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Brand Activism: Nike And Colin Kaepernick



Introduction

Nike and Colin Kaepernick is a good example of how brand activism has come of age as firms take up sociopolitical causes that appeal to today's consumers. Nike recently used Colin Kaepernick an ex-NFL player who protested against police brutality in America for their 30 years



Risks

Nike's decision to endorse Kaepernick happened with serious consequences because certain parts of society viewed his action as obnoxious or treasonous. Negative sentiments, appeals to boycott the brand and physical protests threatened the very brand value association on social media.



Rewards

Nike just like other companies that implemented the made in China strategy faced backlash but this was followed by record sales and higher brand identification among the youths. It was in addition to generating increased sales, created a positive and strong image of Nike as being socially responsive.



Conclusion

Nike became an excellent example of brand activism in the context of the contemporary marketing phenomenon by cooperating with Colin Kaepernick. Despite this, associating with sociopolitical issues can help build brand image, help strengthen customers' loyalty and improve financial performance.



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