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NIKE FOOTBALL: WORLD CUP 2010 SOUTH AFRICA



Introduction



The Nike Football: This paper on World Cup 2010 South Africa analyses how Nike prepared to strategically market and badge itself as a rightful sponsor of the 2010 FIFA World Cup South Africa. This case has the main aim of discussing the issues and prospects that Nike faced in trying to challenge other eminent company brands especially Adidas in the soccer related markets.



Background



Nike which before had a strong foothold in the basketball and tracks and field segment targeted the football segment, a strong hold of Adidas. That is why the World Cup was a great opportunity for Nike as it could attract millions of fans with its football products. Nike's strategy worked on Digital Communication, Product Innovation and Celebrities Endorsement.

Results and Analysis



Nike's campaign can be said to have been mostly effective in a way that the brands dominated most of the public awareness and the consumers seemed to have paid more attention to the event. The "write the future" ad got to be one of the most watched and talked about commercials during the World Cup festival greatly helping Nike to popularize the brand in football. This put the company in a better competitive standing against Adidas while affirming the football products sales.



Conclusion



The Nike Football: This paper includes the case of World Cup 2010 South Africa marketing concentration to realize the necessity of effective and non-traditional approaches to managing brand in the saturated market. In essence, Nike was able to appeal to football fans globally by adopting digital media and celebrity endorsement; which showed the company's versatility and competitiveness in the industry.



Resource



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