

From the current information received, these cases are not basically finalized, some of the cases to sue Adidas is totally rejected in the first trial phase ended. That is, until now, Adi Wang has not suffered any substantial blow. But it is worth mentioning that, for Adi Wang, this is absolutely not afford to lose a marathon lawsuit. Future as long as a city lost any lawsuit, may mean that the king of this brand Adidas complete collapse.

So in the face of Adidas aggressive offensive, Adi Wang can only take defensive at home it? Obviously, this does not belong to the "king" of choice.

2011 has just one opening, people are seeing signs of Adi Wang in the NBA, if the analogy, then, this is like Xifeng boarded the CCTV Spring Festival Evening stage, many users will certainly turn mine front of the TV .

So when Adi Wang appeared in the NBA when, in a sense, and it has the official sponsor Adidas NBA equal status. In addition to increasing brand recognition of such status outside the more important, that may have subtle effects on those domestic proceedings carried out.

Adi Wang simple

Adi Wang, a grassroots born and beginning to mimic well-known brand mission of the brand, despite its outright is a cottage brand, but by virtue of its unique cottage is basically zero cost of marketing, in a very short period of time within gained incredible popularity, no doubt it thought-provoking.

Wang brands such as Adidas, its main consumer group focused on the second and third tier cities, these consumer groups on the brand awareness is not very high, but Adi Wang due to lower prices, with a larger price than other brands Advantage. Reporters also saw the establishment of the king from the Adi official flagship store on Taobao, the brand sports shoes priced mostly at 150 to 200 yuan, compared with the market's more well-known domestic brands, is indeed a lot cheaper.

For Adi King "spoo" Marketing, Hou Lidong also expressed understanding. In his opinion, some of the smaller brands like Adidas king because of funding and limited strength, spending on marketing and not too much, to get a certain reputation, really need to "inventive." "I would be very impressed Fujian business." Hou Lidong frankly, although Jinjiang gathered a considerable number of sports brands, but basically have their own brand positioning and marketing practices, and basically no problem between the major manufacturers, which in other industry and rare.

So, will also play a marketing realm, entertainment consumer, amused customers, and the resulting "analogies" effect will no doubt greatly enhance brand awareness and reputation. When we look at the classic marketing case again, "imitation + innovation" is perhaps the most worthy of our attention marketing model, such as Tencent, has been imitated, but has also been innovation.

Perhaps, as Adi King slogan puts it: "anything can change." In the new market environment, marketing, if you can not change over time, and talk about how to develop it (Chinese shoes Network - the most authoritative and most professional shoe information? Centre)

[Chinese shoes Network - brand observation] into the summer, the domestic sports brands have launched a branding campaign. Among them, Olympic sports but spared no expense to three NBA players invited to participate in "as the basketball life" activities to their own brand campaign, the company also launched the endorsement heavy players, the Spurs Tony? Parker TP9 new boots new season.

Olympic Sports CEO Zhi-Hua Xu told reporters, before NBA players are not optimistic about China's sports brand, believe the poor quality of Chinese brands in the company's continuous improvement, Pick was only included in the choice of NBA players.

Xu Zhihua difficult to see from the conversation, the Olympic Park can be signed by the Olympic competition to design a Parker NBA boots, representing the NBA players for the Olympic brand recognition, but also represents NBA players began to accept Chinese brands.

summer sports brand propaganda war

In the various publicity major sports brands, the most attractive activities should belong to the major brands heavily invited the NBA star of the endorsement. It is understood that the Miami Heat won his third championship and Olympic star Dwyane Wade Li Ning endorsement endorsement star, Spurs Tony? Parker came to mainland China the same this summer launched promotional campaigns.

In addition, Nike CEO Parker recently said that this summer, the company will have to Nike and Jordan brand ambassador to China to promote the brand, including LeBron? James, Kobe Bryant? Bryant and other stars.

Some analysts say, every summer, various sports brands will carry out various activities to promote their own brands, including domestic brands Pick activities are often done more. According to the Olympic insiders, the company in recent years has been in held "Chinese Olympic stars line activities."

In fact, with respect to the propaganda war between the domestic sports brand, the internationally renowned sports brands Nike and Adidas propaganda war is even belligerent.

According to reports, July 1, two new aid Bayern Goetze and Kirchhoff wearing Nike clothes completed in unveiling the new owner, the two players are sponsored by Nike, but Bayern Partner is Adidas. Adidas expressed very angry. Currently, the grid policy and Kirchhoff are because "inappropriate dress" 10,000 euros fine.

Pick into the NBA

penalty can be seen from the above Nike and Adidas signing players, the internationally renowned sports brand rigorous and stringent requirements of the company's publicity for signing players. This often reflects the enormous publicity from the side effect of signing players to play the company's brand.

In fact, Olympic heavily contracted NBA players act as spokesmen for the company's brand promotion brought a very good role, and NBA star brand awareness in China has gradually changed from exclusion to accept.

Peak CEO Xu Zhihua said that as a born basketball sports brand, has been committed to the Olympic basketball at the core, the path of development of internationalization, specialization, adhere to scientific and technological innovation, improve product quality, the majority of consumption for their support and recognition.

Xu Zhihua told reporters, before the Chinese brand are not NBA players to accept, do not trust Chinese brands, believe that the

quality is poor, Chinese brands have therefore spent a lot of money wasted. But after the Olympic constant contact with the NBA players, NBA players was finally accepted and included in the select list. This represents, Olympic and NBA star can equal dialogue and negotiation.

It is understood that, since Parker has become the Olympic star endorsement of the Olympic brand in Europe and America's propaganda played a significant role in the Olympic-related products and therefore a big seller. "Earlier in the NBA season because the Parker achieved excellent results, and accordingly, Parker wore boots but also because the NBA Pick and out of stock." Pick insider said.

In fact, in order to allow NBA players to accept Pick, Pick done a lot of research. The spokesperson for the company to prepare boots Parker uses a newly developed Olympic gradient dual energy scientific and technological achievements. Hua Xu believes that the sports brand, the future competition will be R & D capabilities. sports brand into the trough

Although the major sports brands have invited NBA star campaign, but Xu Zhihua not optimistic about the second half performance sports brand, he believes sports brand in the second half of this year's performance is still hard to recover.

Recently, Olympic sports announced that it expects first half net profit fell, mainly due to industry-wide inventory liquidation continued weak economic activity and demand situation on the Group's new products had a negative impact.

In addition, the Executive Chairman of the company Li Ning Li Ning also said that first-half performance is still under pressure, for which the company is trying to change, I hope in two to three years to reverse the loss situation. He said the company this year will not be a large area closed stores. In addition, Executive Vice President Kim Jin Jun Li Ning Company believes that the sporting goods industry is still in a growth cycle, the company is actively improving the mode of operation, from the fourth quarter of last year the situation has improved sales, inventory liquidation work close to the target.

In fact, not only is the domestic sports brand in the first half performance under pressure, as an internationally renowned sports brand Nike sales in China, but also because of too much inventory and took a plunge. Data show that in 2013, the Nike Greater China revenue fell 5%; income of Nike in North America grew by 18%. In fact, Nike's earnings release sales regions, only the Greater China region to decline, other areas are growing.

Nike Chief Financial Officer Don? Blair said, China is still the focus of the company's inventory management, the company is trying to reduce inventory. It is understood that Nike in order to strictly manage the number of new products into the Chinese market, the initiative to cancel the order. (Chinese shoes Network - the most authoritative and most professional Footwear News)

[Chinese shoes Network - Brand News] September to November 2011, the Nike Greater China region to become the world's six major regional markets one of the most dazzling, Greater China revenue grew 35% over the second emerging markets (including Africa and other places) is up 9 percent revenue growth; the same period, Nike's headquarters in North America revenue growth of 21%, only placing him third.

Nike shoes sell crazy

Nike products not specifically designed for the Chinese market, but some of Nike products in China as in other regions, like really crazy to sell.

2011 In late December the 11th generation Jordan engraved version listed (re deliberately classic product marketed again), as is the limited sales, Nike's flagship store on Nanjing Road around 10:00 every day before work, but cattle and Nike The diehard fans have lined up in stores early in the morning.

This black and white Nike basketball shoes official price is about 1,200 yuan RMB per pair, after the cattle hands, priced as high as 2,000 to 3,000 yuan. In the United States, in order to buy the shoes, some of Nike's stores even riots, police had to use pepper spray in order to maintain order.

material used in Nike products is not unusual, and now the price of the most expensive basketball shoes, Nike Kobe Bryant seven generations of a pair priced at 1,729 yuan, using a synthetic leather instead of leather; In contrast, the most expensive basketball shoes Li Ning one pair as long as 699 yuan, or matte with leather. The former was more likely to cause a sensation and sought after. Nike's success in China may be able to find the answer from some of the details, an industry source said that in the retail store promotional activities, China's domestic sports brand foam may be used as a promotional props, but Nike stores will the choice of metal and other materials more texture, the brand's position in the minds of consumers compete with established contractors; Chinese domestic brands rarely do year on promotional activities in retail stores across the country, but do at least four times a year, Nike retail promotional activities, generally once every three months, if large-scale events, such as the World Cup, Olympic Games, there will be additional retail marketing interaction.

2011 fiscal year, Nike spent on advertising and promotion costs \$ 2.448 billion, a percentage of revenue was 11.73% Nike, Li Ning Company in 2010 similar cost to income ratio reached 15.1%, higher than the Nike 3 percentage point above, but Nike advertising and marketing promotion expenses of \$ 2.448 billion is more than 1.5 times the total income that year, Li Ning, and Kobe Bryant, Michael Jordan big names such natural link with Nike products together, the magic that China's consumers is difficult to resist.

If you do not see China Nike product of a trace, Nike's marketing in the Chinese symbol is everywhere. Nike store in Nanjing East Road Shanghai LED TV screen in the wall, playing the latest promo Bryant seven generations basketball shoes, Kobe incarnation as a motivational speaker, to entrepreneur Richard & middot; Branson, platinum Artist Kanye & middot; Sylvester, soccer star Landon & middot; Donovan and other teach success, Chinese people familiar Wang frequently appear in the film. As for some large-scale activities held in China in Nike, Liu Xiang almost every game no shortage.

After the cold scenery

Although the spokesman for Nike in China patiently told reporters that Nike is not in order to expand the Chinese market low-priced products, in fact, Nike's product prices include almost all levels of the Chinese people's needs.

Nike factory in Shanghai South Railway Station shop, a pair of Nike sports shoes, the price as long as 254 yuan culture, footwear can hit four fold since the lowest pair of 200 to 300 yuan of Nike shoes is not uncommon, higher positioning Jordan series basketball shoes after the discount as long as 539 yuan.

The latest sell Nike products Nanjing West Road Shanghai flagship store, both double 1729 yuan per seven generations of Bryant basketball shoes, there are around 800 yuan per pair of ordinary basketball shoes Kobe Bryant, the highest and lowest spreads of around 900 yuan, spread-price store Li Ning basketball shoes and the most expensive the most expensive basketball shoes between 500 yuan, if we consider discount stores, the price of Nike product coverage level is much higher than China's domestic

sporting goods business, under to migrant workers, from the stars of the elite, you can find their needs shoes Nike vast product line. Sporting Goods watchers Magang summarize the development experience of China in the past decade gold sporting goods companies noted that the most important one is that every year a large number of shop, the local sporting goods company's performance and therefore the double-digit annual growth rate It also applies to Nike's performance in the Chinese market. Nike largest distributor in the Chinese market, Belle, for example, in the first half of 2011, the number of new stores opened Belle is 349, which is selling Nike and Adidas products shop, since the number of new stores pull first half of 2011, sales of Belle Nike and Adidas products revenue grew by 17.4%. When a sharp slowdown in other Chinese local sporting goods shop business pace, the earnings growth target down to single digits, the number of shop Nike is still high growth, industry estimates, the number of Nike stores in the Chinese market, at least in 7000 over .

From past performance, the Nike performance in the Chinese market, endless scenery, but "the nest, eggs will survive without hesitation," the entire Chinese sporting goods market downturn in the background, in the Nike headquarters in China compartment a place blocks distance, the Nike flagship store in Nanjing West Road, Shanghai will be closed shop exit outgoing messages, although the store closed shop salesperson to secrecy, but the Chinese sporting goods cold, even as strong as Nike, I believe it is difficult to stay out This Nike is undoubtedly also a need to address the question mark - on sales to their homes as home, and really this market when home, how far (Chinese shoes Network -? the most professional and authoritative Footwear News )

INVINCIBLE x CONVERSE First String on joint shoes foot Appreciation 2013-12-08 23:42:28

CONVERSE CONVERSE First String's senior branch has continued to seek opportunities since its inception last year teamed up with major global trend of unit, overwhelmed, CONVERSE First String also invited to Taiwan famous fashion brands INVINCIBLE, launched a co-branded version of Jack Purcell Johnny Hi. Most shoes are shoes with a black suede base material to build, shoes into the middle of a black leather material, this add visual layering. In addition, the shoe heel also injected a large area of ??leopard elements, it has become the biggest highlight of this shoe. It is reported that this shoe will be in stores starting today INVINCIBLE entity, then will gradually be available in designated shops worldwide, will on sale in the mainland is still unknown.

ICNY x Puma Ignite "Ice Cream" is now on sale 2015-09-07 16:00:59

; the most recent period, Puma continues the major sports brands, fashion brand with the launch of a number of joint shoes, each pair of shoes has a unique tone and charm, so fans feast for the eyes, but also declared the Puma riding the "trend revival" of the road. Today, Puma and New York to join cycling accessories brand ICNY to Puma Ignite shoes modeled launch of "Ice Cream" joint series. The series includes two color: "mint chocolate", "chocolate cookies" are themes drawn from ice cream, whole fresh and refreshing simplicity, the kinetic energy of running shoes with bright colors highlighting the New Culture Movement Contemporary Urban. The series has been gradually sale, like a friend might continue to focus on it.

Nike Tennis launched a new lightweight Nike Lunar Ballistec tennis shoes 2014-02-24 21:03:32 in the tennis world, there is a maxim: "You could not catch the ball, you can not hit the ball." The highest level of modern tennis game faster. To help athletes in the game play better speed advantage, Nike tennis product designers strive to create such a shoe, both provide explosive speed, while also providing adequate cushioning and protection support.

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