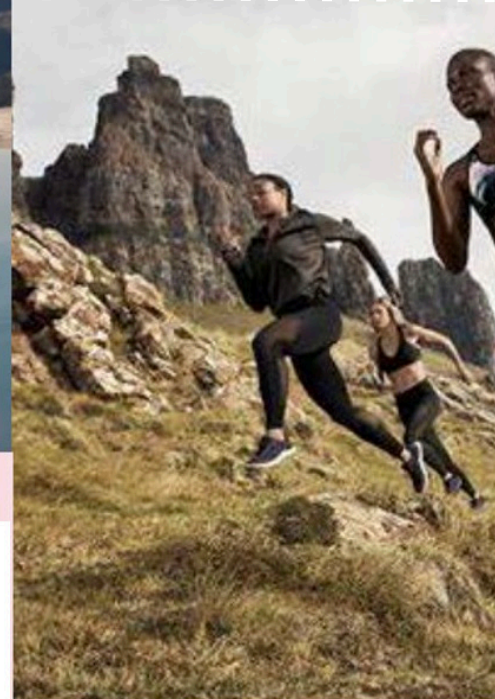
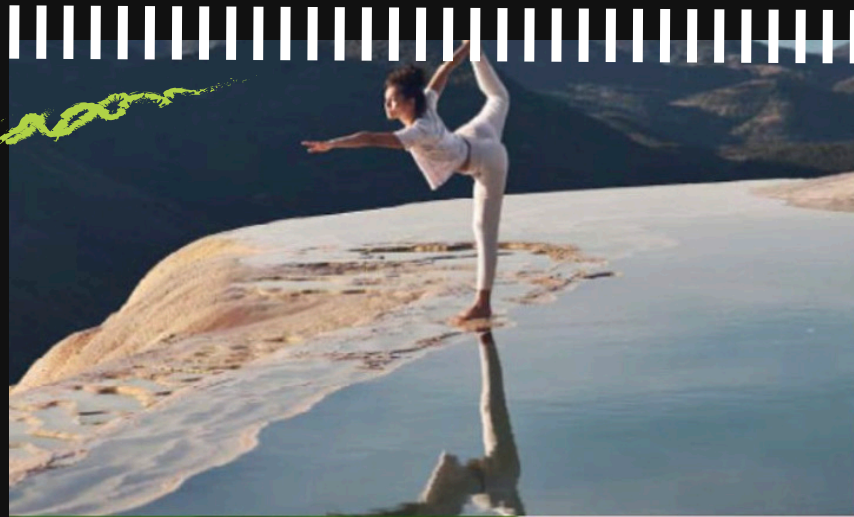
Innovative products and manufacturing
Marketing techniques
Digital technologies (Augmented Reality)

ENVIRONMENTAL

Expanding environmental consciousness
Increasing of sustainable strategies

LEGAL

Child labor in factories like Pakistan



LET'S
CHANGE THE
WAY WE SHOP





CONSUMER SENTIMENT

Fear, eco-anxiety, financial uncertainty, emotional contagion – the fear flood.

We are living in a desynchronised society where people continue to do the same things but no longer do them at the same time as others.

The Stabilisers (GenX and Millennials)

Way to engage :

Nike it up would have decluttered the environment so stabilisers would be guided from signs and internal communication. We will have gadgets for the events so they can have an “everyday purchase”.

The Settlers (GenX and Millennials)

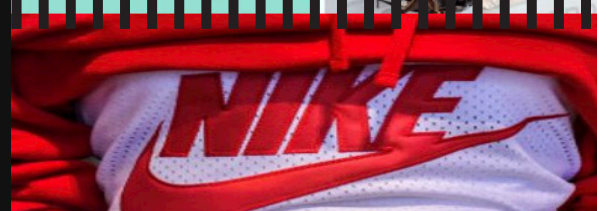
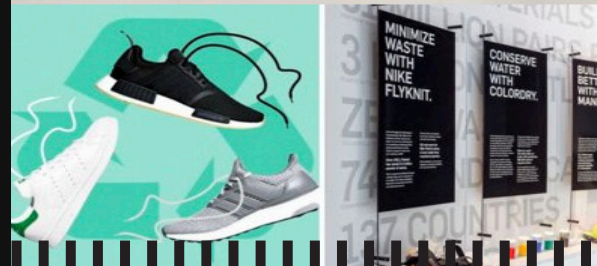
Way to engage :

Nike it up is for them, because they are the ones that are more aware and informed of the enviromental issues. They support sustainable measures and they take part in community activities.

New Optimists (Gen Z to Boomers)

Way to engage :

Nike it up would have online streaming and will be shared with the participants through social media.



Thanks to this campaign Nike will have a strong impact in increasing its market share.

SUSTAINABILITY CAMPAIGN'S SWOT



S

Upcycle of old clothing

Less fabric wastage in landfills

One off unique pieces

Positive brand image

Environmentally friendly

O

Reach a new customer segment

Customer retention

Raise awareness about sustainability and environmental damage.



W

Lead times

Changing consumer behaviours

Insufficient fabrics

T

Other competitors

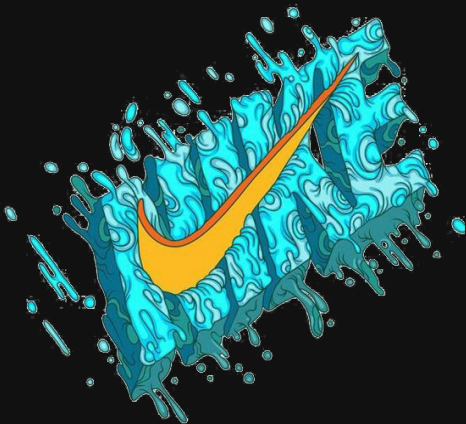
Customers not involved or interested

Loss of product quality



COMMUNICATION CHANNELS & MARKETING PLAN

Website
Snapchat filters
Instagram
TV
Youtube ads
Billboards
NRC app
Nike app
Nike store screenings
Main location stands
TikTok
Marketing emails
Influencers



COMMUNICATION PLAN:

The van will start the tour around the UK on the 2nd of June.

1 MONTH PRIOR - Adverts will be released in the main platforms and channels.

1 WEEK BEFORE - NRC and Nike apps will send notifications to their users.

5 DAYS PRIOR - Billboards will show teasers of the campaign in a countdown of days. (5 days left...) marketing emails will be sent to every customer.

1 DAY BEFORE -Tiktok and Snapchat filters will be released.

Instagram will do 3 posts - 1 week, 5 days and 2 days in advance. Stories will have a countdown of 5 days prior to the event with a teaser.





THE NIKE IT UP JOURNEY

All the potential participants would have filled a form with details like the garments material, design and how they would like the clothing to be transformed.

On the 3rd of April 2023 the Nikers will receive an email saying that they have been selected to be part of the Nike it up movement.

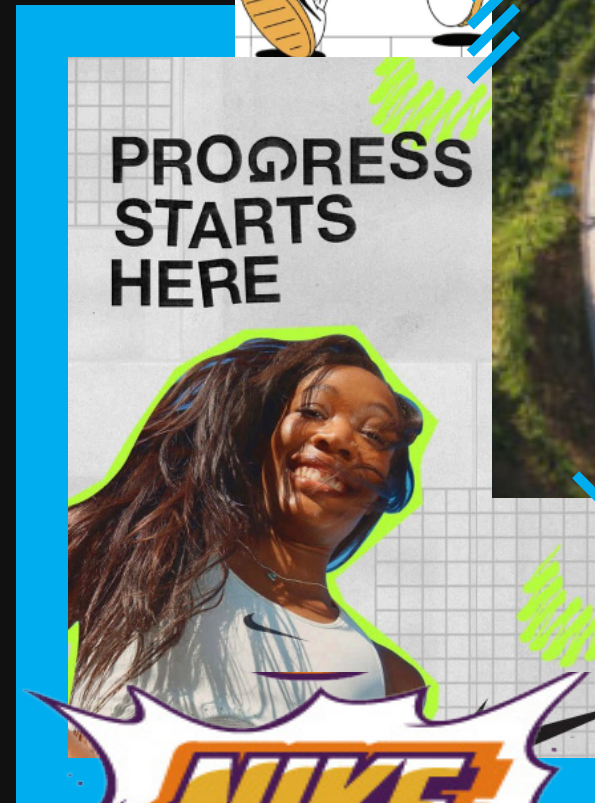
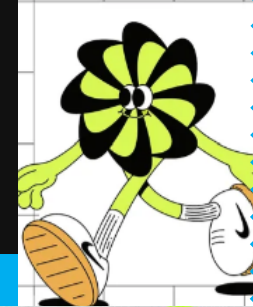
The 17th of April the selected candidates will throw the clothes in the Nike it Up bins with a specific barcode to track their garments.

Depending on the garments received and the Nikers preferences, the Nike It Up team will design a few options in 3D, this will be sent to the Nikers for confirmation on which style they want to go ahead with.

During the three days of the event, the Nikers are able to see their garment transformation through a camera in and outside two lateral screens.

Nikers will only pay £80 for the garments which will be paid to the designer involved in the project.

The designer will produce 8 garments per day with a precise schedule for each step of the garments.





IMPLEMENTATION PLAN

WHEN?

The Nike It Up event would run in the Summer 2023, but the communication plan would be in Spring 2023.

On the 3rd April 2023 after a random selection, the participants of the campaign will receive an invitation for an event in Barbican on Sunday 27th August 2023, only 25 selected people for each city!

WHY?

To promote the Nike It Up campaign, for consumer awareness in a sustainable environment as well as consciousness of upcycling and recycled clothing.

WHAT?

Two main events (Van tour around the cities with activities + Gala/press event at the Barbican)

WHO?

Selected candidates for the Nike It Up movement. (Gen X, Gen Z, Millennials and Boomers).

HOW?

During the registration, the candidates will write which garments would like to donate and how they want it to be upcycled. Then, drop those garments in the Nike It Up bins.

WHERE?

London from the 2nd-4th June 2023 in Hyde Park (Nike It Up van ready to create the garments for the participants selected)

Birmingham from 23rd-25th June 2023 at Lickley Hills Country Park.

Manchester from 21st-23rd July 2023 at Heaton Park.

Final city will be Edinburgh from 11th-13th August 2023 at Inverleith Park.

All the events will sell Nike It Up merch and will have free entry tickets available.





ACTIVITIES TIMETABLE

FRIDAY	SATURDAY	SUNDAY
12-1pm - Meditation	12-1pm - Meditation	10-11am - Run competition
1-2pm - Yoga classes	1-2 pm - Yoga classes	11-12pm - Yoga classes
2-3pm - Music and food	2-3pm - Music and food	12-1pm - Brunch
3-5pm - Jumping classes	3-4pm - Zumba classes	1-2pm - Spinning class
5-6pm - Pilates	4-5pm - HIT class	2-5pm - Zumba classes
6-8pm - Zumba classes	5-8pm - Dj set	5-8pm - Live concert

The sewing van would run in these three days to show to the customer all the processes from 10am to 8.00pm

All cities would collaborate with fashion designer schools:

London - Central Saint Martins

Birmingham - School of Fashion and Textiles

Manchester - Manchester Fashion Institute

Edinburgh - Edinburgh College of Art

**YOU CAN'T
STOP US**





HOW TO GET YOUR UP-GARMENT

STEP 1 - 8/03 to 2/04 Nikers to join the raffle £1

Complete form with: Garment + Size

Inform of the £280 cost of the finished product if they become winners to get the production running

Partnership with Fashion Revolution - £1 + £65% earnings to Fashion Revolution

STEP 2 - 2/05 Winner

100 winners from the raffle

Contacted by email

Drop garments in selected stores

Email confirmation with QR code



The designer would be able to produce 8 garments per day with a precise schedule for each step of the garments

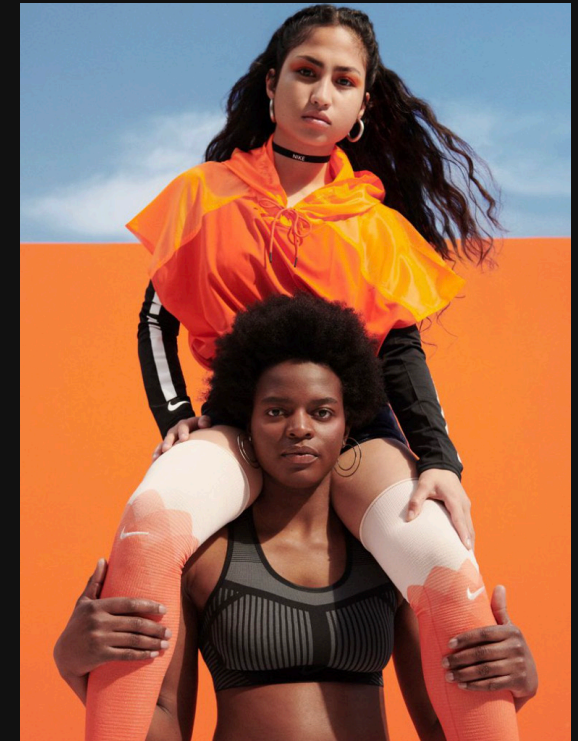
STEP 3 - 2/06 Production begins

Designer to show 3D project

Follow production through cameras

STEP 4 - 27/08 Barbican press event

Catwalk with their customised garments and activities





THE BARBICAN EVENT



Nike it Up participants will attend an exclusive event (300 people in total).

Nike will invite influencers, journalists, artists and main Nike ambassadors. Also, all the Nike It Up selected participants would show their new garments in a runway fashion show. That same night the Nike Instagram account will show 10 second teasers of the events, but there will not be any video at all about the event, and no phones are allowed.

The event in the Barbican will take place on the 27th August 2023



TIMETABLE

10-11am - Good morning London! (Free buffet breakfast for all participants)

11-12pm - NIKE IT UP explained

12-1pm - Sustainable seminar

1-2pm - Buffet lunch

2-5pm - Fashion show

5-9pm - Dj set



VIDEO CONCEPT

The aim of the video is to communicate the importance of reducing clothing waste. We know that the environment is already very exploited and that with the Nike It Up campaign we are doing our bit to help.

We also showcase the way of making sustainable Nike pieces from previously owned Nike garments, in an electric van that goes around the main UK cities (collecting used fabrics while organising fun events also).

This short form video expresses the need for sustainability within the fashion industry and we are doing this through the Nike It Up campaign.





HI NIKER!
**YOU HAVE BEEN SELECTED TO PARTICIPATE IN A
SERIES OF NIKE IT UP EVENTS...**

KEEP AN EYE ON YOUR EMAILS FOR MORE INFO!



This is your formal invitation to join the
NIKE IT UP force.

LONDON - HYDE PARK
2nd to 4th of June 2023

Bring your sports attire and lets have some
fun! Do you Nike the sound of it?



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**WE WILL
GIVE UP
GIVING UP**

**WE WILL
#MAKEITCOUNT**