



the nike women's marathon

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Final Portfolio

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MPR ROADMAP

NIKE WOMEN'S MARATHON

I. Situational Analysis

A. The Consumer

- Nike Women's Marathon targets the female gender, ages 18 and older who live in the Northeast region of the United States, of middle to higher income ranges.
- As a physically and mentally active demographic, the consumer enjoys running or jogging although may not have proficient experience in running half or full marathons.
- The consumer aspires to venture into the realm of long distance marathon running while apprehensive about the arduous tasks that lie ahead.
- The demographic is in search of a support system, consisting of like-minded individuals who are willing to provide helping hands and work together to reach the end goal.
- The consumer, in turn, is interested in helping others through their personal battles, in support of the cause to raise money for the Leukemia and Lymphoma Society.

B. The Product

- Due to the overwhelming success of the NWM on the west coast, Nike is planning to build race hype and bring similar popularity to the east coast, preparing the event for October 16, of 2013, in New York City.
- Nike Women's Marathon is seven years old and already considered the largest women's marathon in the world. Because of its overwhelming popularity, the race has sold out within the first three days of the application process, capping the number of runners at 20,000, for the past four consecutive years.
- Women who run in the race enjoy and benefit from the event's overwhelming amount of attention that is placed on the participant and greater social cause.
- Nike and partner 'Team in Training' joined forces in the creation of the marathon collecting a cumulative worth of \$92 million in support of the Leukemia & Lymphoma Society

C. The Industry Environment

- The typical consumer chooses the race that has the most benefits for their individual needs, so it is important for the race to appeal to the customer's lifestyle, running stamina, and social mentality. Runners typically prepare yearlong to complete one or two marathons per year.
- Nike Women's Marathon is a large in scale Marathon and half marathon with over 20,000 participants, that attracting a variety of female runners
- Primary competitors consist of smaller scale, women's niche races and walks, which focus less on the actual competitive nature and focus more on the cause and experience at hand. Examples of these are the Tufts 10k, Avon Women's Walk, Universal Women's half marathon, etc.

- Additionally, other primary competitors consist of other large scale Marathons such as the New York Marathon, Chicago Marathon and Boston Marathon, consisting of competitive runners that qualify to run in the arduous races

D. SWOT

Strengths: <ul style="list-style-type: none"> • Reliable: leader in women's racing. • Philanthropic: benefits the LLS foundation • Offers great freebies and sponsor benefits • Creates connectivity across the US between the two race outlets • Creates more promotion for Nike as a Brand 	Weakness: <ul style="list-style-type: none"> • Website and registration creates complication for customers. • Advertising is non existent for the event • There isn't much media coverage around the event • New product/ service, Unknown.
Opportunities: <ul style="list-style-type: none"> • Raise more money for Leukemia and Lymphoma Society • Create reputation through existing testimonials • Create more awareness about the race and cause • Create a better online presence • Create buzz through media coverage: newspapers, niche magazines • Create more inclusive running community 	Threats: <ul style="list-style-type: none"> • Other well established races • Existing organizations with similar missions

II. MPR Objectives

1. Create awareness around the expansion of the Nike Women's Marathon to the east coast.
2. Persuade potential consumers on the east coast to run in the Nike Woman's Marathon.

III. Strategy

1. Foster two-way communication and interaction between the target audience and the Nike Women's Marathon, creating an inclusive community.
2. Use personal appeal and emotion to showcase the positive benefits of the Marathon
3. Utilize larger media moguls as a means to reach broader audiences.

IV. Messages

1. Nike invites women of all running abilities to attend the race, offering a support system that embraces connectivity and fosters the growth of the runner (distancing itself from the competitive nature that other large in scale marathons typically embody).
2. NWM provides participants with entertainment and rewards that supersede the typical marathon.
3. NWM supports Leukemia and Lymphoma Society and all proceeds are donated to the cause.
4. NWM is a leader within the industry as the largest women's marathon in the world.

IV. MPR Tactics

1. Update **Social Media** websites such as **Facebook** and **Twitter** to constantly update communication in order to draw the target audience and foster communication.
2. **Byline Articles** persuading people that leading a healthy runner lifestyle is more important than one typically realizes, enlisting participation from outside communities who typically would not be involved.
3. Video **Testimonials** that can be accessed on social media and Sign-up website, YouTube and Nike home page. Provides personal experience from runners on the west coast who ran prior races.
4. **Press Release**, informing mass media outlets, such as newspapers and running magazines, about the event as a method to reach the target audience.
5. Create bi-monthly **newsletter** based on women's running advancements that is released online and sent directly to potential participants.
6. **In-Store promotional events** featuring female professional long distance runners speaking with participants and potential runners about the necessary steps to prepare for the marathon prior to the race.
7. Create ongoing collective **training program**, where women meet with fellow runners to train for the marathon and receive advice from coaches.
8. A friendly **competition** between participants on the east and west coasts to collect money for Leukemia and Lymphoma Society, bringing interaction between the two running communities.
9. The revamping of the **sign-up website** that allows potential customers to register during April, making sure it is easy to navigate and keeps the participants involved and updated.

VI. Media Timeline

	Nov.	Dec.	Jan.	Feb	Mar.	Apr.	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.
Social Media	X	X	X	X	X	X	X	X	X	X	X	X
Byline Articles	X	X	X									X
Testimonials		X	X	X	X					X		
Press Release	X				X						X	X
Friendly Competition							X	X	X	X	X	
Training Program	X	X	X	X	X	X	X	X	X	X	X	
Sign-up Website						X	X	X	X	X	X	
Newsletter	X		X		X		X		X		X	

VII. Evaluation

- Analyze personal feedback on Social Media
- Number of people who sign up for the event through the website
- Number of website hits
- Amount of women who actively participate in the training programs.
- Amount of money raised on each coast for the LLS
- Impressions on major media outlets
- Survey women to see if they enjoy events and improvements online

QUALIFICATIONS	FEATURES	BENEFITS
<ul style="list-style-type: none"> Searching for an inclusive environment for women 	<ul style="list-style-type: none"> NWM runners are distributed on both East and West coasts Nike offers year long training programs for participants 49/50 NWM runners are female Outstanding cheering stations along the race No qualification times to enter race 	<ul style="list-style-type: none"> Offers personal growth, empowerment, and widespread support
<ul style="list-style-type: none"> Desire to contribute to a larger cause 	<ul style="list-style-type: none"> Partnership with Leukemia and Lymphoma Society 	<ul style="list-style-type: none"> Provides a philanthropic experience for runners
<ul style="list-style-type: none"> Value reliability and dependability 	<ul style="list-style-type: none"> Currently the most popular women's race in the world 	<ul style="list-style-type: none"> A well renowned event that consumers can trust
<ul style="list-style-type: none"> Need the location to be relatively close to home 	<ul style="list-style-type: none"> New York City, easy for Northeastern runners to attend 	<ul style="list-style-type: none"> Provides traveling conveniences
<ul style="list-style-type: none"> Appreciate lucrative sponsors 	<ul style="list-style-type: none"> Tiffany's Necklace, Nike T shirt (received at the end of the race) Full weekend packed with events World famous runner participation 	<ul style="list-style-type: none"> Freebies and entertainment

POSITIONING STATEMENT

TO: Female long distance runners living on the east coast

NIKE WOMEN'S MARATHON: is currently the most popular women's race in the world

THAT: provides the opportunity for women of all running abilities to partake in a large scale marathon or half-marathon

BECAUSE: of its commitment to foster an inclusive and all-encompassing running environment.

COMPANY BACKGROUNDER



Cofounders Bill Bowerman and Philip Knight established NIKE in 1972, motivated to help individuals reach their highest potential in the field of running and sports. NIKE has grown from a United States based footwear distributor to a global marketer of athletic footwear, apparel and equipment that is unrivaled in production sales and brand awareness. In 2006, Nike announced Mark Parker as their third Chief Executive Officer, working from the company's world headquarters in Beaverton, Oregon.

NIKE offers the largest assortment of high quality products in the athletic apparel industry for men, women and children. These products are designed for a wide range of sports, including: track and field, ice hockey, tennis, football, soccer, lacrosse, basketball, cheerleading, golf, and aquatics. In addition to products affiliated with athletics, NIKE offers countless sports-inspired lifestyle apparel, eyewear, watches, and custom shoe wear that are marketed in 'collections' of similar design or for specific purposes. In addition to offering various products, NIKE continues to seek innovative ways through sponsorship and partnership, to make positive changes through sport and ongoing competition.

NIKE currently owns over 700 store locations and has offices in over 160 countries outside the United States, employing over 36,000 people globally. The company sells products through NIKE-owned retail stores, online-based sales and through a mix of independent distributors and licensees. Over time, NIKE has established a strong Brand Portfolio with several wholly owned subsidiaries that play a significant role in the company's future growth, including: Cole Haan, Converse Inc., Hurley International LLC, NIKE Golf, and Umbro Ltd.

NIKE tags the power of sport to unleash human potential around the world. Some of the company's most reputable awards include "Fast Company's 'Fast 50' Most Innovative Companies List" and the "Top 10 of Newsweek's 2010 Green Rankings" (for a full list visit the NIKE corporate media website). In addition to receiving recognition from external organizations, NIKE reports revenues of \$19.0 billion for the fiscal year ending May 31, 2010.

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FOR IMMEDIATE RELEASE

NIKE WOMEN'S MARATHON ADDS EAST COAST VENUE FOR EIGHTH ANNUAL RACE

NWM Continues to Expand to Benefit Runner Interest and Charitable Fund

BEAVERTON, Ore. (November 1, 2012)- Today Nike Women's Marathon (NWM), the world's largest women's marathon based in San Francisco, has announced its bi-coastal expansion for next year's annual charitable event. The expansion will break boundaries, creating a unique, one-of-a-kind bi-coastal marathon and half marathon to reap benefits for runners nation-wide and the Leukemia & Lymphoma Foundation (LLS). The new regulations will allow participants to run their race on one of two coastal courses, either on the East Coast, in New

York City, or on the West coast in San Francisco. The NWM event is scheduled for next fall, on October 16th 2013.

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NWM Adds East Coast Venue for Eight Annual Race pg. 2

Nike Women's Marathon is merely seven years old and continues to grow with overwhelming popularity. Last year's single venue race entries sold out within the first three days of the application process, capping the number of runners at 20,000, for the past four consecutive years. Mark Parker, Nike's third Chief Executive Officer announced that, "This year's race will expect approximately 40,000 runners who will collectively begin the race at precisely the same moment on either coast." The expansion prevents the need to reject participant applicants from participating in the marathon.

Nike has raised a cumulative of \$92 million in financial support for the Leukemia & Lymphoma Society over the past seven years. A Friendly competition will take place to see which coast will present the Leukemia and Lymphoma Society with the most funding. NWM is positive the expansion will make the race one of the most philanthropic events in the world. The race plans to demonstrate how "running like a girl" can raise participation, awareness and funds for the LLS, and create excitement for female runners nationwide.

About Nike Women's Marathon

The Nike Women's Marathon (NWM) was founded by the NIKE in 2004 and currently reigns as the largest women's marathon in the world. The race sets itself apart from the traditional marathon, offering a support system catered specifically to women, embracing connectivity and fostering the growth of the runner. Since its inception, the race has partnered with 'Team in Training', an organization that assists with fundraising and training for an endurance sports events, to support the Leukemia and Lymphoma Foundation. For more information about the event visit: www.nike.com/NWM

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March 31, 2011

Lori Adams
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Dear Ms Adams,

Around thirty years ago, marathon participants consisted of only fitness fanatics and elite runners across the globe. In recent years, it has become a trend for people of various running capacities to challenge themselves to the 26.2-mile event, drawing a mass appeal. Today, there are more marathon runners than ever, forcing popular races to cap the number of participants in the tens of thousands. Large races typically admit participants based upon qualifying times, to be fair to the most dedicated of runners. A problem with this system is that Marathon races are forced to become increasingly exclusive and competitive in nature.

Nike Women's Marathon (NWM) is merely seven years old and already deemed the largest women's marathon in the world. NWM believes that marathons are a feat that should be embraced collectively and ran as a team, promoting the concept of inclusivity. For the past four consecutive years, the race has reached its highest capacity of runners and this past year's event sold out within the first four days on the market. Instead of reducing the amount of runners who wish to participate in the road race, NWM believes it is only right to expand the actual capacity for runners. In 2013, NWM will launch a revolutionary one-of-a-kind bi-coastal marathon and half marathon. The new regulations will allow participants to run their race on one of two coastal courses, either on the East Coast, in New York City, or on the West coast in San Francisco.

NWM's expansion provides a great solution for a growing problem within the world of marathon racing. The bi-coastal marathon launch will present all women who wish to partake in the experience with the opportunity to run in the marathon or half marathon. The followers of Runner's World would thoroughly enjoy reading about the revolutionary bi-coastal marathon expansion and hopefully inspire them to participate in the movement. If you have further

questions or would like to attend an additional question and answer session with Samuelson, please email lydia_zamparelli@gmail.com or call 617-913-2266.

Sincerely,
Lydia Zamparelli

EVENT FACT SHEET

NIKE WOMEN'S MARATHON

2013 Race and Registration Information

Description:

Nike Women's Marathon (NWM) is hosting the first-ever bi-coastal marathon for its 2013 event. The new regulations allow participants to run their race on one of two coastal courses, either on the East Coast, in New York City, or on the West coast in San Francisco. Collectively over 40,000 expected runners will begin the race at precisely the same moment on either coast, demonstrating "running like a girl" can raise participation, awareness and funds for the Leukemia and Lymphoma Society.

Race Date: October 16th, 2013

Start Information:

- West Coast Location: Union Square, San Francisco, CA
West Coast Race Start: 7:00AM
- East Coast Location: Times Square, Manhattan, NY
- East Coast Race Start: 10:00AM

Finish Information:

- West Coast Location: The Great Highway (at Lincoln)
West Coast Closes: 1:00PM
- East Coast Location: Central Park
- East Coast Closes: 4:00PM

Cost:

- Half Marathon: \$115
- Full Marathon: \$135

Registration:

Register online through SignMeUp.com between Monday, April 5th at 9:00 AM and Friday, April 16th at 11:59 PM, to qualify for the random drawing.

Award Ceremony:

- West coast's Ceremony: 11:00 AM
- East Coast Ceremony: 4:00 PM

Partnerships:

Nike Women's Marathon partnered up with Leukemia and Lymphoma Society's Team In Training (TNT) since 2004 and continues to work together to support blood cancer research, patients and survivors. The race has raised a cumulative of over 90 million dollars to benefit the LLS.

Event History:

The Nike Women's Marathon began in 2004 to commemorate the 20th anniversary of Joan Benoit Samuelson's historic gold-medal in the first women's marathon at the 1984 Games in Los Angeles. Since the race's inception, over 100,000 women have participated in the event, deeming it the world's largest women's marathon.

Media Contact:

For more information on this year's event
please contact:

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NIKE WOMEN'S MARATHON SPEAKER BIOGRAPHY JOAN BENOIT SAMUELSON



Joan Benoit Samuelson is indisputably one of the greatest female marathon runners of all time. Samuelson has set distinguished records in dozens of road races and marathons throughout her lifetime, and continues to serve as an inspiration for runners and athletes of all ages around the world. Joan is most well known for winning the gold medal in the first ever women's marathon in the 1974 Los Angeles Olympic games at the age of twenty-seven. In 2004, Nike commemorated Joan Benoit Samuelson's leadership in women's running, founding the Nike Women's Marathon in her name.

Before Joan won the first all women's Olympic marathon, she received an All-American honors in cross-country and track award while attending Bowdoin College. Before graduating, Joan strikingly won the Boston Marathon in 1979 and set an American women's course record of 2:35:15. Joan went on to run the Boston Marathon again in 1983, where she was once again victorious, setting an 11-year standing world course record with time of 2:22:43. In 1985, Benoit won the Jesse Owens Award year and the Sullivan Award as the outstanding U. S. amateur athlete, when she set an American record of 2:21:21 in the Chicago Marathon. Joan is currently 53 years old, and continues to comply with her belief in life-long fitness.

Samuelson continues to make strides in the athletic world. She is currently a consultant for Nike and owns many global running, health and fitness clinics. Samuelson has additionally authored two books, *Running Tide* and *Joan Samuelson's Running for Women*, in order to share her extra-ordinary experiences with the world and provide athletic insights. Samuelson founded the TD Bank Beach to Beacon 10 road race in 1998 in Maine, which recently celebrated its 13th year within its community.

Samuelson was born in Cape Elizabeth, Maine, where she began running long-distance as a teenager to help recover from a skiing accident in high school. It didn't take long before her natural talent and hard work paid off, paying for her higher education and creating a career in running. Today, Joan Benoit Samuelson is married with two children, Abby and Anders. She is a devoted wife and mother who has always been able to maintain her commitment to the sport.

MEDIA ALERT

FOR IMMEDIATE RELEASE

NWM AWARD CEREMONY: FEATURING GUEST SPEAKER JOAN BENOIT SAMUELSON

What: Nike Women's Marathon is hosting an award ceremony commemorating all race participants

When: 4:00 PM (East Coast) and 11:00 AM (West Coast) on October 16, 2013

Who: Featuring the Olympic women's marathon gold medalist, Joan Benoit Samuelson.

Where: The event will take place on "The Awards Stage" in New York City and will also be broadcasted on the "Main Screen" on the West Coast.

Why: Joan Benoit Samuelson, one of the greatest female marathon runners of all time, will feed off the race day moral to provide inspirational conclusions for all runners participating in the bi-coastal marathon. Top placing runners will be presented with awards. In addition, Samuelson and Nike CEO plan to provide a short question and answer session and photo opportunities.

Company Overview:

The Nike Women's Marathon (NWM) was founded by the NIKE in 2004 and currently reigns as the largest women's marathon in the world. The race sets itself apart from the traditional marathon, offering a support system catered specifically to women, embracing connectivity and fostering the growth of the runner. Since its inception, the race has partnered with 'Team in Training', an organization that assists with fundraising and training for an endurance sports events, to support the Leukemia and Lymphoma Foundation.

Media Contact:

For more information on this year's event please contact:

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NIKE WOMEN'S MARATHON GUEST SPEECH

PRESENTED BY: JOAN BENOIT SAMUELSON

Joan Benoit Samuelson

Joan Benoit Samuelson is one of the greatest female marathon runners of all time. Samuelson is most well known for winning the gold medal in the first ever women's marathon in the 1974 Los Angeles Olympic games at the age of twenty-seven. In 2004, Nike commemorated Joan Benoit Samuelson's leadership in women's running, founding the Nike Women's Marathon in her name.

Introduction:

Dear Friends of Nike Women's Marathon and Esteemed runners,

Good afternoon and welcome to the awards presentation of the first Annual Nike Women's bi-coastal marathon! You all did great out there; it's been an honor to run along side you guys! For the past eight consecutive years I've run the NWM San Francisco course. I must say, that after running the New York City course, both outlets have a similar morale and a fun atmosphere, even though the terrain and scenery may vary. The Nike Women's Marathon continues to set new standards in the art of marathon running, to cater to the female runner's needs, providing women with the accessibility of running either the East of West coast, a collective atmosphere and revolutionary way to support a larger cause.

Problem:

Around thirty years ago, marathon participants consisted of primarily male fitness fanatics and elite runners. As many of you may know by now, I won the gold medal in first Women's Olympic marathon back in 1984. During this time, women's running was extremely underappreciated and unrecognized.

Opportunity:

In more recent years, marathon racing has become increasingly popular by all demographics of people, drawing masses to competitive 26.2-mile events. Today, there are more marathon runners than ever, forcing popular races to mandate qualifying times and having to cap

the number of participants in the tens of thousands.

Solution:

As the popularity in the sport continued to increase among women, Nike took the initiative to create a race that honed in on the modern female runner. NWM emphasizes the two parts to a woman's running life, her lifestyle and her athleticism. Nike acknowledges that not only are you accomplished athletes, but you also have careers, you have families, and you other hobbies and interests that you balance on a daily basis. This year's launch of the bi-coastal marathon was a result of your changing needs as a runner, to better accommodate your hectic lifestyles.

Paragraph #1:

Here at Nike we acknowledge that each and every athlete have different running capabilities and goals. Some of you pushed yourselves the very last breath, finishing under 3 hours; and some enjoyed the slow and steady pace. Regardless of your individual ambition, Nike decided they needed to allow runners who wished to challenge themselves with the opportunity to do so. Over the past four years NWM hit participant capacity, with 20,000 runners. Other large in scale marathons are exclusive in nature, determining participants based on the best qualifying times. Here at Nike, instead of rejecting the runner to fit the race, we expanded the race to fit the runner.

Nike acknowledges that while you are all extremely motivated runners, sometimes you need support in your athletic life. NWM's inclusive atmosphere and large size provide you with a support system of over 40,000 women. The bi-coastal expansion provides a nation wide community of women running together to support a similar cause.

We've also noticed that not only do you enjoy running but you also value helping others along the way. We've maintained a strong relationship with 'Team in Training', and have cumulatively collected over \$92 million in financial support for the Leukemia & Lymphoma Society over the past 9 years. Before the bi-coastal expansion, Nike Women's Marathon was regarded as one of the most philanthropic events in the world. We only expect to provide the charity with greater numbers in the years to come.

Conclusion:

Whether you ran the half marathon or full marathon, on the east coast or the west coast, you all should be proud to have finished this feat. Remember, you belong a larger community of

women, all with a similar interest in athleticism. Although you may have ran in different time zone, you all ran together in spirit. Thank you for your time, I'm going to now hand the mike over to the event coordinator who will distribute awards.