

Return combat
uncover the story behind the high wall

Before we talk, for this high-top design is almost contrary to human physiological structure, you can not play will be issued a doubt, the answer is yes, the designer is not to design a pair of basketball shoes, but can not play basketball carefully observe two pairs of shoes, you will find a common ground, in the upper towering behind, but hidden a height very suitable "second upper", that is, high-top design is not all, pull Air Jordan 28 open zipper, open vamp, you will be pleased to find that, in fact, a pair of Air Jordan 28 is downright's shoes to help, then on foot, you can very clearly feel wrapped ankle, and this package but does not extend to the calf, while Kobe upper 9 although it is not turned down, but the material is extremely soft and toughness can fit legs, really play a supportive role in the TPU material still present in the ankle, so that we Do not be fooled by the upper tall, really on the back foot combat, you will find, whether it is Kobe 9 or Air Jordan 28, they are designed never to sacrifice the slightest actual performance.

Perhaps we can not predict who after twenty years of basketball shoes grow into what it was like, like today's Air Jordan 28 and Kobe 9 as subversive designs make them become Sneaker field of heterogeneous, but I believe that before long, Air Jordan 28 and Kobe 9 will be off the "otherness" of the hat, you'll find that almost all of the high-top sneakers have become advocates, Air Jordan 28 and Kobe 9 is like two Menorah, pointed out the future direction of development of basketball shoes.

From Kobe detail 9 we can see, although the use of ultra-high upper design, but all of the details and use of technology is to make it double the new Kobe 9 beyond all reach heights in performance.

adidas Ultra Boost "dark green" color release 2015-09-06 10:41:22

If the recent launch of the most successful adidas shoes, it comes as Ultra Boost none other than you! With Kanye's influence in the world, it will instantly become a popular trend circle must-have item! Subsequent launch of a variety of color, no one did not get everyone's welcome, the network again before the release of one pair of new color shoes, shoe overall Israeli green tone, for creating a different kind of atmosphere. It is reported that the shoes will soon visit designated shops for sale, like a friend to look at it.

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Sneakersnstuff x Reebok Court Victory Pump Published 2013-12-08 23:35:34

Sweden famous shoe shops ; Sneakersnstuff been with sports brand Reebok has a very friendly and cooperative relations, the two sides have been many times for us this year offer a variety of people talked about the joint work, such as black and white dots of ; Insta Pump Fury, hit the color design of the Question so on. This time, the two sides are working together again to the classic Court Victory Pump modeled, to create a distinctive personality of this ; Sneakersnstuff x Reebok Court Victory Pump "Crayfish Party".

bold orange shoes leather shoes material to build, together with the same color of the laces and outsole, midsole places white colors, and injected ink embellishment. The shoes biggest bright spot is that the Pump button on the tongue with a special smiley faces show people, in order to cater to the ; "Crayfish Party" theme. It is reported that this shoe will be Aug. 29 at ; Sneakersstuff physical stores and online store shelves.

[Chinese shoes Network - brand observation] Beaverton, Oregon, Nike Inc. (hereinafter referred to as "Nike") office, the former Tour de France, "seven-time champions" Armstrong's picture was removed from the wall.

posted on this wall collage of dozens of athletes, they are different times for the Nike endorsement star.

Just a month ago, has been to support Armstrong's sponsor Nike decisively with him draw the line, officially announced the lifting of the sponsorship contract.

A book of evidence the United States Anti-Doping Agency (USADA) announced recently, allegations comeback fight cancer after 7 wins Tour de France champion Lance Armstrong of doping abuse, at the same time, the agency denied the Armstrong since 1998 All title and banned for its implementation.

sporting goods giant Nike endorsement contract a lot of stars, which also makes it had to bear the negative news from the endorsement of the troubled star.

Nike bring trouble to include frequent derailment Tiger & middot; Woods sex scandal caught Kobe & middot; Bryant and Ben & middot; Roethlisberger, and indecent words and deeds beneath Pennsylvania State University football teams.

Even so, Nike chose to stand with them, it's the bottom line: private life is your thing, but when you are wearing Nike clothing, please observe the rules of the sport.

The bottom line violation of Nike athletes will be ruthless abandon, such as the beginning of this century, Nike gave up tested positive for doping in track and field star Marian & middot; Jones, baseball player Jason & middot; good Dalby (Jason Giambi) in recognition After using steroids, Nike refused to join hands with him.

more celebrity endorsements to spread the risk?

In order to reduce the embarrassment caused scandal celebrity endorsement, some big brands take more celebrity endorsements way to spread the risks. For example, Pepsi has invited to Nicholas Tse, Sammi Cheng, Aaron Kwok, Louis Koo, Faye Wong, rain, Beckham, Ronaldinho, Roberto Carlos and the like.

"select number of celebrity endorsements, indeed can spread the risk to some extent, in effect." Adfaith management consultant, told reporters that a number of stars at the same time or different times words, can strengthen the brand position and influence maintain brand vitality and attractiveness, but also differences in the use of different stars different product lines support sub-brand.

For example, Nike sports products generally by the famous athlete endorsement, leisure series may endorsement by the Civic star non-athletes.

However, "more celebrity endorsements can be described as double-edged sword", Professor of International Business Administration, Shanghai University of Finance and Economics Department of Marketing Chao steel orders, enterprises can make use of a number of star's influence grew rapidly, and once the individual spokesperson situation occurs, others can continue to serve as the representative of the brand image, to spread the risk, but also lead to not enough focus on brand image, distinctive.

innovative products to reduce dependence

Nike is one more brand spokesperson, of course, one of its star of negative news by upsetting the brand, but now for Armstrong's "down", Nike has been like the past so tangled and worried, because The company's marketing reliance on superstar has been greatly weakened.

In the past three years, Nike's advertising budget spent on traditional media declined by 40%, despite a record of its marketing budget in 2011 reached \$ 2.4 billion. Company Advertising Age survey data show that Nike reached \$ 800 million in 2010, non-traditional marketing budget, the proportion of total marketing budget in the United States ranked first in the advertiser.

Nike found its core audience - young man moved from the television on the Internet, so hope can occur and customer relationship through innovative products directly, engaged in among their lives, control of their data, their grasp needs more effectively influence them.

If you put the lid slightly larger than an adult thumb chip into a special Nike running shoes, this kind is called Nike + classic product that can track the movement you include time, distance and energy consumption and other data, including and encourage you to transfer the data to nikeplus.com above, where you can get some suggestions for training, but also with friends to share their income. Michael era, Nike in order to attract more attention, and only in the US Super Bowl (Super Bowl) game, then have a maximum of over 200 million people / day attention, and now every day can easily achieve this Magnitude. While no financial details about Nike + but some foreign analysts say, Nike + increase the number of members by 55 per cent in 2011, while its running business up to 30% revenue growth, to \$ 2.8 billion, Nike + contributed.

"more celebrity endorsements is to deliver the brand values ??through personal influence at the same time generate the target customer 'pull' and direct way to reach consumers more of a direct 'thrust'," Yang Jianxin think, Marketing of the two different directions in nature, but accurate, interactive, cost advantages are not available in the traditional market.

more "sticky" than the star

increase digital marketing is another advertising giant Procter & Gamble to get rid of in the new media era "Star addiction," the latest strategy. In recent years, Procter & Gamble gradually realized in the search engines, social networks and other precision marketing platform, for different markets can be used to promote the combination of different, more cost-effective delivery of advertising, which previously P & G's advertising costs are mostly used in the celebrity endorsements to master of traditional media.

"fundamental transformation of P & G's marketing approach will make it to reduce investment in the field of traditional media in favor of the creation of more personalized for each consumer." P & G's global marketing and brand building officer Marc Pritchard also had media said.

"Of course endorser also will be part of the huge marketing budgets of these large FMCG companies, after all, as the TV ads with celebrity endorsements marketing approach for a mass consumer brand or its necessity, but they are in the company's marketing plan dominated the era is over. "Foreign Economic and Trade University, Associate Professor, Department of Marketing

said. (Chinese shoes Network - the most authoritative and most professional Footwear News)
Pick's sports shoes production lines. (Linshi Ze ; Photo)

;; ; Beijing Olympics footsteps drawing near, many Quanzhou sports brands have begun to recount, increased marketing efforts, the Olympics once again become the Quanzhou sports brand stage. Thus, last week came to Iraq to participate in Olympic qualifying again made news in Beijing, had been determined to make the Iraqi Olympic team sponsor Fujian Peak some "chuckle." However, just recently, Fujian Peak Group Co., Ltd., general manager Xu Zhihua told reporters on the Olympic Games is not the Olympic brand marketing vertices and all, but only a part of the Olympic further towards internationalization, "the Olympic brand is a tenacious struggle to build The spirit of sport. "

;; ; It is with such a fighting spirit, the Olympic choose to establish operations center in Xiamen, Xiamen use of personnel and information superiority, and constantly open up the international market in recent years, showed " I Can Play "brand proposition, has become the benchmark for domestic sports industry. Recently, Quanzhou Peak Group headquarters, our reporter on the domestic sporting goods market, the Olympic marketing and international road and other private companies issue an exclusive interview with Xu Zhihua.

;; ; Brand: stable domestic market in the first basketball shoe

;; ; Not long ago, before the domestic well-known market research firm Rui (Shanghai) Consulting Company reported 2007 basketball shoe market share ranking, we have been working to build the leading brand of Olympic basketball equipment, basketball shoes, among the domestic market, the top spot again.

;; ; ". This is the Olympic 20 years to uphold the results," said Xu Zhihua, a large sporting goods market, limited Olympic effort, so he chose basketball shoes this subdivision field, after so many years of effort, Peak has basically established leadership position in the domestic market. It is reported that, after 20 years of Olympic development, from year to Nike foundry small factories, has become now basketball shoes based products, set footwear, shoes, clothing, bags and other sports equipment, professional equipment export-oriented business. At present, domestic and foreign sales agents more than 50 Olympic grouped in the major cities in China has nearly 4,000 stores, has established a sophisticated combination of the brand marketing operating system, and export business throughout the world, with 2007 sales of at least 1 billion yuan.

;; ; from the 1990s began sponsoring The Team, to become 2007 NBA official partner, Zhi-Hua Xu believes that the insistence of the Olympic final in exchange for today's results. "Some companies would not identify the location where their products are not formed its own characteristics and brand." Of course, adhere to the process for any company is not easy, but the Olympic insistence to basketball shoes quality and professionalism impressed consumers.

;; ; Marketing: foreign Olympic athletes provide "shirt"

;; ; The Olympic Games is a good opportunity. "Despite the successful bid of the year, Xu Zhihua just graduated from college, his father had founded the Olympic company also just a salesperson, but Xu Zhihua brand marketing ideas never was already formed when he became general manager in 2005 Peak when it formally presented to the board of directors of international brand strategy, Olympic marketing is undoubtedly one of the components of

;; ; Olympics this year, Iraq and Cyprus on behalf of the Olympic team wearing apparel into the stadium, but also in the game outside the Olympic 40,000 Olympic volunteers dressed in costumes for the Olympic Games to provide services. Since 2001, the Olympic Games marketing revolves around a lot of investment, "CCTV advertising to sponsorship from Iraq and Cyprus national team, Olympic invested several billion yuan. "Xu Zhihua said

;; ; However, Xu Zhihua vision did not stop at the Olympics," the future of the Olympic brand will be international brand "is proud certificate. From the second half of last year, Olympic success into the NBA, its advertising effect shaping the Olympic international brand image, the current Olympic in more than 40 countries and regions overseas markets have achieved profitability.

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