

Dear All

One of the big consumer brands of the world celebrates its golden jubilee this year. This learning note is about Nike, what I have seen over the years and what I have read and my interpretation of the same:

1. Nike is named after the Greek goddess of victory. It is the most valuable apparel brand in the world, way ahead of Adidas, Reebok etc. it is also better than Gucci LV and Chanel in value.
2. Nike is one of the most visible brands in pop culture, we see it in every movie, we see it in every sporting event.
3. I personally think what Nike got right was tap into the concept of individuality. Individuality today seems natural, and a given in a social media world but 50 years ago for Nike to celebrate individuality 50 years ago when most brands were collective is prescient. Nike was one of the successful brands to target the individual, most brands the. we're targeting families or a collective feeling e.g., Chevrolet, the heartbeat of America etc.
4. Nike introduced its famous line JUST DO IT in 1988. Thirty-four years later, it's part of lexicon.
5. Nike was started by Phil Knight a budding runner and his college coach Bill Bowerman. The coach developed the first running shoe by pouring rubber into a waffle making machine to get a flexible rubber sole.
6. Nike taught in business and marketing several lessons. In the 1960s, Theodore Levitt writes an epic article MARKETING Myopia. Around the same time, Nike and its leaders realized that they were not selling sneakers, they were selling a Dream and they were selling a lifestyle.
7. No brand allows you to touch its logo, the brand name is written in the same way, in exactly the same font. Nike was one of the first brands to break that stereotype thinking. They would write Nike anyway they wanted, up and down sideways etc. They broke every rule in the way the brand name was presented to the consumer in advertising and in merchandise.
8. The swoosh was created by Carolyn Davidson, a graphic design graduate of Portland State University, and trademark registered in 1971. It was a tock mark for some. Nike considered dropping the swoosh in 1998 when there was backlash against factory practices. Lucky, they didn't.
9. Nike has backed more than 10,000 individuals and teams in its lifespan so far. No sports brand or any brand can claim that kind of association.
10. Nike's design philosophy is not about products but idea. So, they have never just stayed safe with athletes, they have worked with subculture influencers.
11. Nike employs 73,000 people globally, expected to have revenues close to \$50 billion in 2022, and gets 50 % of its business digitally. Its market cap is 170 billion \$.
12. Phil Knight writes shoe dog a few years ago, it's a great book on how they handled the superstars of the last few decades.
13. They have Michael Jordan, Serena Williams, Roger Federer, and Tiger woods to name a few. They moved from sneakers to apparel to gold equipment etc. These were big bold moves by any yardstick.
14. Nike has always continued to remain cool, after 50 years, no one ever says "it's my dad's shoes or my mom's shoes". They have made it everyone's shoes. That's been their biggest win they have been timeless.

Nike and its consistency have always been a practice for others to emulate

Enjoy  
Shiv