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Adi think on its sponsorship of the team and the German team of Argentina Ozil make the world feel its presence, its sponsorship of the Brazilian World Cup ball "Brazuca", the price is \$ 160.

However, given the scale of the war, this race will also use stealth marketing. Football spectators in this world will serve as a precedent, Palmeiras club wear yellow, the Brazilian national team wore green and blue.

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Berenberg Bank, said: "This initiative in dealing with disturbing Nike, consolidation of status, Adidas has a tactical trick them.."

The world's largest sportswear retailer Intersport Klaus said on the roster of Nike's top athletes like France's Franck Ribery and Portugal's Cristiano Ronaldo is an important reason for Nike's sales in Europe rose.

He told Reuters that a star such as Franck Ribery, Ronaldo, Ibn having great influence, they are a lot of kids to follow an object. celebrity endorsements

The same big celebrity endorsements to promote Nike's success in a wider range.

Nike retailer said this year due to good design style and comfort, such as selling barefoot running shoes and athletic shoes wear big stars, so that the market share gradually increased.

name Nike-sponsored surprising roster currently includes footballer Ronaldo, table tennis players Roger? Roger Federer, golfer Tiger? Woods, track and field athlete Carl? Reeves and the like.

Marketing Company SCB Partners Tamil? 'L' to the British, "said Nike brand presentation in terms of performance has been very excellent. Nike says' no matter what sport, we will and top-notch athletes in this area partnership '. Of course, for this, the fact that Nike really did. "

Adidas CEO Herbert? Heiner said this week our group made some wrong moves, but I believe we can develop a range of innovative product development business. Our new product pipeline is full.

Adidas hopes to have its run-up shoe cushioning technology currently applied to other categories such as basketball, and promote the growth of sales. This expansion is expected to be this year to introduce the production line in 2015, the run-up shoe sales increased to 15 million.

In order to cope with Adidas, Nike also signed to gain market share in many sports stars. However, the US basketball superstar Derek? Ross because Ross repeatedly injured cooperation quit several months and today the court encounter difficulties.

What was cool?

The biggest challenge

brand sports is cool to get the title, than simply designing a new product out of one hundred and eight thousand times harder.

Market observers said that at present, there appears to emulate Nike Adidas performance, because Adidas priority to innovative technology and social media much attention.

digital strategy agency TH_NK policy guidance Simpson said the Englishman, Nike for the next wave of the definition of age is very keen, "the 1880s, we seek is comfortable, and now, the emphasis is on technology and sustainability. "

Nike Twitter has 2.5 million fans, 570,000 more, while on Facebook, activity Nike over Adidas same account, which means that the public is more willing to account for the updated content Nike powder Sibiedi Fans exchange, comment.

like Nike + Training APP Like this track better than Facebook's characterization point of forcefully into a brand, Simpson says.

Adidas CEO Hainer said Adidas this week will put more money in the digital and social media.

global leader in the digital domain Repucom Garth? Peleg said Adi in the past few months on Facebook, Twitter top investment strengthened a lot. Adidas Athletics social media seems to be an attempt to transcend the brand into more cultural symbols of the European region, while the exemption in the World Cup threat from Nike brand. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: shoes famous network ; global fashion brand network.)

;; ; [Chinese shoes Network - brand observation] next year, Brazil's World Cup team for a showdown on the countries on the pitch.

Nike and Adidas, will also start competing.

To become the next round of world sports brand hegemony, competing in all aspects can not be ignored.

Nike is currently in the global sports market accounted for 14.6% of the market share, while Adidas accounted for only 11.4% of the share. Nike and Adidas brand in Europe and gradually narrow the distance. According to Euromonitor's data, 2012 Adidas sporting goods market in Western Europe accounted for 13.2% of the country, and Nike only 12.4%.

German sporting goods retailer Sport2000 leader Hans said, "Adi undoubtedly exert all efforts to regain lost ground, and Nike are not content with the current results. Therefore, it is difficult to assess how about next year's situation. "

Adidas has more than 40 years with its unique three parallel lines logo used in the clothing and shoes of the glorious football tradition, but it also has very good partners to respond to future challenges: Adidas by investing in German soccer Bayern Munich 9% of funds with the team to establish a good relationship; in addition, it is the world's football governing body FIFA World Cup design official uniforms.

Adidas football prediction to 2014 sales to reach 2 billion euros, and the entire group to achieve sales target of 17 billion euros in 2015.

Nike in 1994 only to enter the football market. But in a short period of time, the brand has to and including Manchester, England, including several influential football clubs to establish cooperative relations.

unique swoosh and a hook-shaped logo of Nike and not as a separate sport category predicted sales target like Adidas, but prophecy Group sales in 2015 to reach \$ 30 billion. This also shows that they have confidence through the next year's World Cup grand plans to continue to expand the brand influence, defeating local German company Adidas.

Nike 2013 first quarter (ended August 31) Sales in Europe rose by 8 percentage points. At the same time, Adidas sales in Europe fell by 7 percentage points.
Implicit Marketing

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Chinese shoes network on January 26 hearing, Nike (NIKE Inc., NYSE: NKE) today released the 2007-2009 fiscal year Corporate Social Responsibility (CR) report, which lays out its next phase corporate social responsibility strategy from risk management, philanthropic and cooperation scale formula into a focus on innovation, collaboration, transparency and active participation in a long-term strategy to make the company to maintain positive growth momentum in the sustainable development of the economy.

company for a sustainable business and innovation (SB & amp; I) attaches great importance to further penetrate all of Nike's business strategies, the formation of a more sustainable approach, so their business, community, provide greater returns to workers, consumers and the world.

The report describes the Nike's five-year goal of corporate social responsibility, and conducted a comprehensive review of its corporate social responsibility efforts made over the past three years.

Nike President and CEO Mark Parker said: "Sustainable development for Nike's growth and innovation is critical to improve the sustainability of our business, our customers, contract workers, employees and shareholders. everything is beneficial, because consumers expect products and experiences little impact on the environment, workers benefit from the sustainable production of their purchase, and a company of the future will be ready to give their employees and shareholders return . "

Nike recognize that natural resources and the need to reduce the impact of low-carbon economy, so Nike also shared a report by its closed loop (closed-loop) business model of vision, namely achieve zero waste in the supply chain, and products and materials can be continuously reused, avoid wasting the consumer segment before and after. This vision aims to promote innovation and the development of sustainable business processes and models.

Hannah Jones, Vice President of Business and Innovation for Sustainable Development, said: "As a growing company, contact Nike and sustainable development of the current labor force is very clear, the youth movement, supply chain and products. social, environmental and economic restructuring are likely to have serious impact. This provides an opportunity for Nike, so that we can take advantage of our ability to innovate and to insist on transparency and collaboration to deal with these complex issues. "

The report was released a five-year target of Nike schedule established in 2007. The company has made good progress in many areas, such as human resource management Lean (Lean and Human Resource Management) training in contract factories implementation, as well as reducing waste and increasing the use of toxic materials in the environmental advantages of high-performance products, etc. Considered Design .

The report also describes the progress of the other difficult targets, such as overtime labor contract factories of management. To help understand the complexity of the issues or strategic changes, Nike also made some changes or explanation.

The CSR report describes some important projects the company:

1. Considered Design

Considered Design by reducing or eliminating toxic waste and increase the environmental advantages of using the material, into the principles of sustainable development in innovative high-performance athletes products.

2. GreenXchange (GX)

GX is a web-based market for sharing all kinds of new intellectual property to guide sustainable business models and innovation. This is a system for capturing, sharing and licensing patents system, once the other person involved in the use, you can birth to creativity, to help address sustainable development issues currently impeding the encounter. GX goal is to make people see private intellectual property rights, by the people, so as to promote the development of green innovation.

3. Lean Human Resources Management (HRM)

Nike has been working with contract factories, specialized training they implement lean manufacturing and human resource management. Lean principles through skills training, teamwork and instill the concept of quality above quantity, to narrow the distance between decision-makers and workers. Human Resource Management enhances the plant's management capabilities, and they recognize the value of a strong workforce. Although associated with the Nike contract factories cooperation is only one aspect, but for Nike to create a more lean, green, strong and fair supply chain strategy is an important support.

4. movement to bring social change

Nike has furthered its strength through sport to promote social change strategies. People underestimate the strength of the movement in the construction of social entrepreneurs and community innovators networking capability to promote positive change and social, economic and cultural. Nike and Grassroot Soccer in Africa cooperation project is a strong evidence. This is a community project aims to enhance HIV / AIDS awareness and education directly address a pressing social need, it is the media campaign to attract young men and women, to convey information to them so that they can make informed decisions.

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