

Top dry comfort go hand in environmental technology

uphold outstanding sports performance and environmental protection both purposes, 2014 Super League season, the team's home jerseys and shorts are made of 100% recycled plastic bottles extracted from recycled polyester. Since 2010, Nike has recycled nearly 2 billion from landfills for recycling of waste plastic bottles jersey production, enough to cover more than 2800 standard football field.

Nike Dri-FIT and laser cut ventilation holes technology has been used in recently released in Brazil jersey, to the greatest extent to meet the players demands for dry comfort, thereby improving field performance. Nike Dri-FIT technology can moisture absorption of moisture from the skin to the outer shirt, and quickly evaporated. In the heat is easily generated key parts, laser cutting has perforations to increase permeability and to promote air flow surface of the skin.

The new use of double knit jersey fabric, this fabric is not only more lightweight tough, but very close. Guangzhou Heng brigade player ZhangLinPeng said: "This shirt I feel more personal and lighter, the body wrapped in a stronger appetite for power." ; ; ; Adidas favorite saying is "impossible is nothing", but this can not really happen to them - adidas, 1948 inception, has gone through a full 58 years of wind and rain Road, Nike, born in 1972, just 34 years history of struggle, but firmly secured the top spot in the world; Adidas has always been inextricably linked with football, sponsors many top soccer league, but in 2004, in the European football market Nike first with 35% of the share exceeds the Adidas 31% .....

Adidas felt an unprecedented urgency. But the German people's will can not be ignored, the upcoming World Cup in Germany, outside the stadium's big winner is none other than the non-Adidas, the company expects revenue to their World Cup will bring more than expected, Adidas football to use his name, But this is not enough, Reebok teamed up 3.1 billion euros, as a springboard, and then straight into the venture, to enter NBA. Germany local time on April 11, Adidas headquarters in Frankfurt announced that it has signed a \$ 400 million agreement with the NBA, in the next 11 years, Adidas will become the NBA league official sponsor in the future NBA league arena, the audience not only can see Nike, Champion and other brands, you may also see Adidas Basketball supplies. Adidas To prove to the world: NBA, I can!

scramble for resources will inevitably collide

are committed to sports brand, is the industry leader, impact on competition for resources generated by the case of human, Adidas traditional strengths field football and track and field, soccer is the world's most attractive sports, its market value is inestimable, as the industry leader Nike will not stand idly by, Nike football products sales reached about \$ 1 billion, while the English Premier League club Manchester United, Arsenal have also signed a cooperation agreement with Nike. Although, in terms of team sponsor Adidas advantage, but not the same in terms of players, Nike under capital Genghen greater. In the global market, still we occupy the leading position of Nike, Adidas ahead of the competition in order, in their traditional areas of strength in the course doubly operate, hold their own stronghold, while outward expansion.

In the basketball market, although early in the 30s of last century, Adidas has been in the global market sales of basketball shoes, but compared to Nike and Adidas but somewhat vulnerable. Ever since Nike signed Michael Jordan, Nike stable position in the global commodity markets if Tarzan basketball, the most popular sports in the United States since the NBA favorite Nike as the host apparently 耐克阿迪` have more advantages, particularly in July 2003, Nike to \$ 305 million after the acquisition of a wholly-owned sports shoe manufacturer Converse company, what opened the distance between the competitors. Now Jordan is Get the lead out, never again allowed to Nike, Adidas basketball unmatched Happy Kingdom, 3.1 billion euros together also reasonable Reebok Reebok since 2001 has been to the NBA official clothing basketball and other supplies, Reebok, Adidas joining may help achieve a breakthrough in the Nike basketball field, at present, Reebok and Yao Ming, NBA star Iverson signed a contract, it can be a good start.

distribution channels evenly divided

In the above channels and terminal sales, Adidas and Nike can say different, par. Take in the Chinese market, Adidas and Nike have abandoned the high-end trend posture, lowered figure looks from the channel, increasing the strength of the media, sales network construction and terminal image promotion. Adidas since 2000, it has been the major cities in the country to promote the "street basketball activity", locking young people aged 18-25, each of a basketball game are very popular, so that the brand vibrant. Recently, the brand and continue to intensify efforts to promote the game extended to some of the major western cities, such as street Chengdu, Xi'an and other places can often see the Adidas brand presence. Nike did not back down, ordinary people are now CCTV Nike advertising the public do not know, but the hero is not the same for each period, so the whole Chinese people, can become the spokesman for Nike, but the condition is not too harsh Nike civilian route no less "Super Girl," the popular night.

according to the successful experience of the sporting goods industry, excellent brands and products must first obtain the best display of results in excellent products terminal stores, thus win market initiative and consumer confidence. However, who can have

access to excellent stores or stores to get the best position, but also depending on the degree of influence and operation of the brand strength, to do the operation in specific modalities, basically in order to form the main chain of Monopoly games, in which aspect, Adidas and Nike is difficult to separate Zaichou Mao Yin to.

strategic planning winner

Adidas: capture cheese urgent

Adidas indeed bite the bullet, do not do Big Brother for many years, and now the time is ripe, turned upside down You should also go to his head, and then, a brewing a long time to win the war finally imminent, had hair. Once upon a time, the world's first pair of skates, the first pair of shoes more clinch first Shuangjiao casting football spikes are from Adidas, especially Adidas spikes screwed type is a very revolutionary concept, people even thought it was Germany 1954 World Cup soccer team has achieved a lot. "Pyramid" type of promotion model, the first brand in visual contact with the athletes, sports teams, major competitions and sports-related activities together in 1980, Adidas' sales reached \$ 1 billion. The main product categories of market share as high as 70%. Companies producing 150 different styles of sneakers, 24 plants in 17 countries daily output reaches 200,000 pairs. Adidas products sold in 150 countries. However, after the 1980s, Adidas jogging ignored the rise in the United States the world's largest sporting goods market in this, the number of pyramid bottom of that part of the surge of consumers to participate in running activities, Adidas miss the opportunity, seize the opportunity to make sports rookie Nike, ultimate success.

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; ; ; [Chinese shoes Network - Scroll News] Liu Xiang, who was born in Shanghai, China track and field team, with the name "Raymond" character, a symbol of flight, take-off, which is the Chinese people We expect him to do.

Liu expectations. "Too excited, who says people can not get the yellow pre-Olympic eight? I have to prove to everyone to see, I am an Olympic champion!" In 2004, after the Olympic Games, Liu Xiang won the 110 meters hurdles champion, he said excitedly.

Liu Xiang's legs not only the burden of running the hurdles, it also shoulders the expectations of an entire nation. Unfortunately, Liu Xiang, after a brief glory, but out of the race because right Achilles tendon injury and has never been caught up in controversy.

Now, Liu decided to end it all.

"Now I am an ordinary mortal, I decided not to struggle in the past, having chosen to leave, we must be strong in the face, I have a lot of sadness, but I will be happy to move forward, I have regrets have Helpless, we should be grateful, "For the retired, Liu Xiang, if somewhat bitter.

However, the controversy did not end there. Liu Xiang, who oppose the social media chatter, they will Liu described as "clown" "liar," "Liu Running", while supporters strongly defend their idol - the two sides fought a war of words on social media.

It appears that even though Liu Xiang retired, this controversy in a very long period of time will not end.

Unlike them, big companies harvest is a more than Liu Xiang, it also bitter bitter, because after Liu Xiang, Liu Xiang, they could not find an alternative to the star. One example is that in 2007, as many as 14 brands to find Liu Xiang endorsement, while the same is a super star Li Na peak period was 13, Yao Ming peak period is 11.

This means that after "Li Liu Yao era" ended, large companies have been able to count on no sports superstar.

Liu Xiang has created an era. This 19th century appeared in a British common, but the events of 100 years was introduced into China in the years after 1900, it has been as a "niche projects," because it is more suited physically strong European and American people. Especially the Chinese men's track and field team has been commonplace in the history of the Olympic Games is just Zhu Jianhua won a bronze medal.

until the emergence of Liu Xiang.

2004, the then 21-year-old boy Liu Xiang, the "shell-like" speed won the men's 110 meters hurdles champion, and his performance is 12 seconds 91, which not only set a new Olympic record, but also the level of 110 meter hurdles world record. Even more commendable it is that this is the Asian male athletes in track and field short-track project won the first gold medal.

"in the requirements of high-tech and high-speed hurdles projects, Asian players boarded the pinnacle of the world, this is an unprecedented victory." Japan's "Yomiuri Shimbun" commented Liu.

Liu success quickly eyeing big companies. In 2003, Liu Xiang's sponsors Nike and Coca-Cola is also only according to Forbes data, this year, Liu Xiang, the income of only 1.6 million yuan, came in the first 92 Chinese celebrity list. But after the 2004 Olympic gold medal, Liu Xiang's revenue reached 23 million yuan, ranked in the first five Chinese celebrity list.

Large companies are hoping to get a huge success with people cooperate because they often represent the image of China in the world. In the sports world, most big companies are like three people, Yao Ming, Li Na and Liu Xiang. Yao English is good, humor, the international norm; Li straightforward personality, occasionally courage System "revolt"; and as a track star Liu Xiang, Asia has lagged behind the project, naturally scarce.

IMG behind -

However, different with Yao Li, Liu Xiang, track and field events in China has not yet professional, Yao can be their own business to the "Team Yao" care, Li Na as a "special case" can solo help carry out commercial operations. But Liu Xiang's commercial operation is handed over to his unit in charge of the Chinese Athletics Administration Center, Liu Xiang, has only 50 percent of revenue into right.

This decision, even though Liu Xiang is China's most dazzling star in the history of track and field, a lot of things he has no power to decide, but his unit in charge of the Chinese Athletics Administration Center.

Liu Xiang of particularity, many people decided to give him greater expectations. However, Liu Xiang in 2004 to become the world's attention after the star, in 2008 and 2012 Olympic Games because of injury or fall out of the race - especially his leg toward the end of the scene was criticized person.

Liu Xiang has not been made to explain. Perhaps he is also hard to explain, because in this complex behind the decision will involve more commercial interests.

"Liu Xiang 2004 Athens gold medal classic moments, and has been outstanding performance in track and field, and constantly encourage and inspire the people around the world. We are very proud of the Nike family members of Liu Xiang Liu Xiang unveiled here with us Convention Center, today (November 11, 2014) is also the Nike family proud moment. "Edwards, president of the Nike brand, said worldwide.

Although the outside of the mixed Liu, but Liu Xiang Nike was willing to sponsor its bundled together. Last year, Nike headquarters in Shanghai enabled "Liu Xiang Center." Liu Xiang Nike and Michael Jordan gave the same treatment? - Jordan has named Nike's US headquarters building.

In fact, in addition to Nike, Liu Xiang lifetime endorsement contract, other endorsement contract had ended in 2013, 2014, Liu Xiang did not sign any endorsement contracts. This detail can be seen from Forbes, starting in 2013, Liu Xiang never failed to make this "Chinese celebrity list."

This means that Liu Xiang had to make arrangements for the decommissioning.

Now, debt-free Liu Xiang can finally say goodbye. Liu Xiang of "scarcity" made him a darling of the commercial, but also made him a

highly controversial figure. However, large companies are concerned, the game has only just begun, they are trying to find the next star. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partners: HONGKEE ; Waag shoes.) Running Fan, one was from the Chinese traditional culture and morality of the "great teacher of the people," a soulless human soul; he was signed as a Nike spokesman, can not be said to be a sad, Nike China market strategy is the Nike brand great failure management.

;;; 1980 Nike company entering the country, set up its first production liaison office in Beijing, Nike adhering to "Local for Local" concept, not only advanced technology into our country and fully committed to local talent, culture production technology, marketing ideas. Through this local take it, the local manner, Nike in China has made rapid development. Nike in the Chinese market, although work has been ahead of Adidas, but made the 2008 Olympics in the Adidas sponsorship rights in January 2005 to 1.3 billion yuan huge investment, in August has spent ? 3 billion acquisition of US's second-largest sports brand Reebok, the Adidas Nike market Raiders feel tremendous pressure, alone a Liu Xiang, Yi Jianlian and other stars, and not with the Adidas Olympic marketing to compete, just to Nike's contract as event marketing gimmick? Or is it true coincidence Running Fan "people-oriented, independent personality," the purpose of Nike?

;;; contract dispute can not be said of Nike Running Fan Market courage! It is said that Running Fan endorsement of three series of seven brands of running shoes and more varieties of poor sales in Western markets, while the annual Running Fan endorsement contracts only \$ 70,000 while Liu Xiang in the same series of advertising revenue as high as 2.5 million dollars. Because of this ultra-cheap advertising contract hit a record low corporate endorsement contracts. Nike is a cheap price for the endorsement of it? Nike Running Fan stress is placed on appeal, hoping to claim the Nike brand's personality gradually expand in Running Fan personality advocated, in order to achieve the expansion of the Nike market segments.

;;; the market will develop it in accordance with the idea of ??Nike? I believe not! As market segments spokesperson Nike Running Fan can be considered to win in the next Olympic marketing momentum Adidas little luck, but for the Nike brand in China market reputation it? Nike is clearly styled under enormous pressure of Olympic marketing, Running Fan individualism remarks violated the Chinese traditional moral culture, contrary to Chinese education and culture, and social responsibility, contrary to China if touched Chinese consumers Emotional bottom line? Nike is not detailed to investigate, not to think about the influence of Chinese culture in the market rush to make a decision Running Fan endorsement can not say that do not understand the Chinese market, do not understand the Chinese culture, do not understand Chinese consumers.

;;; the Nike brand awareness in China has been in the lead, need to do is continue to create the Nike brand's reputation, the formation of the Nike brand culture in order to achieve the ultimate brand marketing. Endorsement is a very good marketing strategy, but spokesman choice? Running Fan support is because access to many advocates in China more and more personalized attention, but does not mean the formation of a personality culture, mainstream culture, brand culture needs to be successful is consistent with the mainstream culture of a country; Fan Running the act itself is close to the Chinese public's moral feelings bottom line, but also with Guo jumping and appears against the backdrop of its personalized full, but for a brand, a high visibility of the Nike brand, such endorsements but rather superfluous, and even Because the bottom line and touch the public's emotions appear brand crisis.

As a brand marketing, not only for the needs of expanding brand awareness and brand reputation damage, accumulated brand reputation for the brand's market share has played a very important role, simply to hype brand awareness and brand reputation damage can not be said that the brand is extremely short-sighted market behavior. The development of the Chinese market has made the kind of pure speculation become a tired consumer behavior, emotional neglect and moral bottom line consumers to brand marketing will also condemn and boycott by consumers.

;;; Once your users have been proposed to flee teacher Meizhong facto endorsement of Nike running shoes, Nike will firmly resist running in domestic sales. Regardless of whether there will be resisted or resist the success of Nike's reputation will certainly be reduced to very low at this time, and even evolve into a serious brand crisis. Chinese consumers are increasingly feeling the bottom line can not be challenged, Carrefour boycott and its promotional provocative form even more massive boycott evolved into (global brand network) a serious brand crisis can not be said for all brands in China as a precedent , marketing behavior of Chinese consumers ignore the emotional bottom line carried out did not succeed, in order to learn to Nike marketing in China, or to look at Chinese culture it!

;;; a brand after all follow the law of development of a culture, in order to make the Nike culture into mainstream culture in society, Nike needs to do is not to promote the very personality of individualism proposition, but as Auxiliary and social mainstream culture into society, into the consumer, and ultimately achieve brand culture marketing purposes.

;;; signing Running Fan Nike, the brand back! Other brands will also sounded the alarm!

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