



JUST DO IT ANYWAY.

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NIKE, Inc., based in Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. In 1962, Blue Ribbon Sports was formed by two visionaries, Bill Bowerman and Phil Knight, whose individual passions and drive revolutionized athletic footwear into the most recognizable brand it is today.

Nike is constantly evolving and creating new ways for people to regard themselves as an athlete no matter what shape, size, color or background. The mission "If You Have a Body, You Are an Athlete" launched in the early 2000's and gave everyone the opportunity become an athlete.

Nike's mission to bring inspiration and innovation to every athlete in the world reflects a culture of health started with only a handshake. While Nike offers health and wellness services to their 35,000 employees around the world, the corporate headquarters in Beaverton, OR is relatively unknown to many outside campus. Amenities include 2 gyms, indoor Olympic pool, 8 group fitness studios, 2 soccer fields, volleyball court, and rock climbing wall.

Nike employs over 5,000 people in Oregon and is ranked number 7 among college students' dream employers to work for. Our research shows the company has not always been portrayed positively in the media. People are more apt to overlook negative media coverage of scandals by sponsored athletes if there were healthy lifestyle opportunities offered to non-employees. Our campaign will generate interest in starting a healthy routine when resources are granted to extended family of current employees.



Goal

- To raise and employee awareness in adopting healthier lifestyles by increasing wellness center memberships for family members with an added bonus of detracting negative publicity surrounding recent athlete scandals.

Rationale:

We chose this particular employee benefit because it is considered to be an extra expense whose benefits are relatively unknown to many employees and their family members.

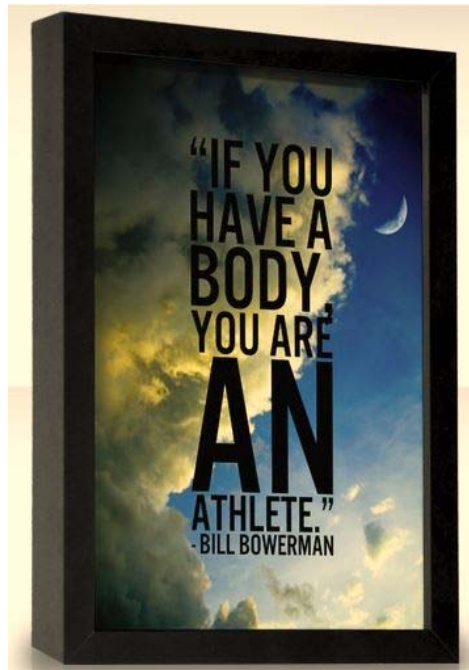
Through research, most pass this employee benefit up, even though it is at a substantially reduced rate and membership dues are taken out pre-tax. The facilities provided are state-of-the-art and offer a wide range amenities that include massage, physical therapy, sports medicine and wellness classes.

Nike has recently been portrayed negatively in the media lately and much of the attention has been pulled away from the healthy, athletic lifestyle Nike employees and their families are encouraged to lead. This wellness campaign will inspire people to talk positively amongst their peers, family members, close friends and associates.



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AUDIENCE DETERMINATION



Primary Target Audience:

- Nike, Inc. employees and immediate family members

Messages we will use:

- If you have a body, you're an athlete
- Positive thinking leads to positive results
- Lead by example and they will follow

Devices we will use to disseminate these messages:

- Testimonials
- Advertisements
- Word-of-Mouth



Strategy: Creating the desire and means for Nike employees and their family members to adopt a healthy lifestyle that is affordable

There is nothing greater than watching a close friend or family member achieve a goal, especially when it comes to goals that involve living a healthy lifestyle. By creating an affordable platform with rewards for taking advantage of corporate amenities, employees and family members will find themselves leading a happier existence and spreading the word to others. One-on-one and word of mouth are the most effective types of communication. If we provide employees with the means to choose a healthier lifestyle, they will disseminate the message to their families, their friend and their peers.

Tactic: Corporate Intranet

Announcements via corporate intranet with specific target areas such as Sports Medicine, Wellness classes and Fitness workshops. Introductory campaign to generate interest with weekly incentives for new memberships.

Tactic: Emails, Newsletters and Fliers

Follow up emails done monthly after initial introduction. Newsletters will accompany each paycheck through first two months of campaign. Fliers will be distributed in each of the cafeterias, gym and wellness centers, break rooms and reception desks.



Tactic: Banners, Pencils and Shuttle bus advertisements

We will place a banner in the three employee cafeterias, both Wellness Centers and Gym entrances, and three shuttle bus shelters. It will be a bright and attractive banner because it will be the first thing employees see about the program, and first impressions are everything. Pencils will be distributed during open houses, workshops, lunch & learns and at membership sign-up.

Strategy: Electronic Communication (Internet)

Tactic: Twitter and Facebook

We created a Twitter account that represents the Nike Wellness Center and Gym, allowing instant access and communication with fellow members, employees and Twitter followers. A Facebook group has also been established for members to share success stories with friends and to promote this new Nike in a fresh, positive light.



Banners:

- \$1,500 initial cost, \$400/banner = \$4,000
- 4' x 4'
- 5 total banners
- Banners going up October

Shuttle Bus Shelter banners:

- \$750 initial cost \$200/banner = \$1,350
- 2' x 2'
- 3 total banners
- Banners in shelters starting in November

Fliers:

- Initial cost waived with banner purchase
- Price of 3,750 fliers = \$752.26
- 1,500 for existing members and front desk reception areas
- 1,500 for workshops, lunch and learns and new employee orientations
- 750 for cafeterias and restaurants

Pencils:

- Nike Wellness logo
- 3000 pencils @ .13 = \$390.00
- To be distributed at polls, workshops and registration

Twitter: Free

Facebook: Free

TOTAL: \$6,492.26



October 2013

- 10/1 campaign begins with email blast to WHQ employees
- 10/7 fliers distributed in Wellness Centers, Gyms and Cafeterias
- 10/15 fliers included in paycheck envelopes showing new affordable rates
- 10/21 first of 3 polling of employees in cafeterias to determine exposure and interest
- 10/28 first Open House for new members

November 2013

- 11/11 send "Save the Date" for 2nd Open House to be held second week of December
- 11/18 hand out employee store passes for "friends" as incentives
- 11/25 second of 3 polling of employees in cafeterias to determine exposure and interest

December 2013

- 12/2 hand out employee store passes for "friends" as incentives
- 12/10 New Year's goal lunch and learn/workshop 11am-1pm *Live Twitter feed*
- 12/17 New Year's goal lunch and learn/workshop 11am-1pm *Live Twitter feed*
- 12/20 hand out employee store passes for "friends" as incentives

January 2014

- 1/13 third employee poll to determine program continuation
- 1/20 Health Awareness and Lifestyle Week
- 1/31 last week of campaign



Informational:

To inform and educate current employees, family, friends and peers of the benefits adopting a healthy lifestyle. To keep the conversation going within our local communities through positive means and keep the focus on generating good will and health with every choice made.

Measurement of Production

Through measurement of production, we will count the total number of new memberships that were a direct result of our campaign.

Fliers/Promotional materials: We will count the total number of fliers/promotional materials produced and distributed.

Internet: We will count the number of followers on our Twitter page. We will count the number of members who joined our Facebook group.

Measurement of Exposure

Through measurement of exposure, we can determine how many people were exposed to our message.

Open House/Workshop Attendance: we will count how many people attended the open houses/workshops

Employee store purchases: we will calculate the total dollar amounts entered with special promo codes during the campaign.

Attitudinal:

To increase positive feelings about Nike, Inc. as a corporation and as an employer. We will send surveys to all Wellness Center members to determine and evaluate the attitudes both before and after our campaign. By initiating our survey at the end of the campaign we will be able to gauge the change in attitude as a result of our campaign.