

In order to curry favor with Chinese consumers, fit the Chinese consumer psychology Olympic year, Nike and Adidas are in the product design and promotion activities try to show Chinese elements.

Olympic sponsor Adidas With identity in their sportswear and sports shoes use a large number of clouds, dragons and bright traditional colors. At the Olympic Games in January this year, the staff and volunteers of the fashion show, Adidas ingenuity to the T-Taiwan replaced the traditional opera stage, cater to the heart is evident.

In contrast, Nike can avoid the clouds and other Olympic flag, we implemented a program Quxianjiuguo. Nike first introduced a "84 Olympic commemorative shirt", to commemorate the 1984 China for the first time to participate in the modern Olympics. Then in May 2008, 22 Chinese Athletic Association released Nike clothing Olympic entries are printed on the back of Chinese traditional totem. To counter the Adidas Olympic campaign, Nike choose a big fuss in its spokesperson Liu Xiang and Liu Xiang deliberately introduced a series of themed clothing and shoes.

## Olympic marketing wrestling

If in the localization of product design of the two sides are evenly matched, then brought to compete in the Olympics seems to fade in terms of pros and cons.

"sponsored Olympics" contest, has always been the core of the war Adidas and Nike, the most intense. In order to exclude competitors, Adidas has been the sponsor of the Olympic Games as their sphere of influence, do not give any chance to encroach on Nike. Faced with the Beijing Olympic Games, Adidas investment cost of 1.3 billion yuan, whereby in exchange for the greatest return is all Olympic athletes on the podium, would show the Adidas logo. Nike is the sponsor on behalf of the team move from the brain. Beijing Olympic Games 28 large items, Nike sponsored 22 projects swept the Chinese team, which means that these sports team members will be wearing Nike Sportswear race.

In this regard, the Olympic marketing experts Jiang Weihua said, and Adi's "positive storm," a lot of burn different, Nike sponsored the move clearly more easy way. According to the reporter, with respect to the selection of Adidas soccer, volleyball and taekwondo, Nike signed the diving, gymnastics and other teams might have more gold. Adidas sponsorship is not particularly optimistic about the Chinese soccer team, which is known for football marketing for Adidas, "sponsored by the Chinese soccer team will likely become a failure." Jiang Weihua said.

## pros and cons of celebrity endorsements

Obviously, Adidas miscalculation also more than simple sponsorship of the Olympic team. In terms of celebrity endorsement, Adidas appears to varying degrees, "the situation."

Late last year, Adidas launched the "2008 together, nothing is impossible" as the theme of the new ad. And in full swing around the Adidas Olympic advertising staged its advertising spokesmen has been found in different conditions: Sui Feifei foot women's basketball team, diving team Hu Jia eye injury has been hovering outside the threshold of the Olympic Games; Zheng although gradually rising popularity, but it can No poor performance of Chinese soccer team, led by Olympic stand, but also worrying. Obviously, these contract stars iffy, overall Olympic marketing strategy will be greatly reduced Adidas.

In terms of celebrity endorsements, Nike is firmly seize Liu Xiang, benefit quite good. In response, Nike Pan Jianhua, director of the Greater China market is quite proud of, "Our long-term goal is to be able to represent Nike in 2008 to convey a voice of Liu Xiang."

Sure enough, Nike in Athens Olympics four years later, and we continue to make new articles on Liu Xiang. July 2006, Liu Xiang broke the 110 meters hurdles world record of the day, Nike China store clerk put on a commemorative T-shirt sales; in August 2007 after the Osaka World Championships Liu Xiang achievement, "Grand Slam", Nike day on development and design of a "Raymond" T-shirts Nike says Nike is to make Liu Xiang appeared at the right point in time, and each has a different story appeared, of course, which also includes the 2008 Beijing Olympic Games.

;; ; [Chinese shoes Network - the consumer market] Jinan Wang, walk from QuanCheng street a shop to buy a pair of Nike shoes, the price is relatively cheap, but she said, how to see how I feel this pair shoes in question.

According to Shandong TV channel broadcast "live help" reported Ms. Wang yesterday in Jinan QuanCheng shopping, found a marked "luxuries large discount sale will be" on the shop, selling shoes and clothes is famous, the price is quite cheap. Wang Jinan people: "This shoe was yesterday, we come shopping, see this one store, we feel that this store is probably authentic, went and looked, the price is very favorable, the counter should be near 800 money now, to 900, this would only sell 399. "

pair of Nike shoes, cheaper than the counter four or five, Ms. Wang was soon out and buy a pair, however, when she buying shoes, but a number of issues. According to Ms. Wang said she changed before and after the four pairs of shoes, only to buy this pair. Ms. Wang is with her friends to go shopping together, and her friend also fancy a store brand Jackets. Wang Jinan people's friend: "Yesterday bought a wolf claws Jackets, outside logo is a wolf claws, then did not pay attention Kan Ma, tried, very appropriate home, a look at the lining, is lined with north It is too obvious, a look is false. "

so Ms. Wang's friends surprise when they took the Jackets to return when the other party did not say anything, immediately to the back. Wang Jinan people's friend: "I asked you is genuine, she said is genuine, I say there is the north, she did not say anything directly to me back up." "This shop getting bigger, but yesterday Come , flow is relatively large, more people buy things. "

When Ms. Wang yesterday about today want to wear a pair of Nike shoes to buy, also I found a little not right. Wang Jinan people: "(standard) it is playing here, genuine usually hit here, usually a pair of shoes, it is on the tongue, the insole is not the same, so many holes, which are black and dirty things."

Ms. Wang to buy Nike shoes Is there a problem? Life with the help of reporters to follow Wang, came together in a large mall Nike counters for verification. A large mall in Jinan Nike counter staff: "fake ....." surprising is that after the staff of the counter looked at, said Ms. Wang in the hands of the shoe is counterfeit brands. A large mall in Jinan Nike counter staff: "logo font is not the same ....." When Wang took this pair of Nike shoes, go to the store to return this time, the salesman did not ask, and soon pushed to put the money she was.

counters say is false, such a low price, do not buy the price of the shoes. So, Ms. Wang in the hands of shoes in the end there is no problem? Let's listen luxuries staff discount store is how to say. Live help reporters in an interview, many of the people said, like these low discount brand heel clothes, the quality is not credible. Live help reporters: "Do you think this is true?" Jinan public: "Ought to be skeptical," "Before You landed in the newspaper, then QuanCheng not the first time a few days to get away, I not doing it. "

This "still Outlets large sale will be" in, in the end selling is not genuine? In Wang friends under the guidance of life to help the reporter found yesterday that he returned the item "Wolf Claw" Jackets. Live help reporters: "What child on the subject mark here?" Wang friends: "North" life with the help of reporters: "In fact, what brand?" Wang friends: "Wolf Claw." Life help reporters: "? How much money" Wang friends: ". 499"

Jackets lining on this very clearly printed "north" sign, but the sign outside the whole jacket is "Wolf Claw", then this dress in the end it is not genuine life help? Reporter: "You This is authentic it "Jinan Quancheng luxuries large discount sale will staff:"?. Absolutely authentic "life with the help of reporters:" ask to go on the counter, it is not genuine "Jinan Quancheng Shangpin discount sale will be large staff? : "This I do not know, since we are genuine." Life help reporters: "? Where did you enter the goods" Jinan Quancheng luxuries large discount sale will staff: "This is not very clear, I'm sellers others do not know. "

store staff said they only salesman, the specific details, they do not know. When life help a reporter, to see what the person in charge of the store, to understand the situation, they can not contact the manager said. Wang Jinan people friend: "Teacher, you can look at the business license?" Jinan Quancheng luxuries large discount sale will staff: "We just sellers." Ms. Wang Jinan people's friend: "There it ? "Jinan Quancheng luxuries large discount sale will staff:." We just sellers, those things which we know "

During the interview, Wang reflected heel then buy clothes, this looks very formal shop, it could provide invoices. Reporter: "invoice it?"

Wang Jinan people: "It was to be with her, she said no." Reporter: "In other words, she does not indicate which store the stuff." Ms. Wang Jinan people: "Yes, there is no formal invoice ., only one money (this)? "Since the store claims are regular brand goods, why not provide purchase invoices it live help reporters:" Why not sell something invoice it "Jinan Quancheng luxuries large discount sale will be? Staff: "This activity is not involved in the invoice, where the activities are no invoices"

The staff said, because it is a special offer to engage in activities, so it does not provide invoices. However, if consumers think that the goods in question, even after the event is finished out to be holding a small return ticket to come to them, they've been here long run this store. Wang Jinan people: "If I want to buy it again, go where?" Jinan Quancheng luxuries large discount sale will staff: "counter." Wang Jinan people: "Where is the counter?" Jinan Quancheng still Outlets Large sale will staff: "Here"

However, what is surprising is that in this life to help reporters outside the store, saw an ad houses for rent, according to the above telephone, live help staff reporter contacted the rental. Staff renting: "For rent October 1st to the 7th ....." (Chinese shoes Network - the most authoritative and most professional shoe News Media Partners: shoe ; clothing and footwear News) ; ; ; There is nothing more global exposure effect football movement, but there are many such as Adidas and Nike rival rivalry

;; ; Rookie limelight is healthy nobility Shen floating

;; International Herald Tribune reporter Jin Jing in Berlin, in New York reporter Lu Huaiqian coverage ; ; ;? American star Pablo Maas Eni and Mexican star Jaime Castro? Lozano per person only three hours of time to recruit players from the business on the streets and beaches of Los Angeles, the United States and Mexico were grouped team held a spectacular beach soccer. Their feet shoes brand, Adidas.

;; ; This is the new design for the World Cup Adidas broadcast advertising. Americans wear Adidas is not surprising, strange thing is, American fans during the World Cup this year, only to see the Adidas ad because, Adidas bought the advertising rights during the World Cup.

;; ; apparently, than the World Cup earlier in another duel has begun, this is a war will be the outcome of the game, because only two top rivals: Adidas and Nike.

;; ; Adi: occupation World Cup ;

;; ; Adidas soccer series is the only market in the field ahead of its rival Nike. In this market, Adidas accounted for 38% of global share, compared with Nike's high placing him second place seven points. Adidas World Cup this year at the home of Germany, Adidas was seen as a "home" campaign, of course, to take the lead.

;; ; Adidas is the official sponsor of the World Cup, which means "Adidas" name will appear in the most prominent position in each of a football field. In addition, the capital of Berlin on the lawn of Parliament and the Prime Minister between Adidas built an exclusive sponsorship can accommodate 9,000 people in the open-air broadcast of the stadium, designed to not be able to buy World Cup tickets for fans setting.

;; ; Adidas also all 64 World Cup matches to provide the game ball. The company said that football called "team spirit" of the new design since the beginning of December last year, has sold 10 million, they are expected to end this year, but also to sell 5 million.

;; ; of course, the most ruthless one move, when the number of Adidas buyout of all inside and outside the stadium all the billboards and television advertising rights, so that other international brands in the industry such as Nike, Puma, etc. "Nowhere settled."

;; ; "This is our biggest ever promotion strategy," Adidas chief executive Herbert Hainer said -

;; ; It is reported that Adidas pay more than the current world of advertising costs have been as high as \$ 200 million. But the company predicts that the World Cup will enable the company's sales increased by \$ 1.5 billion.

;; ; Nike, VEIN consumer

;; ; in any case, Nike is not a sign of weakness. Since the World Cup held in Germany, Adidas reap "proximity" cheap, Nike can only change the strategy, in a non-traditional way, to expand the company's momentum during the World Cup.

;; ; March 15 this year, Nike and Google co-founded the world's first fan community site --Joga.com, in 14 languages ??covering more than 140 countries worldwide and regions. Fans can discuss favorite teams and stars through the website and enjoy the most exciting game pieces, but also video files downloaded to their iPod, computer, cell phone always enjoy.

;; ; Joga.com is Brazil Vocabulary "joga bonito" (beautiful playing) named. Nike is expected to have millions of fans registered on the site. Nike's vice president of global brand management department Trevor Edwards said:? "The kids Internet chat, make friends, this is the day their world ..... do with a giant shoe giant advertising is gone. "

;; ; Nike's marketing strategy and the effect has been amazing. The company expanded the brand's most prominent point is the most prominent players signing, was named the world's best players such as Brazilian Ronaldinho. In addition, Michael Jordan and Tiger Woods, etc.

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