



Nike - Just Do It (1988) - Very first commercial



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Nike

**Nike** - Just Do It (1988)



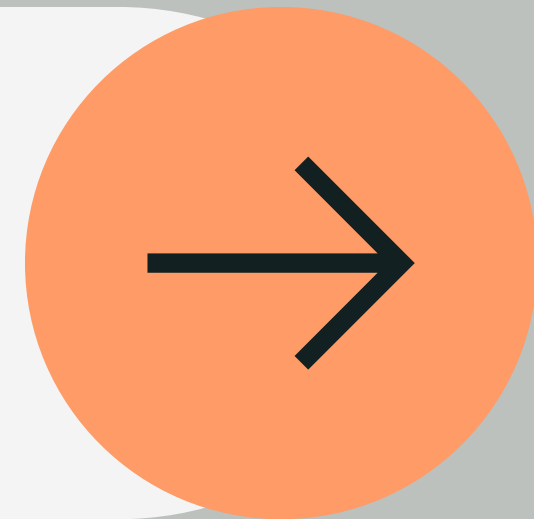
**How did**

**he feel?**



**Unleash**

**Your Bold**



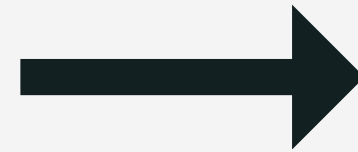
**What makes**

**YOU**

**feel bold?**



# The **IMC** Challenge



Outdated

Revitalized

## The Best Running Shoe Brands for Quality, Comfort, and Durability



Ranked fifth for the best running shoe in Canada in Times Magazine.

Goal: Increase ratings without changing the shoe.

Young Adults

@cathryndc12



Adults



Teenagers

@baileysok



Teenagers

@baileysok



# Target

# Audience



Demographic



Geographic



Psychographic



Behavioural



Key

# Messages

**Unleashing potential**

**Inclusivity and Unity**

**Diverse Triumphs**

**Innovation and social  
change**

**Courage**

**Authenticity**

# Strategies

# and Tactics

**Interactive digital  
platforms**

**Social media campaign**

**Personalized marketing**

**Collaborations and  
partnerships**

**Event planning**

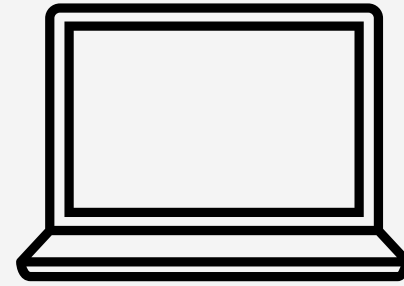
**Innovative product  
launches**

**Localized campaign  
adaptation**

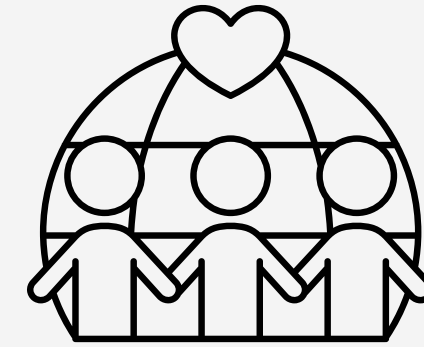
**How is the renewed campaign more current and how it appeals to Canadian audiences?**



Inclusivity and  
diversity



Digital  
engagement



Community  
building



# Communication **Bilingue**

**“Libérez Votre Fierté”**

Nous sommes complètement dévoué à créer des communautés avec la confiance a faire n'importe quoi pendant leurs vies.

@nicabica



**What makes **YOU** feel bold?**