Name of Student

Name of Professor

Name of Class

Day Month Year

**Brand Passion**

 Nike is a brand aimed at facilitating the athletes through innovative services and products. It has advanced to establish a loyal customer base because of the profound marketing and advertisement strategies. An intriguing element involved in the ads is they never mention and glorify their products. Instead, they intend to harness the emotional bondage with the customers via emotional branding. The ads are critically crafted to induce specific feelings in the consumers that can be satisfied with Nike products. One of the potential strategies is creating remarkable water cooler moments. It keeps them at the forefront of the consumers; minds and expands their reach. In the FIFA World Cup 2014, Nike introduced an innovative feature of Nike Phenomenal Shot. For instance, display ads were delivered to the fans in real-time once a Nike athlete scored goals. Tens of thousands of phenomenal moments were created which were shared by the fans on social networking platforms.

 Besides, innovation and technological advancement keep the customers loyal to the brand. The venture of self-lacing shoes introduced by Nike is an explicit illustration of the prudent strategy to retain and expand the customer base. In addition, the demonstration of skills by the world-class athletes in their advertisements rank at the top. They are the masters of creating scintillating ads. Another essential strategy is being socially conscious and contributing to the community. For instance, it has initiated several programs to serve the community via volunteer work and sustaining physical fitness. Social media, irrefutably, is the home to Nike’s immense popularity and marketing platform. All these strategies are essential for the marketing and advertising campaign of Nike which has been built through years of strategic decision making and retention of the loyal customer brands.