

Nike Product Launch

NEW BUSINESS OPPORTUNITY

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Letterman Jacket

\$160-\$180



Customizable Patches
\$15-\$30

Target Market Analysis

- College students (ages 18–24) are a key demographic for Nike
- Roughly 20 million enrolled in U.S. institutions
- College students value sustainability, inclusivity, comfort, and affordability
- Launching vintage, customizable jackets to college students is the best way to market this product
- We plan to use social media to help

OUR ENDORSER

WILL SHIPLEY

- *Stand out player for Clemson Tigers, now playing for The Philadelphia Eagles*
- *Recently engaged, settling down*
- *2 year contract, base pay of \$500,000 per year, and an additional \$10,000 for promotional events*



Social Media Campaign Plan

“A Jacket for a Lifetime”

- **Objective:** To emotionally connect with college students, showcasing the Clemson University varsity jacket as a symbol of lifelong memories, focusing on Will Shipley's journey as a student, athlete, and leader.
- **Campaign overview:**
 - This campaign tells the story of Will Shipley wearing the Clemson-themed varsity jacket through important moments in his life, ending with him passing the jacket to his future family to create new memories. Emphasizing the themes of legacy, uniqueness, family, and unforgettable moments.
- **Platforms**
 - Instagram
 - TikTok
 - Youtube



PROMOTIONAL EVENT: A JACKET FOR A LIFETIME



Location: Bowman Field

Students will get a chance to see the brand new collaboration and also have the opportunity to customize their jackets. By attending this event and creating content students can earn 35% discount on their purchase



Exclusive Launch

Be the first to see and purchase this limited-edition varsity jacket and get a chance to meet your favorite players from Clemsons Football team



Activities

Photo Op: Snap a pic wearing the jacket in our Nike x Clemson photo booth

Raffle Prizes: Enter to win Clemson and Nike gear

Live DJ