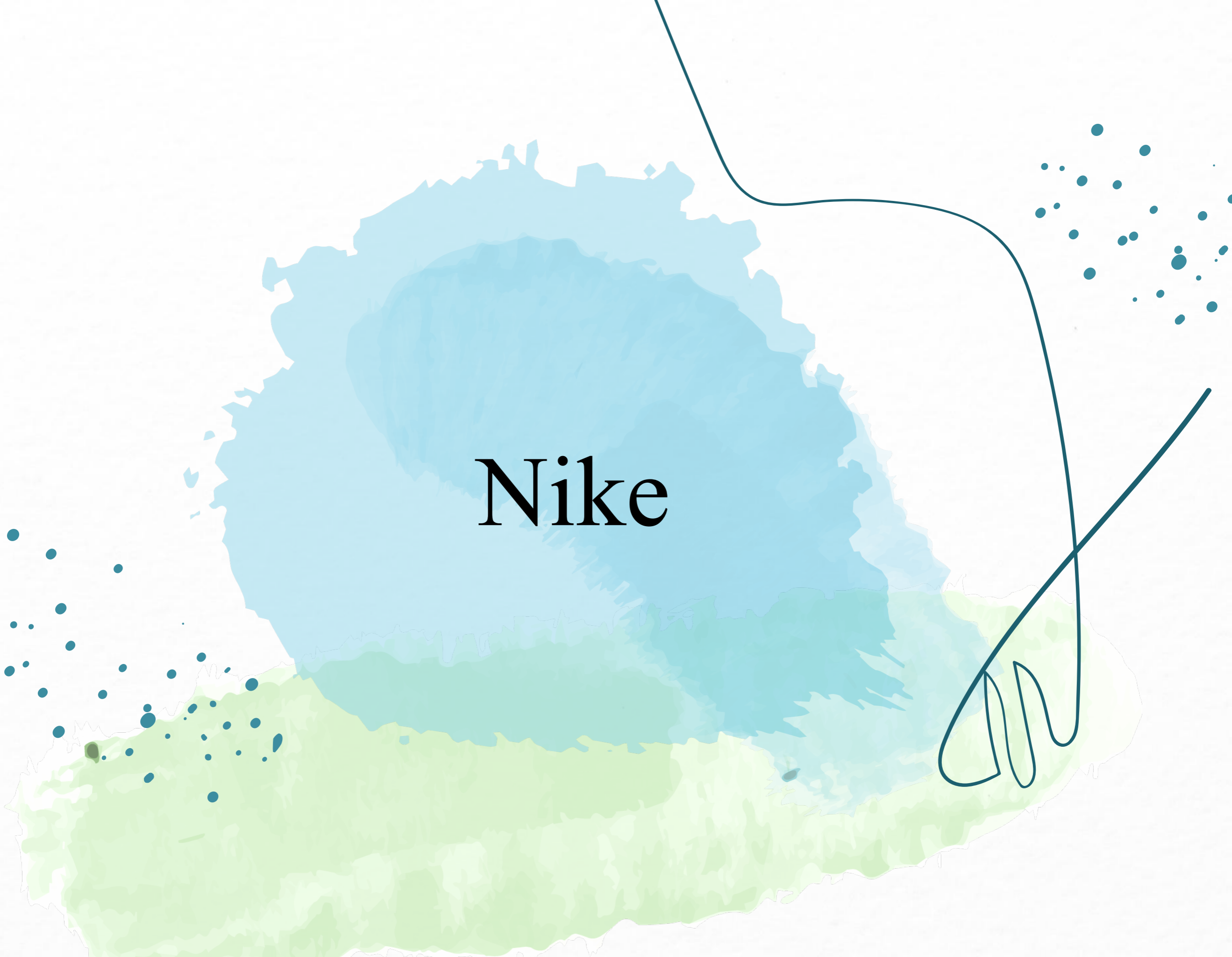


Nike



How many
shoes


How many Nike shoes does your
family have?



Answer



too many = countless





What's your first thought on Nike?

Answer

1. sport brand → global

2. it sells many, different sport products,

||
various = diverse

3. it collab with celebrities

↓
brand

ambassador.com 大使

Intro to Nike



Introduction to Nike

- Nike is a global **sportswear** and **footwear** company founded in 1964.
- The company was originally called **Blue Ribbon Sports** by founders **Phil Knight** and **Bill Bowerman**.
- Nike became known for **innovating athletic shoes** for both amateur and professional athletes.





Phil Knight: The Man Behind Nike



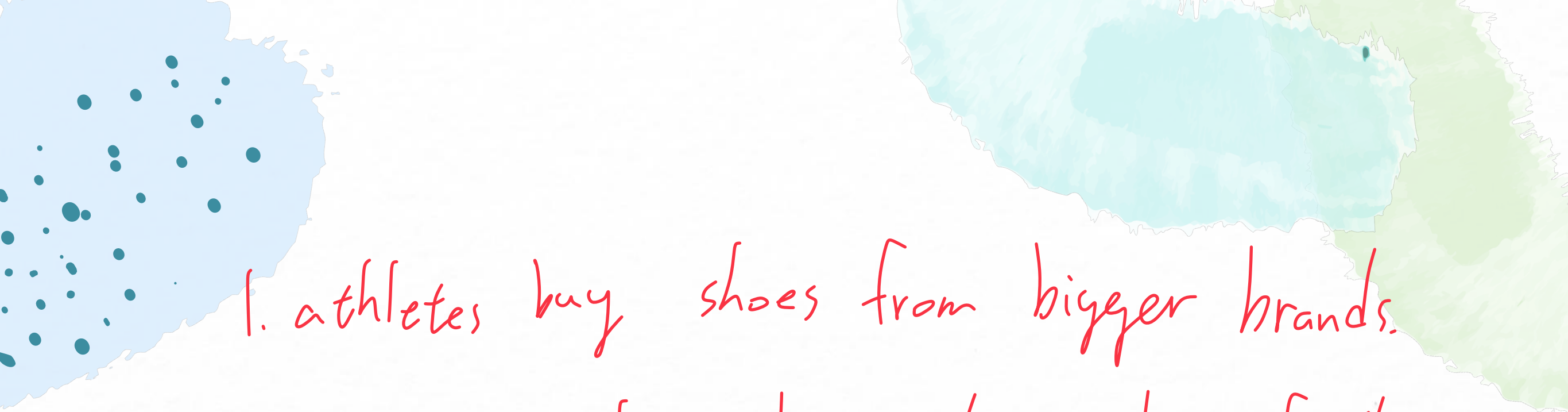

Where did Phil initially sell the sneakers?

Knight started by selling Japanese-made shoes from the back of his car at track.

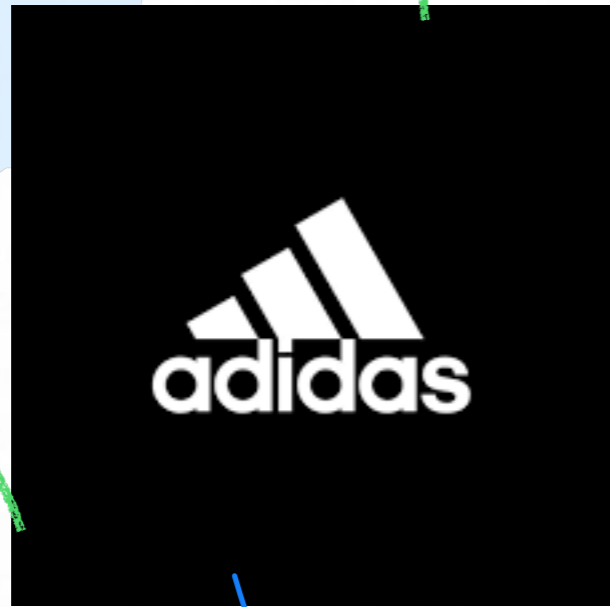




What were the initial challenges?

- 
1. athletes buy shoes from bigger brands.
 2. customer don't know the quality of their products
 3. Nike lack of money.
 - 4.
- 

Compete → Competition → Competitor



rival

brand

leopard



PUMA



The biggest challenge he faced

is to beat biggest rivals like Adidas and Puma,

defeat

while also struggling to

get the investment

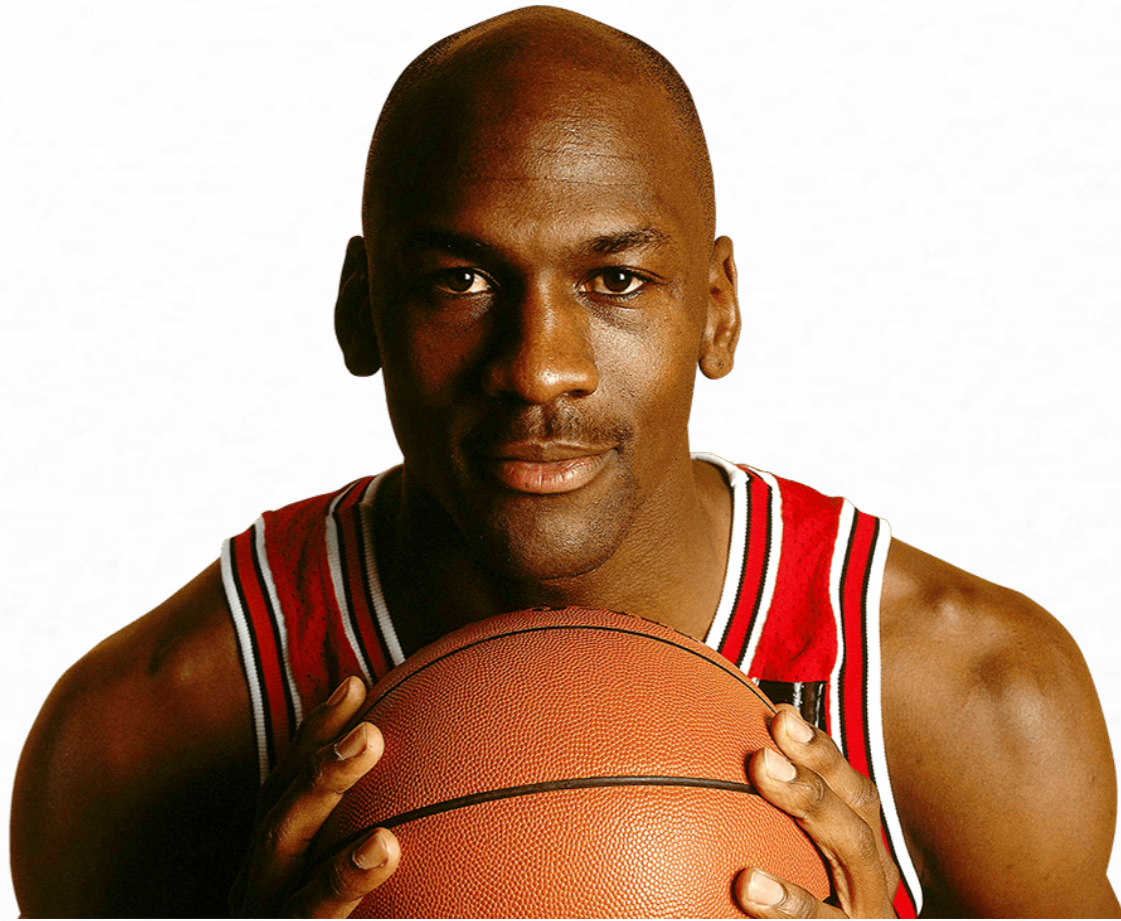
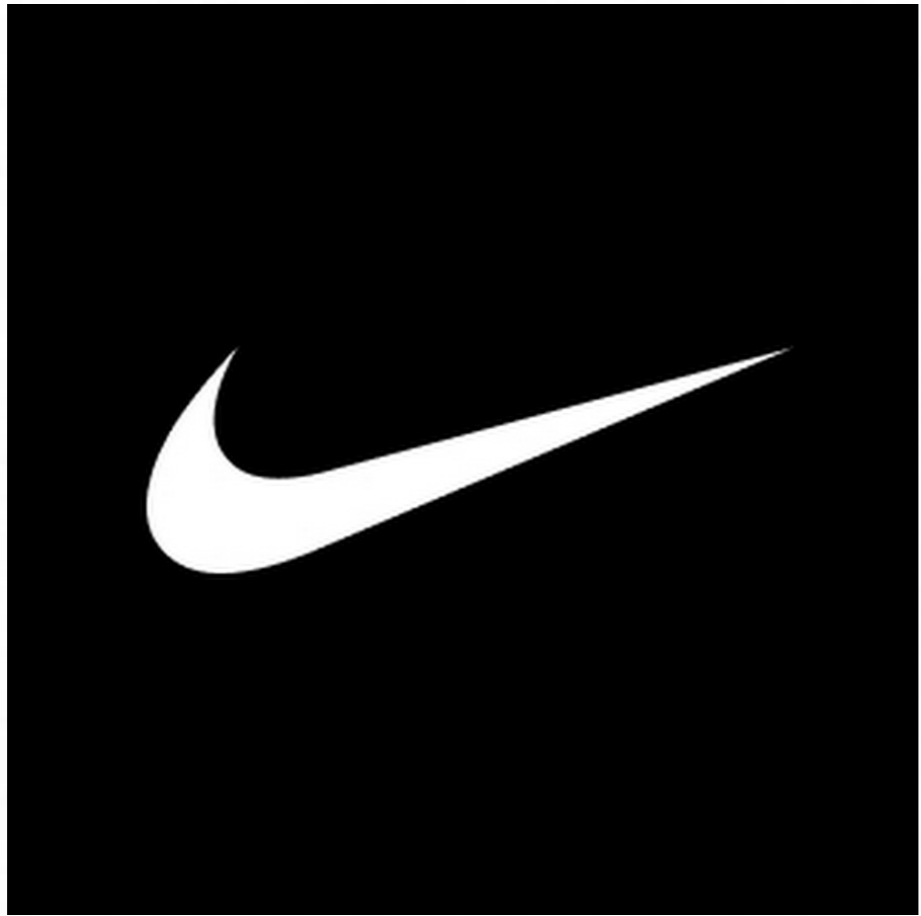
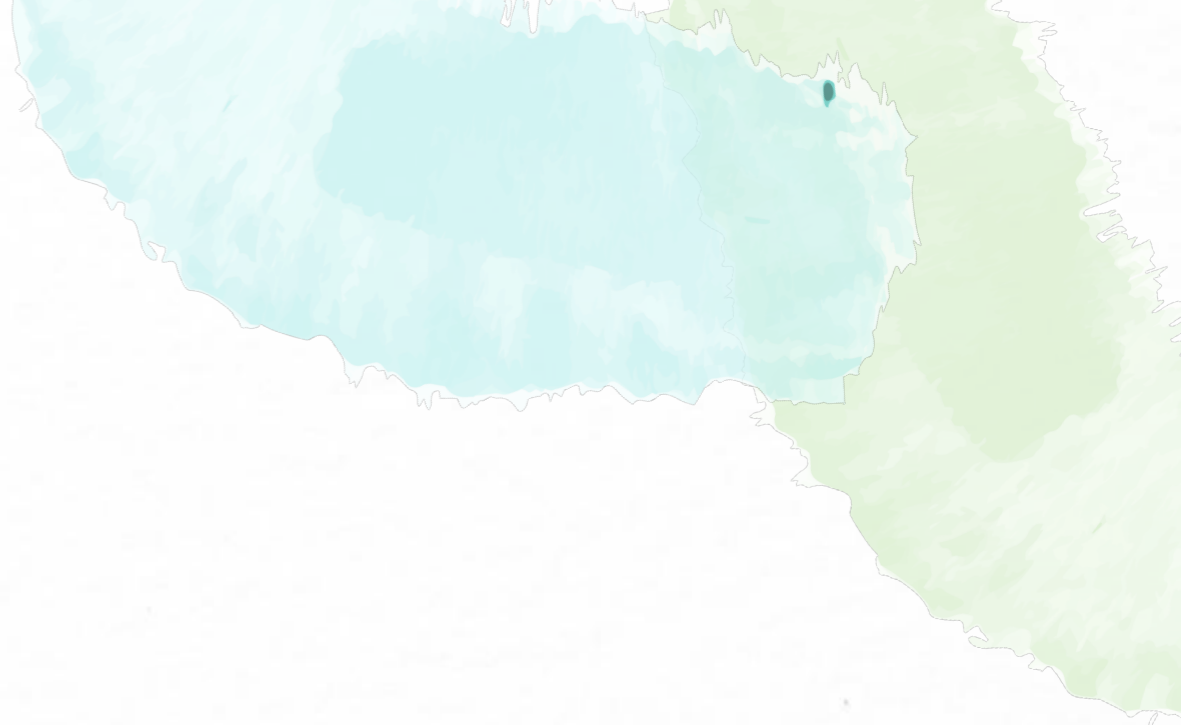
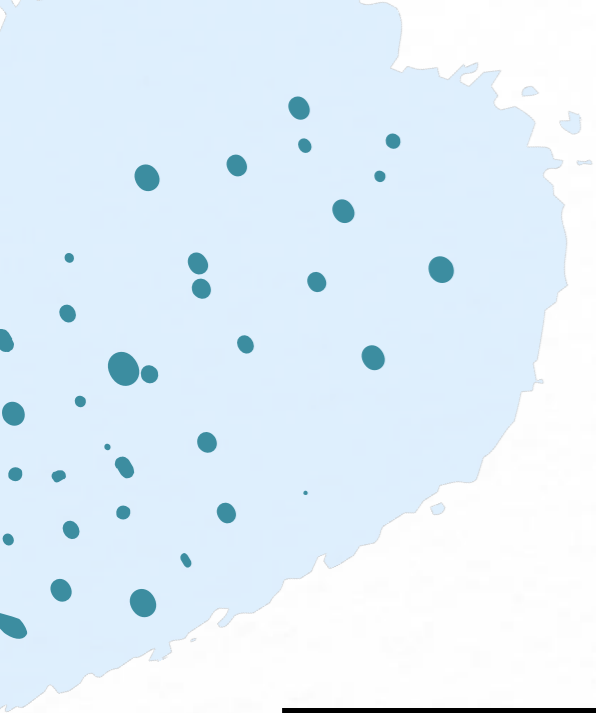
to ^(w) expand the business.

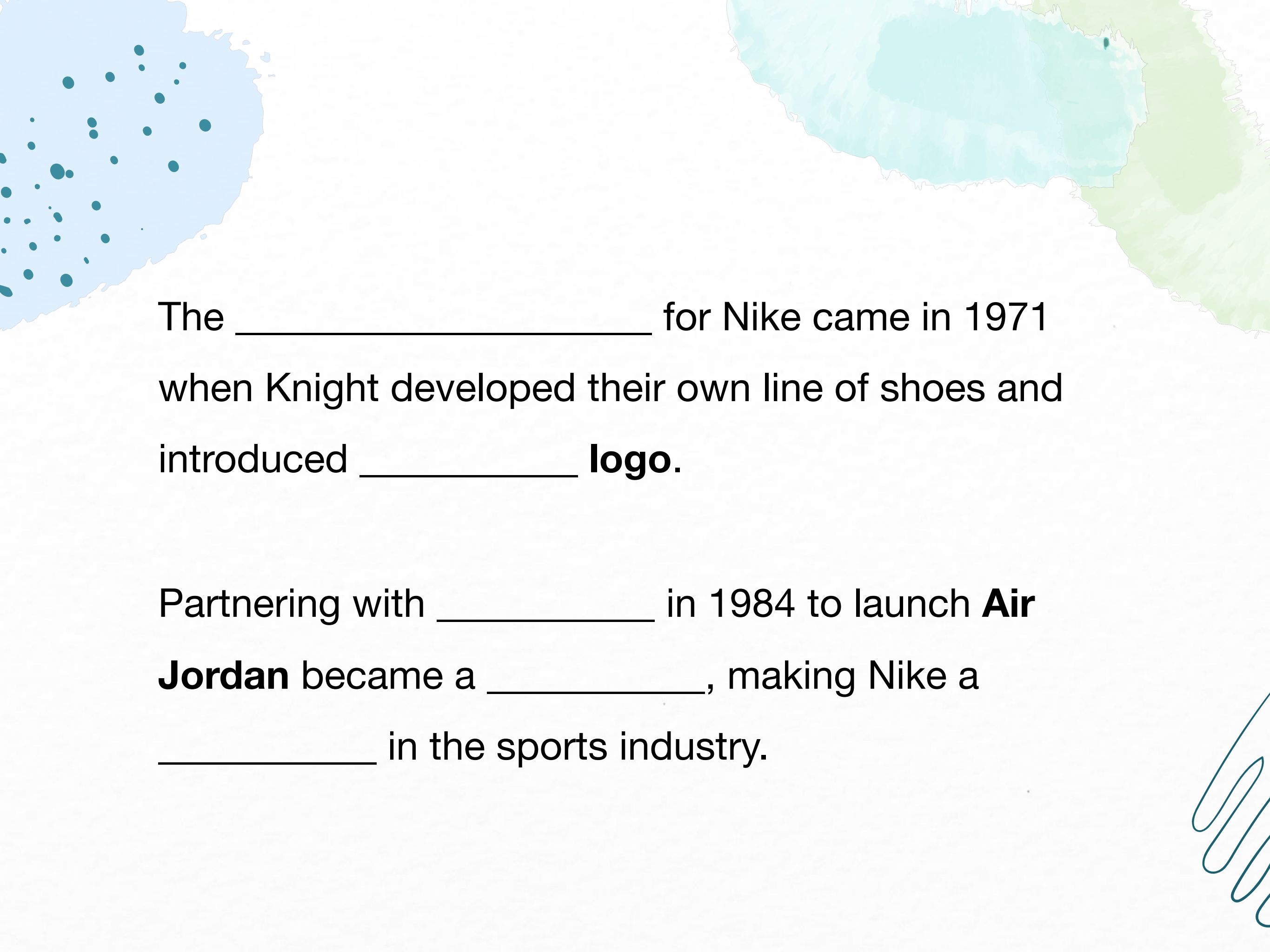
(w) expansion

secure the ["] funding



The big turning point





The _____ for Nike came in 1971 when Knight developed their own line of shoes and introduced _____ **logo**.

Partnering with _____ in 1984 to launch **Air Jordan** became a _____, making Nike a _____ in the sports industry.



Famous products and innovations

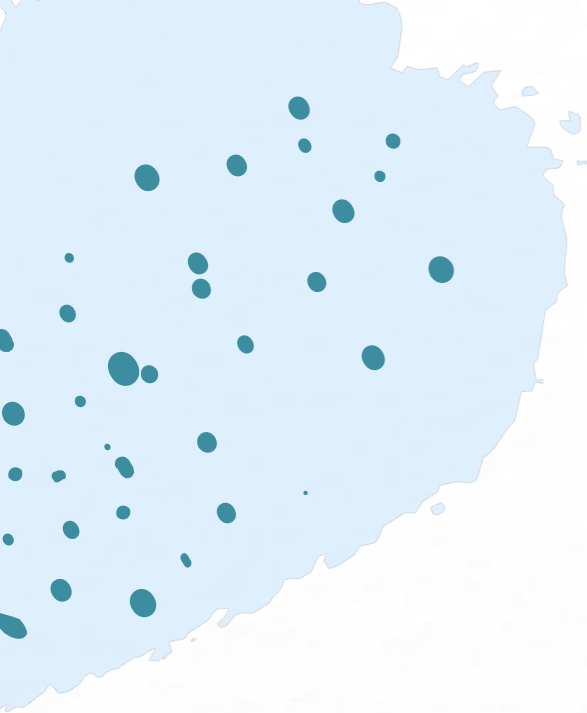
Famous Products and Innovations

- Nike's most popular products include **Air Jordan** and the **Nike Air Max** line.
- The company is known for its **innovative technologies**, such as **Flyknit** and **Air technology**.
- Nike continually updates its products to enhance **performance and comfort**.

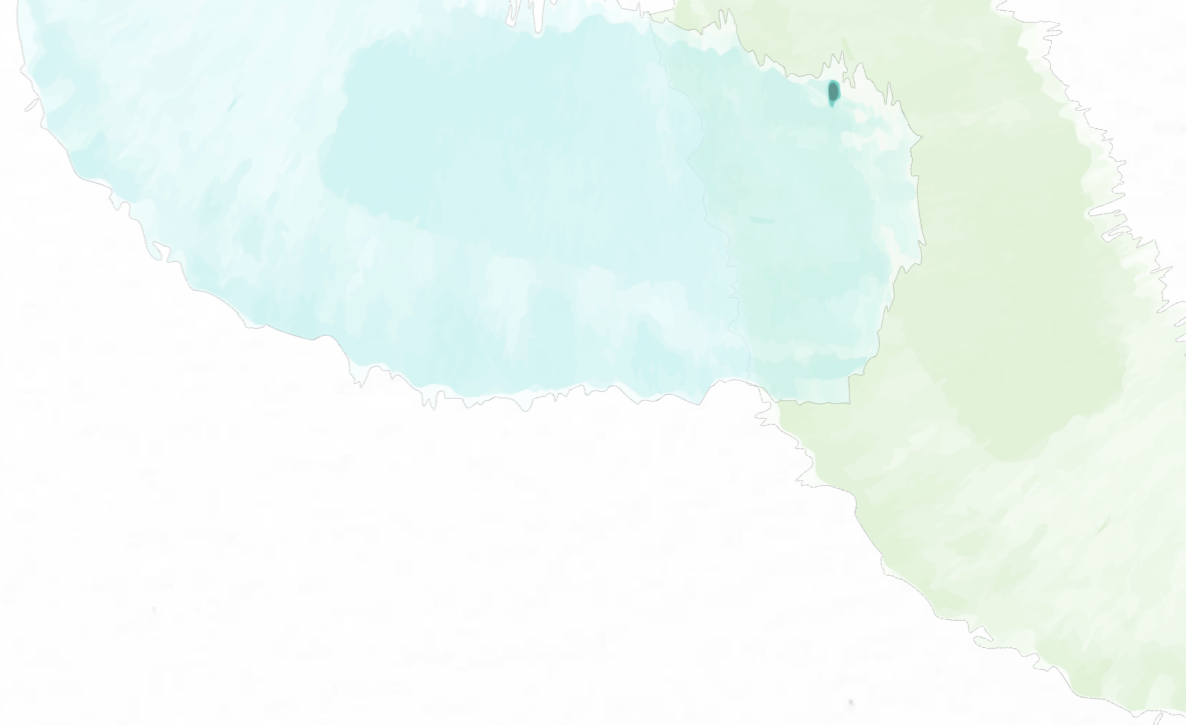




Which Nike product do you think is the most iconic, and why?

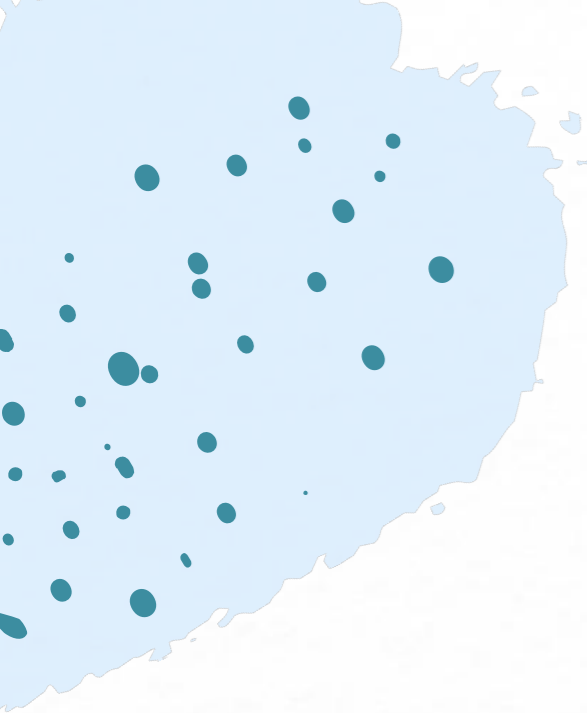


Answer

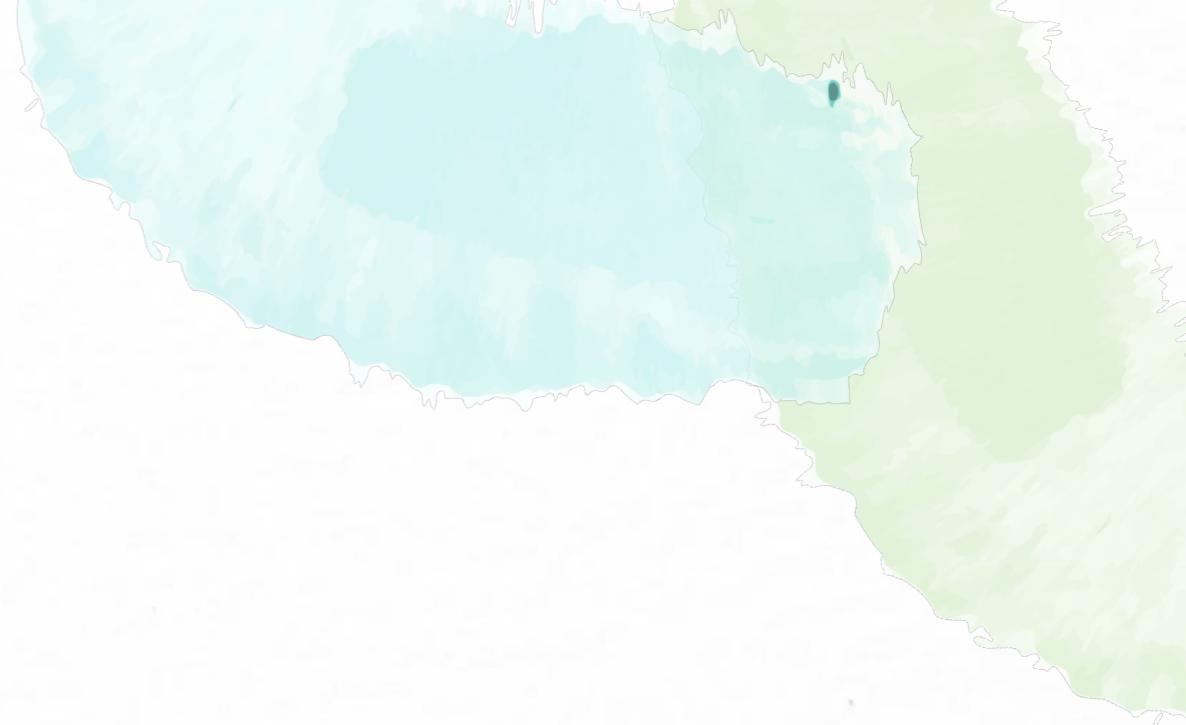




Which Nike product do you think is the most iconic, and why?



Answer



The image features a central text element 'Logo and slogan' set against a watercolor-style background. The background is composed of two main color zones: a light blue area at the top and a light green area at the bottom, both with soft, blended edges. Several decorative lines are overlaid on the background: a dark teal line that starts at the top center, curves to the right, and then loops back down to the bottom right; several red lines that form various curved shapes across the blue and green areas; and a cluster of small, dark teal dots in the upper right corner. The text 'Logo and slogan' is centered horizontally and vertically within the blue area, rendered in a black, serif font.

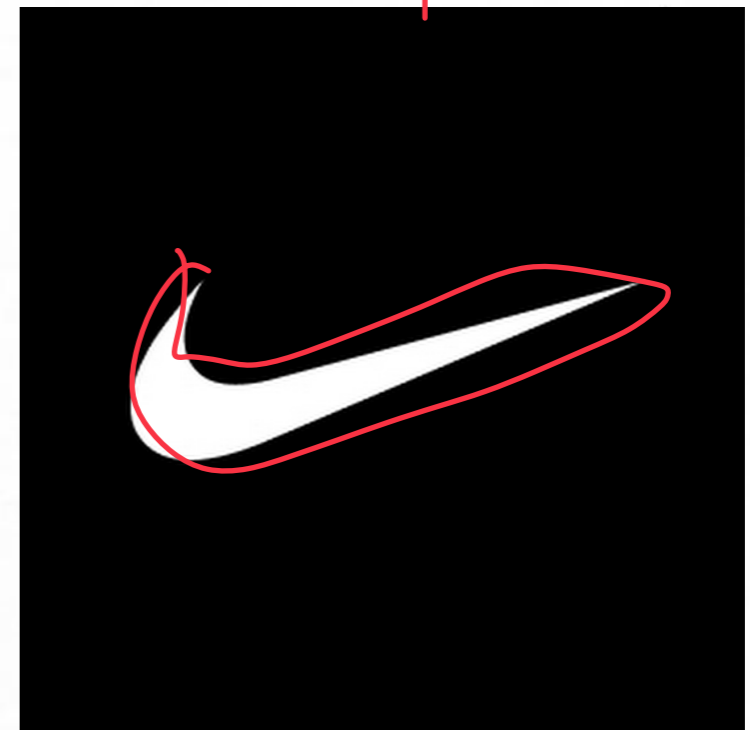
Logo and slogan

stock, share = stake

Logo

- The Swoosh logo was designed by a student, Carolyn Davidson, for just **\$35** in 1971.
- The logo represents speed, movement, and victory—key elements of the brand.

shape



Logo

F Fabrik Brands

Nike Logo History And Evolution: A \$34.8 Billion Image

The story starts with a \$35 suggestion from graphic design student Carolyn Davidson in 1971. Here's your guide to the Nike swoosh and how a logo worth less...



U UNILAD

People can't believe true story behind iconic Nike logo

Nike's iconic 'Swoosh' logo comes with a pretty 'crazy' back story.

3 days ago



M MSN

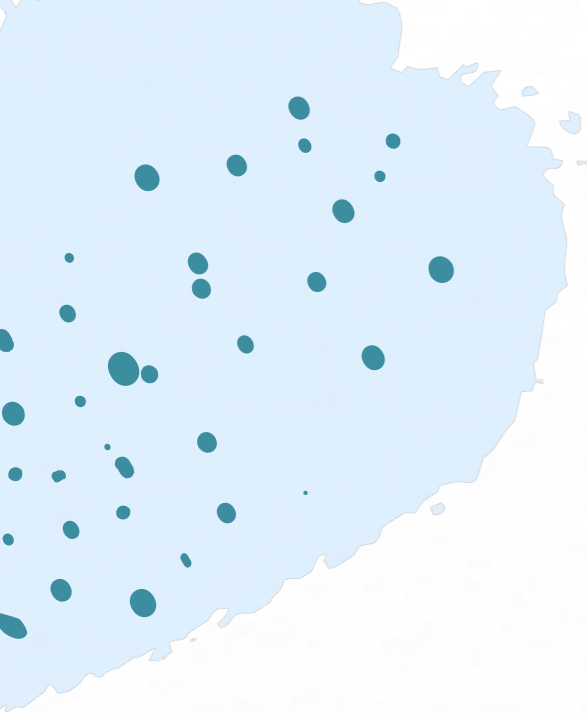
History of Nike's iconic swoosh: From \$35 sketch to multibillion dollar brand

In the early 70's, Nike (NKE) , then known as "Dimension 6," enlisted a college student to design its logo. Inspired by the wings of the goddess Nike,...

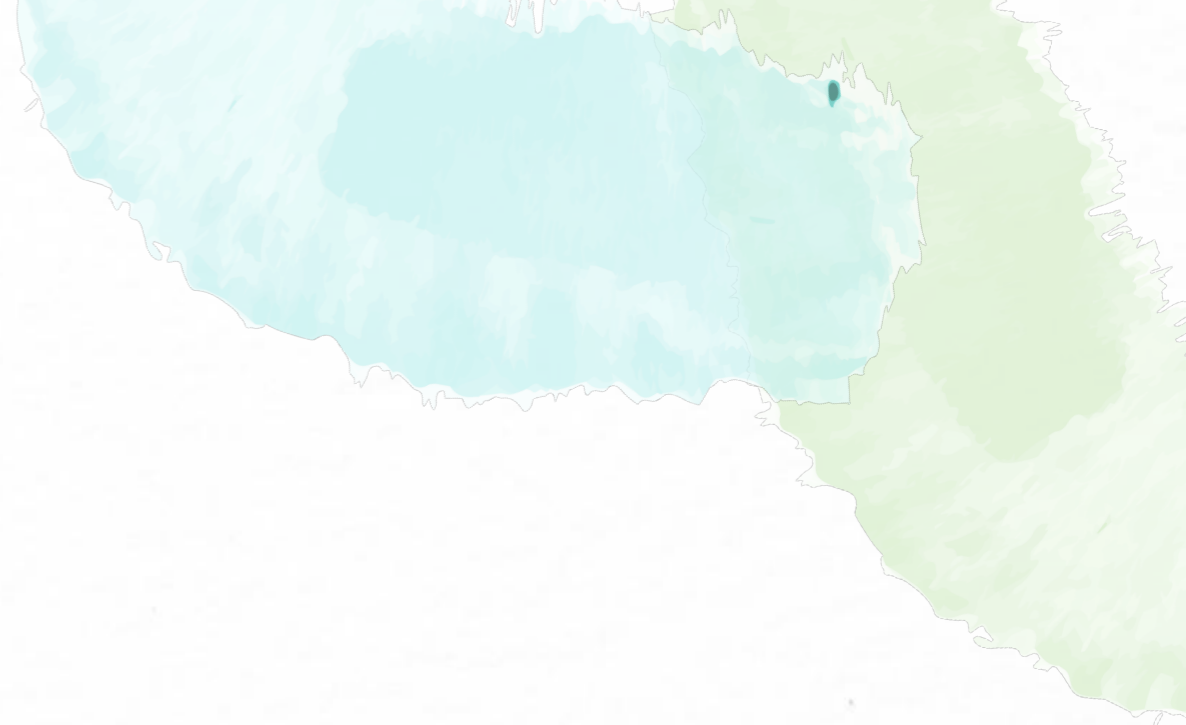


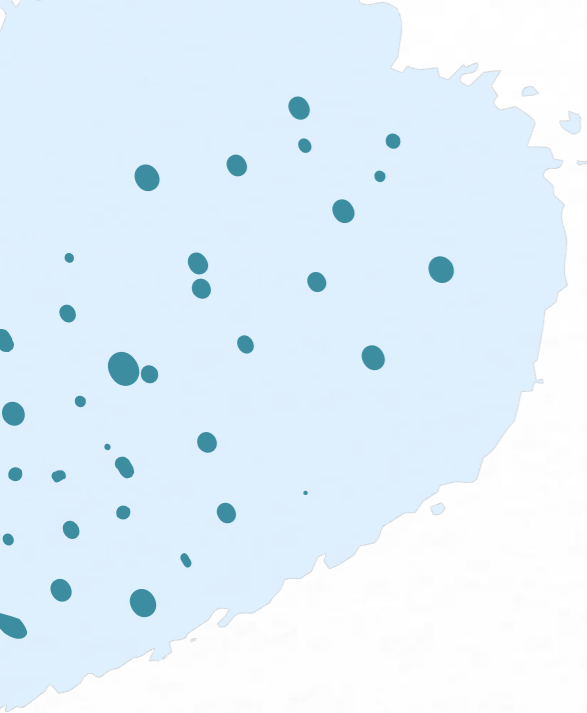


What do you think the Nike Swoosh logo represents?

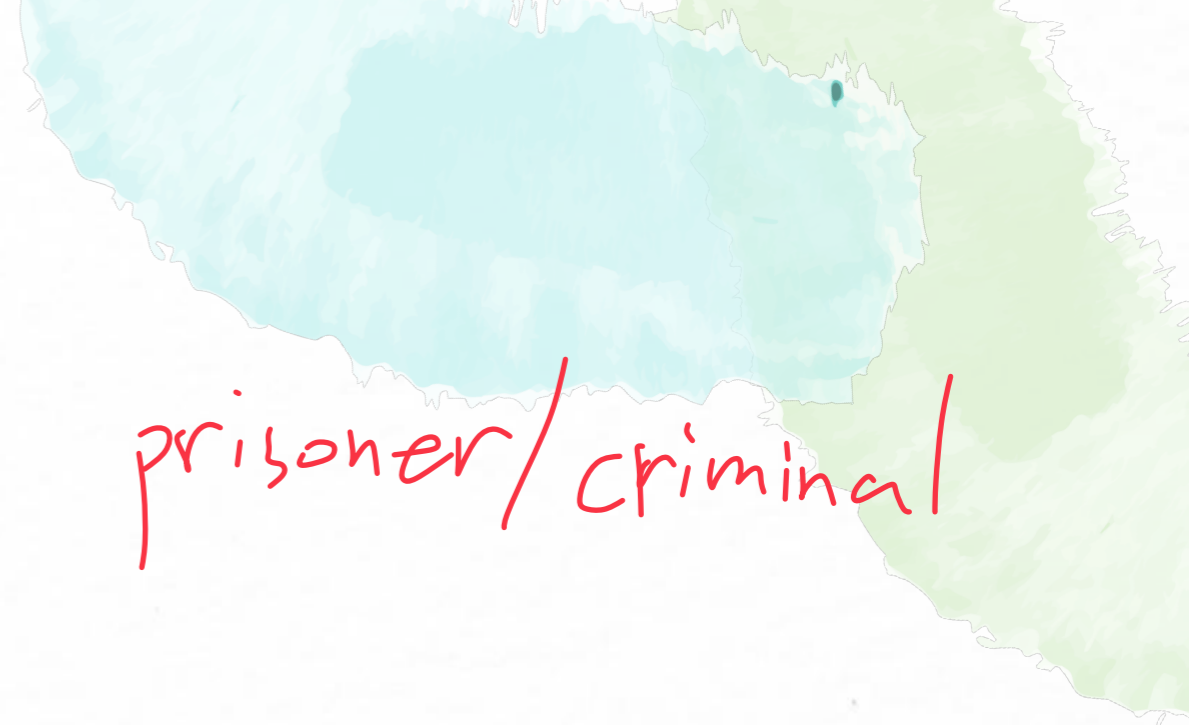


Answer





Slogan



prisoner/criminal

JUST DO IT.



The slogan "**Just Do It**" was _____ by convicted _____ Gary Gilmore's final words, "Let's do it," before his _____ in 1977.



LET'S DO IT



JUST DO IT

The slogan "**Just Do It**" was inspired by convicted murderer Gary Gilmore's final words, "Let's do it," before his execution in 1977.



LET'S DO IT



JUST DO IT

Logo

- Nike's co-founder, Phil Knight, adapted the phrase to create a powerful message of **taking action, overcoming obstacles,** and **pushing through challenges.**

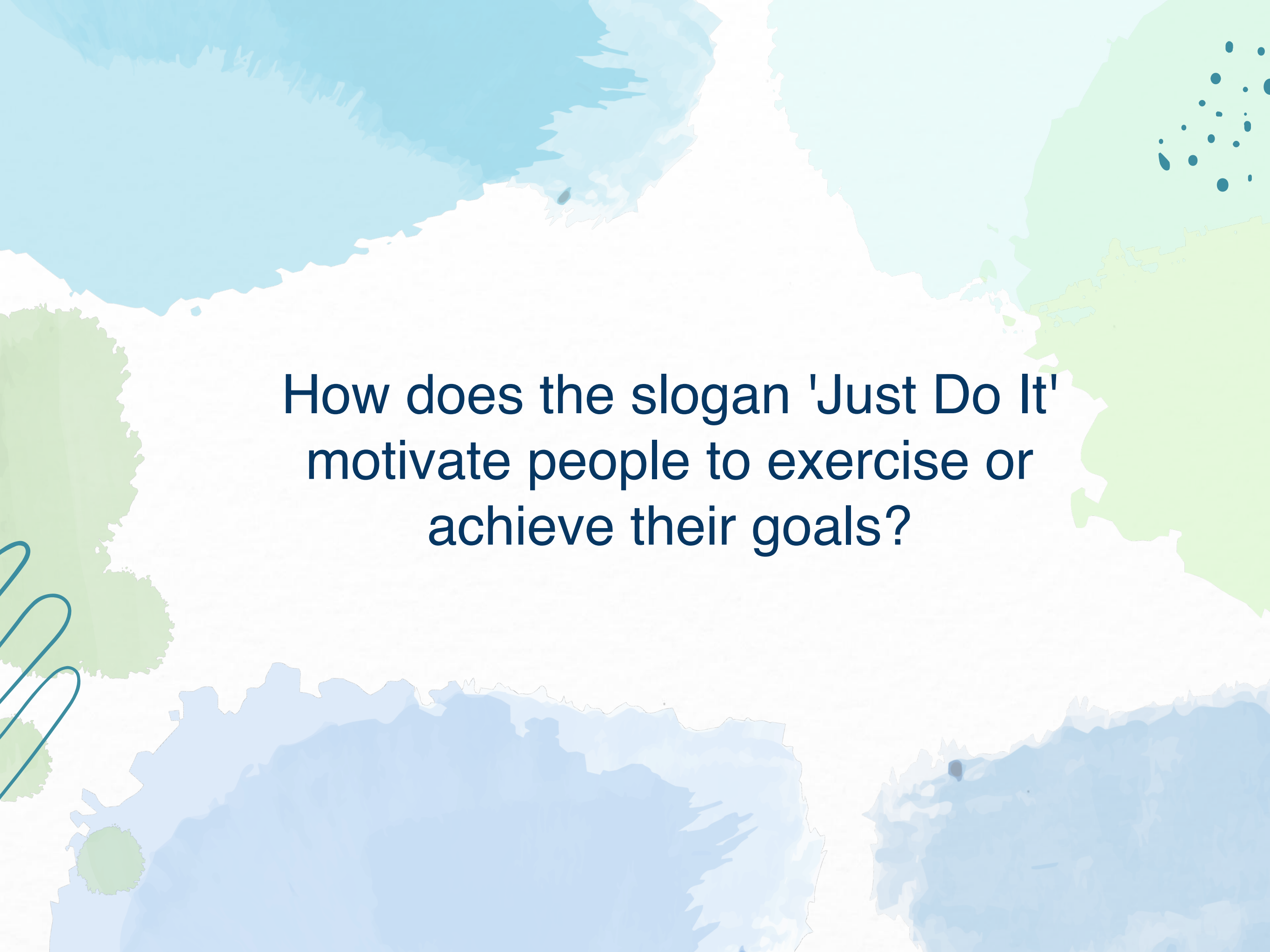
difficulty

- The slogan is now associated with **determination, perseverance,** and a **can-do attitude.**

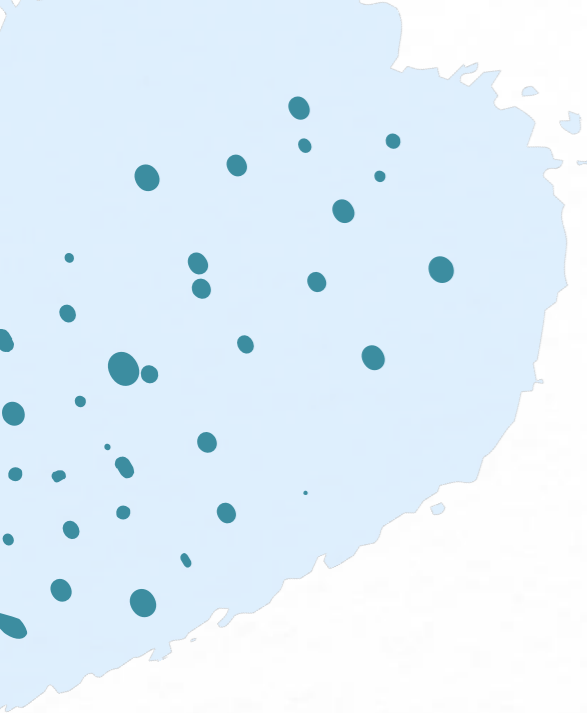
(cn) 决心

(cn) 坚持

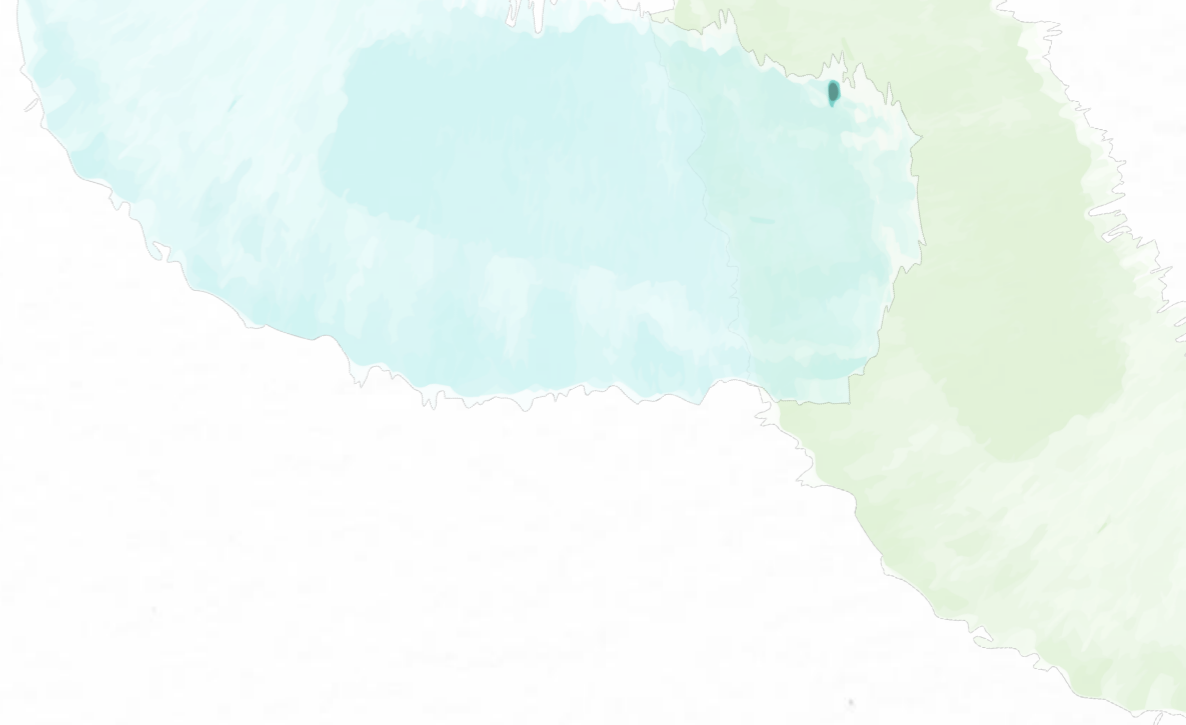
JUST DO IT.



How does the slogan 'Just Do It' motivate people to exercise or achieve their goals?



Answer







Marketing Strategies and Endorsements

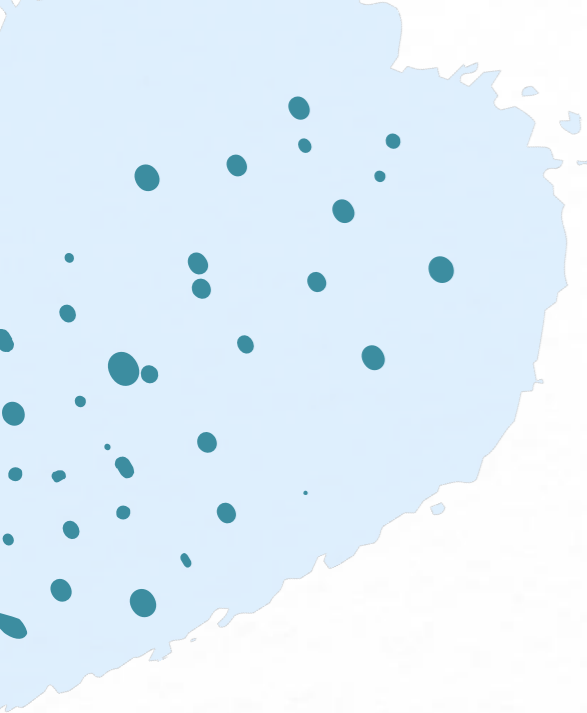


Marketing Strategies and Endorsements

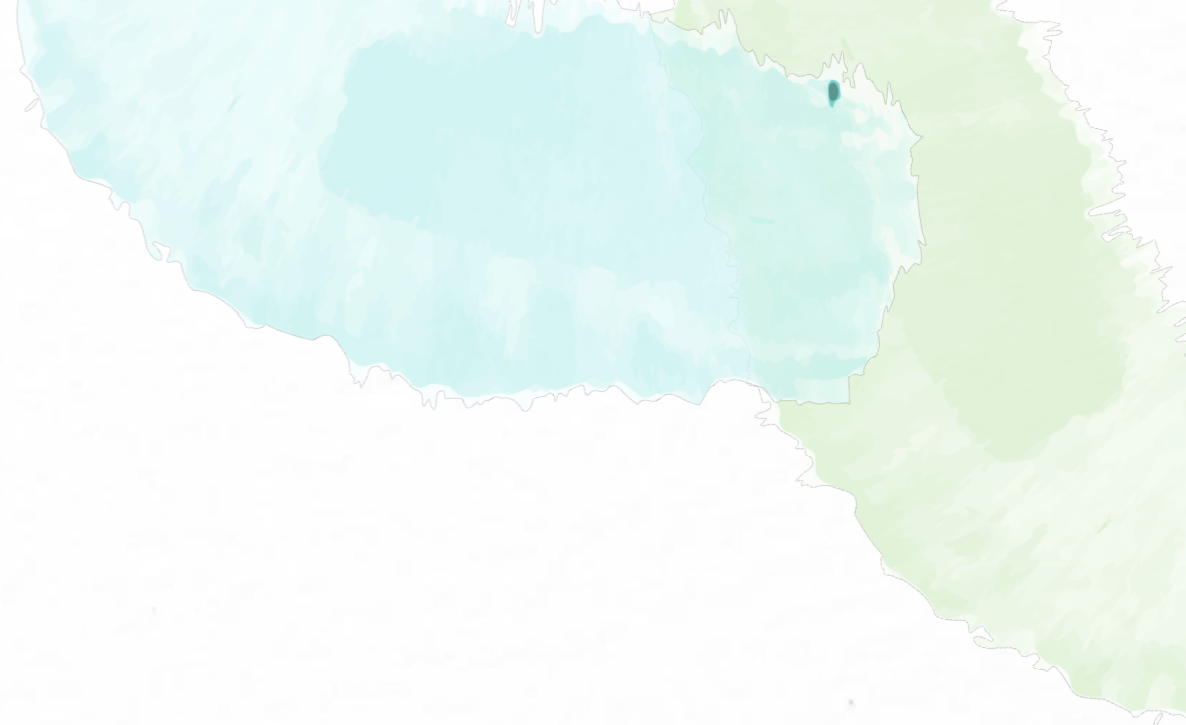
- Nike's marketing strategy focuses on **endorsing athletes** such as **Michael Jordan, Serena Williams, and Cristiano Ronaldo**.
 - These athletes help the brand connect with sports enthusiasts worldwide.
 - Nike's commercials and advertisements often promote **empowerment, perseverance, and success**.
 - The company is known for targeting **aspirational values** through its ads.
- 



What emotions do Nike commercials usually convey? Can you think of a commercial that inspired you?



Answer





Sustainability and Social Impact

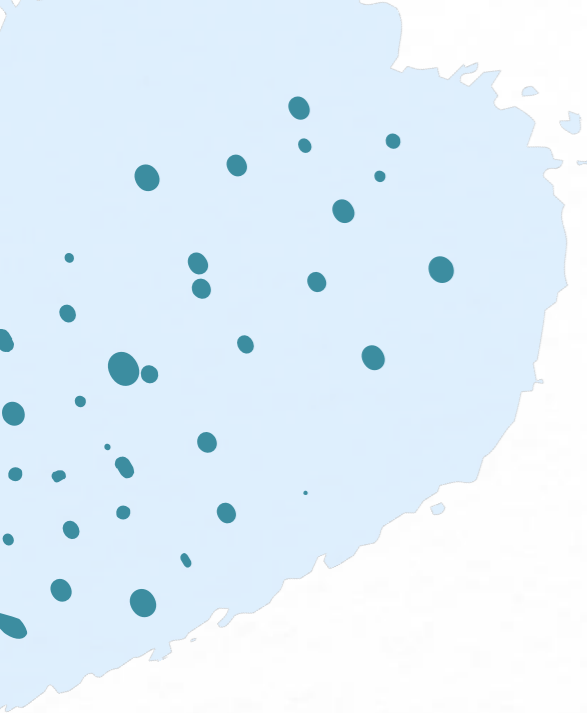


Sustainability and Social Impact

- Nike has made a commitment to becoming more sustainable through its **Move to Zero** campaign, which focuses on reducing **carbon emissions** and **waste**.
- The company faced criticism in the past for **labor practices**, particularly in **sweatshops**. It has since worked to improve its **corporate responsibility**.
- Today, Nike emphasizes sustainability, fair labor practices, and making products from recycled materials.



How important is it for big companies like Nike to focus on sustainability?



Answer

