

Apparel
Ten Eighty°

Request for Proposal



Our Team



Daniel

Uses communication skills, of both written text and verbal varieties, to efficiently portray the enthusiasm our agency has for our products and clients.



Ivana

Analyzes and researches the current marketplace and industry as a whole to ensure that we always have something particularly special to offer.



Cameron

Evaluates potential challenges and obstacles for our agency and methodically organizes our plans to warrant our avoidance of said challenges and obstacles.



Zahar

Skillfully executes the plans of the agency in a way that uses a strong sense of time management, and additionally sets clear goals for our products and clients.



Gurpartap

Logically sets out a clear plan for what needs to be executed in our plans to ensure that each individual aspect and team member is in compliance with our overall goals.



Hristina

Uses strong message delivery to guarantee that our information is dispatched to the right audiences, and structured in a way that provides a positive reputation.



Nicholas

Coordinates plans and discussions with both external and internal spokespeople to ensure accurate and efficient word-spreading/buzz about our projects.

Agency Overview

Based out of Etobicoke, ON, Apparel 1080° is a PR agency aimed at helping companies launch specialty clothing and accessories designed for specific temperatures or climates. Our team members have a wealth of knowledge and experience publicity, design and entrepreneurship, and are more than just qualified to help you launch your next temperature optimized apparel - they're the perfect fit. The members of our group also have diverse backgrounds and educations, and each have something new to bring to the table when it comes to planning your next project.

Our team has worked on projects involving a multitude of big brand names in the field of temperature-optimized projects. Some of our projects have resulted in products including but not limited to Canada Goose, The North Face and Columbia. There is a consistent trend with most extreme weather products, and that is them being priced as a luxury. At Apparel 1080°, we believe that being prepared for a variety of temperatures and environments, especially in Canada, should be something that is relatively affordable for the general consumer. After all, there's nothing worse than being over or underdressed, and with that, the comfortable way of dressing for the weather is what we excel in and understand the most.

When looking at the name brands for companies that provide weather adaptive products, they aren't really consumer level. We believe that with the assistance of our PR firm, we could not only help you get this type of product to reach the mainstream - but to let your company be a primary innovator in the field.

Situation Overview

Here at Apparel 1080, we have always looked up to Nike as our role model. They are one of the world's best sports apparel designers, as well as the world's best shoe seller for athletes and other purposes. Nike's mission is to "bring inspiration and innovation to every athlete in the world. At Apparel 1080, we follow the same guidelines as Nike to ensure all of our products and services are up to par with industry standards. We love to go above and beyond for our fellow partners, as well as making sure everything is up to date and on time for the client to be impressed by. We take pride in knowing we are working with one of the world's best, and take pride in knowing our successes will only continue to improve and impress whoever we are working with. We are ready to help Nike pitch our new *ThermElite* shoe to the client who will be certainly impressed with the work our company has done. We believe this shoe will be the start of a new era of Nike, just adding on to the successes and greatness Nike has offered to consumers around the world. ThermElite is a revolutionary new shoe, featuring a heating and cooling insole which is activated by a reaction to the temperature and external environment. The thick, but breathable fabric helps the insole with temperature adjustment to its surrounding environment. *ThermElite* has a built-in internal rechargeable lithium ion battery that is placed in the middle of the insole, powered by W3 wireless chips and Bluetooth 5.0. The shoe is also configured to work with the Nike Run Club App to be able to customize the way the world wants their shoe.

Launch Challenges and Opportunities

Owning about 27 per cent of the sports performance market, Nike has become the most recognizable, profitable and reliable athletic organization compared to its competition. Nike has

proudly sponsored hundreds of amazing athletes and teams around the world and they continue to make products that enhance the player's ability to become the best athlete they can. With most large sports teams using Nike products, the company has developed a strong relationship with their consumers. To greatly increase our odds against the opposition, we can use our spokesperson, LeBron James, to endorse our product and create positive publicity for our new campaign and our new innovative sneaker, *ThermElite*.

The challenges that Nike currently faces is being able to make the *ThermElite* stand out from the competition by being able to use social media, special events, and our spokesperson, LeBron James. Nike will be able to gain the differentiation they need from the competition to stand out on top.

Market Financials

Nike was founded in 1964 but didn't arrive on the stock market till 2005 with a price per share of \$8.75 USD compared to the current stock market price of \$88.03 USD per share. Nike was made a member of the Dow Jones Industrial Average in 2013, when it replaced Alcoa. In November 2015, Nike announced it would initiate a \$12 billion share buyback, as well as a two-for-one stock split, with shares to begin trading at the decreased price on December 24. The split will be the seventh in company history. Recently in June 2018, Nike announced it would initiate a \$15 billion share buyback over four years, to begin in 2019 upon completion of the previous buyback program. Buybacking a share is a decision by the company to buy back its own shares from the marketplace to boost the value of the stock and to improve the financial statements to pay back its stockholders. Nike is the world's largest supplier and manufacturer of

athletic shoes, apparel and other sports equipment. An advantage of Nike is that Nike inc. owns the shoe apparel Converse, Hurley and Jordan brand. The United States is the core market for Nike, making up 42% of the overall revenue. Market share is 27.4%. Adidas the competitor falls 5% less with around 21%. Nike is a valuable global apparel brand, with a brand value of 28 billion U.S. dollars as it's a well adored brand by both men and women.

SWOT

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| Strengths <ul style="list-style-type: none"> <input type="checkbox"/> Strong brand awareness <input type="checkbox"/> Huge customer base <input type="checkbox"/> Aimed for sustainability <input type="checkbox"/> Iconic relationships <input type="checkbox"/> Side brands <input type="checkbox"/> Low manufacturing costs <input type="checkbox"/> In-house professionals <input type="checkbox"/> Superior marketing capabilities | Weaknesses <ul style="list-style-type: none"> <input type="checkbox"/> Poor labour conditions in foreign countries <input type="checkbox"/> Retailers have a strong hold (60-70%) <input type="checkbox"/> Debts (\$3.49 B) <input type="checkbox"/> Dependency of US market <input type="checkbox"/> Lawsuits <input type="checkbox"/> Product may be too expensive for the everyday consumer |
| Opportunities <ul style="list-style-type: none"> <input type="checkbox"/> Emerging markets <input type="checkbox"/> Innovative products <input type="checkbox"/> Efficient integration <input type="checkbox"/> Improve labour/employment practises | Threats <ul style="list-style-type: none"> <input type="checkbox"/> Counterfeit products <input type="checkbox"/> Increased competitive pressure <input type="checkbox"/> Marketing budget pressure <input type="checkbox"/> Currency foreign exchange risks <input type="checkbox"/> Apparel industry is struggling |

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| | <input type="checkbox"/> More competition in women and shoe apparel brands |
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Objectives

- Start date of footwear production: July 9th, 2020
- End date of footwear production: August 20th, 2020
- Campaign Launch Date: September 9th, 2020
- Sell a minimum of 9000 shoes through the holiday season
- Media Impressions: Expected over 2,000,000 impressions of the shoe in media worldwide for 2 months (Social Media, Newscast, Articles)
- Launch Event: 15,000 expected guests including Nike CEO, VP of Software Engineering

Competitive Strategy

The mission that we have in front of us is to bring forward a new technology that will allow people to be more aware of what they are doing daily, and for those training will have more information that will allow them to enhance their craft. We are inviting Lebron James to appear at our Surprise Nike X Apple event, so that we can have someone that can speak about the features that helped them train for the basketball season. Lebron James will demonstrate the shoe. This will give the media a chance to try the shoe on and give it a go on a treadmill. Lebron James will demonstrate what this shoe helps him with. And that the technology aspect of the shoe doesn't slow or bother him as he is training and preparing to get on the court. We will have people to demonstrate how easy it is to use the technology and the accuracy of the shoe.

CEO of Apparel 1080*, will present the toronto event, they will discuss the dream of being able to present a product for Nike. Their passion and drive for Nike and their brand

brought them there. As a tech enthusiast, they will talk about how this shoe will help future athletics and the impact it will have on those that use them daily.

Timing

The surprise event will take place in Scotiabank Arena. It will be presented on September 9th. The event will begin at 10 am. The presentation will be about 2.5 hours and then the media will be able to try out the shoe. The people that will speak at the surprise event will be the CEO of Nike, the vice president of software engineering and the major spokesperson for Nike LeBron James. With him endorsing the product will have a wide audience that will give us the coverage we need to have a successful launch. The shoe will be released just ahead of the holiday season, this allows use the opportunity to get the product to tech and sneaker heads before christmas and just in time for the holidays.

Timeline (PR plan and Event)

| Time | Event | Details |
|----------------------|--|---|
| September 5, 2020 | Press Release | <ul style="list-style-type: none"> - Send out invitations for the event. - State that it will be an event presented by Nike X Apple. |
| September 9, 2020 | Nike X Apple Surprise Presentation (Toronto) | <ul style="list-style-type: none"> - Partnership with Apple - Have the Ceo of Nike, Mike Parker. Speak about the collaboration with Apple. - Have the Senior Vice President of Software Engineering, Craig Federighi. To speak about |

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| | | <p>Apple's software that makes shoe work.</p> <ul style="list-style-type: none"> - Present after the apple watch but before the new iPhone - Live stream through the Apple website and Nike+ app. - Invite Influences |
| September 9 | Social media video launch | <ul style="list-style-type: none"> - Release a preview video of what features the shoe will have - Filmed in partnership with Apple and using Apple's latest device |
| September 11-13 | <p>- Nike Locations around North America that have the Thermelite</p> <p>(Vancouver, Toronto, New York, Los angeles)</p> | <ul style="list-style-type: none"> - Hands-on experience for journalists and influencers. - Media interviews - Film reactions to the shoe - Bring shoe and tech influencers - Sell Limited quantity of shoes at these locations (300 shoes available) |
| September 13th | <p>Announcement Release Date</p> <ul style="list-style-type: none"> - September 25th | <ul style="list-style-type: none"> - Announce when the shoes will be available nationwide |
| September 13-19 | Social media giveaways | <ul style="list-style-type: none"> - 5 shoe giveaways |

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| September 19 | Pre-order date | - This will be the last day that people will be able to pre-order before nationwide availability |
| September 25 | Shoe launch- Ship Out | Shoes that were Pre-ordered ship out <ul style="list-style-type: none"> - Send shoes to influencers to review on their channels - Become available at all Nike stores. |
| January 14, 2021 | Media Monitoring and final report | - Check social media's reaction to the shoe - Count the number of clicks and reports generated over the holiday and launch. |

Budget

| PR Activities | Quantity/ Frequency | Hours | Rates+Expenses | Total |
|----------------------|--------------------------------|--|--|--------------|
| Events | 2 | 5 hours for set up 5 hours for clean up | Clean-up Fee- \$4000 Food and Catering-\$3000 Apparel 1080 Agency-\$5500 Miscellaneous | \$27,300 |

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| | | | Equipment/Set up- \$10,000 | |
| | | | Security (20 guards)- \$30/hour =\$4800 | |
| News Release | 1 | 5 | \$100/hour | \$500 |
| News Release Distribution | 1 | - | \$1000 | \$1000 |
| Media Advisory | 1 | 5 | \$100/hour | \$500 |
| Media Advisory Distribution | 1 | - | \$1000 | \$1000 |
| Media Kit | 1 | 40 | \$150/hour | \$6000 |
| Lebron James Appearance fee | - | - | - | - |
| Lebron James- Travel Accommodation Fee | - | 1 day | Hotel + Food: \$1500 Travel: \$3500(First Class+Chauffeur) | \$5000 |
| Ceo of Nike | - | 1 day | Hotel + Food: | \$5000 |

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|---|--|---------|--|----------|
| Accommodation/ Travel Fee (Mark Parker) Appearance Fee-Free | | | \$1500 Travel: \$3500 (First Class +Chauffeur) | |
| Apple Accommodation of Software Tech Developer Craig Ferderigh Appearance Fee- Free | - | 1 day | Hotel + Food: \$1500 Travel: \$3500 (First Class +Chauffeur) | \$5000 |
| Media Coaching | 3 (James,Ferd erigh and Parker) | 4 hours | \$150/hour | \$600 |
| Venue- ScotiaBank Arena | 1 | 8 hours | \$3000/hour +HST(\$3,120) | \$27,120 |

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| Filming/ Commercial costs | 1 | 30 hours | \$30,000 | \$30,000 |
| Social Media Campaign | Twitter- 2/day Facebook-2/ day Instagram- 2/day | 30 hours | \$125/hour | \$3,750 |
| Shoe Giveaway | 5+3(for influencers) | - | \$750 CAN/per shoe | \$3,750,+ \$2250 |
| Influencer Fee | 3 influencers 500k-1M+ followers | - | \$5000-10,000 one post per person | \$15,000- \$30,000 |
| Media Monitoring | 90 days | 5 hours per day= 450 hours total | \$60/hour | \$27,000 |
| Website Content | 1 | 30 hours | \$150/hour | \$4500 |
| Final Report | 1 | 6 hours | \$250/hour | \$1500 |

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| Total | - | - | - | \$181,770 |
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Target Audience (age, gender, locations)

Nike targets people in all ages and both genders but it also specifically targets tweens to adults in approximately 50 years. More importantly, Nike's goal is to target tweens and teens in order to build a long-term relationship with loyal customers. Nike established the advertisements of famous athletes wearing the Nike running shoes to attract tweens and teens. Young people who are passionate about playing sports and consider famous athletes as their idols to look up to.

Location

Nike is well known as a global business shoe company, this company happens to have a few of the largest markets such as North America, Europe, Africa, Asia, and Australia. Nike has different ways of marketing strategies for attracting their consumers based on different interests of sports by region or cities. For instance, Nike created advertisements in the United States that focuses on football and baseball while the other advertisements in Europe are soccer related. As a result of the high price, Nike specifically focuses their marketing efforts on people in urban areas who have high level education and income.

Tactics

There are main tactics that will be used for this campaign in order to bring attention to the public such as, press release, Apple keynote, social media video launch, pop up locations, announcement release, social media launch and giveaway, and shoe launch. The press release will begin on September 5th and the Nike X Apple Presentation will present on September 9th for the new product of *ThermElite*. The social media video launch will begin on September 11th 2020 and the pop up locations will start from September 11-13th for *ThermElite* campaign in

some cities of North America such as Vancouver, Toronto, New York and Los Angeles. The announcement will begin on September 13th about release date which will give the media an opportunity to gain more information about the new product of *ThermElite* and marketing strategy. The social media launch and giveaways will be happening on September 9th via Instagram, Facebook, and Twitter, until September 9th. Shoes launch will be shipped to influencers and have their own reviews through their channels on September 25th.

Media Questions

- What does Nike shoes “*ThermElite*” stand out differently from other shoe competitors?
- What are your concerns for environment friendly products and workplace safety?
- What are your concerns about your product safety?
- How does the other technology for instance, Apple, work with your product of *ThermElite*?
- Have you considered making partnerships with other companies like Samsung, Nokia, Blackberry, and so on in the future?

Key Messages

1. Nike’s *ThermElite* is a year round shoe that is durable in distinct weather conditions (rain, snow, dirt).
2. *ThermElite* is equipped with thermal energy technology that adjusts temperatures to an individual's comfort based on environment and body heat.
3. Nike is a worldwide shoe manufacturer that incorporates advanced technology within their apparel; *ThermElite* is embedded with battery control for the use of it’s features.

The battery that is within the sole of the shoe self charges as steps are taken and off motion.

4. *ThermElite* is powered by Apple that makes Nike have a “smart fitness shoe” - it has the ability to count calories, steps and heart rate.
5. The fabric of this product is structured in a way where it is able to release air and keep your feet and socks from soaking in sweat. The pores above the toes are able to automatically open based on moisture sensors and air out excess sweat.

Spokesperson

Lebron James, a professional basketball player for the NBA, will be the media spokesperson for the launch of the *ThermElite*. Mr. James has been signed to Nike since October 2003, when his NBA career began. In fact, his shoe wore in his NBA debut was Nike made. Nike believes the life-long agreement with Lebron will provide significant value to the company's business, brand and shareholders. Having Mr. James represent *ThermElite* is ideal because of the 17 different shoe models he has launched since the beginning of his career with Nike. His shoes are structured on the idea of having cushion and comfort while playing; similar to *ThermElite* - they are designed for performance goals, propulsion and protection.

The CEO of Nike, Mark Parker, is enthusiastic to launch a shoe with incorporating Apple smart features; he says, “Technologically, we can do things together that we couldn’t do independently, so yeah, that’s part of our plan, to expand the whole digital frontier in terms of wearables, and go from what we say is tens of millions of users – right now there’s 25 million Nike+ users – to hundreds of millions.”

Work Cited

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Appendix

