**Advertising strategy:** 5-7% of its revenues

|  |  |
| --- | --- |
| Nike | * Endorsing Athletes * Sponsoring Sports events * City based advertisements * Banners & Billboards * Themes on bringing inspiration and innovation to every athlete in world |

**Branding Strategy:**

|  |  |
| --- | --- |
| Nike | Athletic, Influential, Outgoing, Aggressive, hi tech, futuristic, retro cool American way of living Associated with Athletes at top of their sport To bring inspiration and innovation to every athlete in world |

**Technology and Innovation strategy:**

Nike fields some of the best in class technological practices and has a few patents to its credit. Nike emphasizes on these and has developed a lot of new products with use of high technology and sophistication.

**Manufacturing strategy:**

Nike follows a 100% outsourcing strategy. Most competitors follow the outsourcing strategy. Exceptions to this are New Balance and other smaller players. New Balance claims that 75% of its production is from the US and other small companies produce in the US as well.