



DISRUPTIVE OFFER & HEALTHY LIVING

WHY

Nike's Digital Sport division is motivating people to exercise more through their Nike+ products and services.

HOW

- The Nike+ range of products and services invites digital technology to enhance the training experience.
- The Nike+ FuelBand, smartphone app, iPod, SportWatch GPS and Kinect Training device measures users' movements and converts them into NikeFuel points.
- Users can share their earned NikeFuel points online and compete to collect more points.

BUSINESS VALUE

 REPUTATION	Brand sentiment – Fast Company voted Nike the No.1 Most Innovative Company 2013.
 MARKET	Creation – Nike+ has created a new market of digital sport products and services.
 SALES	Penetration – Nike+ plugs into different product categories, like Running and Basketball, to drive penetration.
 INNOVATION	Technology – Nike+ developed new technology. Relationships – Nike developed new relationships with brands like Apple.

CONSUMER VALUE

- FUNCTIONAL**
The Nike+ range gives users feedback on their performance.
- EMOTIONAL**
Capturing and feeding back user data taps into the desire for self-improvement.
- SOCIAL**
The Nike+ community and connectivity turns activity data into social currency.

RESULTS

- Analysts say Nike+ membership growth was important in driving sales in its running division by up to 30% to \$2.8 billion between 2011-2012. [Source](#)
- Nike+ FuelBand reportedly sold out within four hours of launch. [Source](#)