

And let Shen Qiang little surprised that he tailed the company, about half the flow of fakes the Americas and Africa, with Zhang's words called "out of Asia, to the world." According to Guangzhou, a business affairs person in charge of the investigation, there are about 6 percent more than Nike, Adidas and other counterfeit goods have been exported to foreign countries, but the current trend is strengthening. Often these garments through the network to get in touch with overseas vendors, after all removed by the trademark brand of customs export, to a foreign country and then by the merchant to add their own trademark.

the last day of February, Shen Qiang of "cat and mouse game" began to close the net, in the Guangdong factory to see the goods, Shen Qiang Zhang and local law enforcement agencies to complete a fatal blow, Shen Qiang still remember Zhang was amazed eyes: "There is to buy fake, only fake, what's wrong with me?"

;;; the highly anticipated 2008 Beijing Olympic Games has become the past, but the focus of discussions about the Olympics, Liu Xiang out of the race but still lingering, Liu Xiang out of the race so that the whole world was shocked, but also make endorsements brands by surprise. Then the face of this emergency situation, how to respond quickly and effectively, which greatly test of the brand manufacturer.

Liu Xiang out of the race into a network of community focus

odd cool online community research institutions 246,715,876 blog posts and data across the network during the Olympic Games in August 2008 the community was analysis, which has a number of features articles for Liu Xiang 846,000, which informed the recent "Liu Xiang" has become the focus of the Olympic Games the most talked about online communities.

;;; data show: Liu Xiang out of the race after the incident, Liu Xiang, the instant attention of the outbreak in the community

1, the data changes from the overall trend, Liu Xiang event After the occurrence, the community's attention an instant upgrade. This phenomenon once again proves that the online community has become a hot spot was found, as well as the main platform for the spread of hot and ways to expand hotspots;

2, the community's attention, Liu announced on August 18 after the game peaked . After the incident, attention, Liu Xiang slow downward trend, users of Liu Xiang's focus more on the discussion turned to retire the event.

China's Internet community is gradually becoming a mature and rational speech

odd place to cool a large number of users on the basis of Liu Xiang attitude survey found that Chinese Internet community is gradually becoming a rational mature remarks place, then for the business, the online community has become an important part of the business of network marketing can not be ignored.

Data Display: Sign for Liu Xiang, in the community, the more the voice response expressed understanding, regret and to accept

1, from the entire community for Liu Xiang The move, in support of the attitude of the users accounted for 66% of the proportion. China's Internet users are rational, Chinese Internet community is gradually becoming a mature and rational remarks place;

;;; 2, reflecting the sound out from the community point of view, expressed understanding, support and regret the attitude of the three accounts in the top three. Here is an example of a specific point of view of users:

;;; Nike and Lenovo for Liu Xiang Two Strategies

Liu Xiang suddenly out of the race, making its endorsement brand manufacturers by surprise, facing the unexpected situation, Liu Xiang The endorsement of the brand manufacturers should take timely and appropriate measures to deal with vendors measure different attitude, but also caused a different response effect, here we are with Nike and Lenovo as an example to illustrate.

The first is Liu Xiang's attitude after the game, the Nike brand, Nike issued an official statement: "Liu Xiang, China has been the most outstanding track and field athletes, Nike is working closely with Liu Xiang and proud at this time. We understand his feelings, and look forward to his comeback." Nike on advertising, the replacement of the print ads, August 19 a new version of Liu Xiang advertising in major print and online media delivery.

Look at Liu Xiang's attitude after the game, the Lenovo brand, Lenovo Group, said, "continue to be assessed whether the expiration of the contract." Lenovo on advertising, will be put in the television media and subway station by Liu Xiang endorsement Lenovo laptop ads, all taken down.

Liu Xiang Nike and Lenovo are two effects of different coping strategies

Two different coping strategies, resulting in two different effects, let's look at two data graph.

;;; data show: Liu Xiang After the game, the users attention for Nike significantly increased attention to enhance the rate of 87.88%

1, Nike, Liu Xiang after the game in a timely manner replaced in the print media and online media based advertising, public opinion and get a great deal of concern about the increase.

2, users Lenovo brand pulled Liu Xiang's endorsement ad feedback is not good, after Liu Xiang in the incident, Lenovo brand awareness to enhance the rate of only 40.66%. Lenovo did not get the chance to take advantage of to enhance brand awareness. Let's take another look before Liu Xiang, the users change the ratio of Nike, the Lenovo brand attitudes.

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;;; Based on the above analysis, we get the following three conclusions:

1, Liu Xiang out of the race after the incident, the community concern about the surge, significant growth. It can be said the community is to find hot spots, hot spots spread and the expansion of hotspots major platforms and pathways, enterprise vendors should focus on the role of the Internet community in the word of mouth marketing;

2, Liu Xiang out of the race event attitudes from friends point of view, shows that China's Internet users are rational, Chinese Internet community is becoming a mature and rational speech places;

3, Liu Xiang, although to some extent, so be certain to suffer endorsement of the brand loss, but after the incident, or it can be used as an opportunity as a marketing breakthrough. Changing advertising and marketing strategies of each brand, in the community can get timely feedback, Nike, Lenovo's Liu Xiang after the game in a different approach, showing that "homeopathy", "contrarian" of the different results in the community response to public opinion in order to win popular support, "the flow" is the key!

;;; Adidas favorite saying is "impossibleisnothing", but this can not really happen to them - adidas, 1948 inception, has gone through a full 58 years of wind and rain Road, Nike, 1972 was born, 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 The first 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!

;;; the scramble for resources will inevitably collide

;;; are committed to sports brand, is the industry leader, to compete in the resource on collision produce generic human nature, traditional areas of strength Adidas is 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 Annual sales reached about \$ 1 billion, while 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 □Ö□□Θ□` 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 upper channel 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.

;;; in accordance with the successful experience in the sporting goods industry, excellent brands and products must first obtain the best display of results in excellent products terminal stores, so to win market initiative and Consumption 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 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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