



WEARABLE
TECHNOLOGY FOR
KIDS

JUST DO IT.

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MISSION STATEMENT

Through this line, Nike strives to place an emphasis on the importance of safety and captivate inspiration for health and wellness of the next generation while making our new technology wearable and making a innovation statement in the athletic wear industry.



AGENDA

■ BUSINESS BACKGROUND

Executive Summary & Preliminary Research (Slides 2-6)

■ MARKETING PLAN

Plans for Merchandising, Omni-Channel, & Marketing Campaign (Slides 7-12)

■ FINANCIAL PLAN

Financial Summary & Plan to Scale (Slides 12-16)

■ CURRENT MARKET

Current Trends, Market Status, & Appendix (Slides 17-22)

■ MERCHANDISE LINE SHEET

Product Line & Markup Calculations (Slide 23-24)

■ FUTURE PLAN

Retail Company Expansion, Brand Growth, & Product Development (Slides 25-26)



EXECUTIVE SUMMARY

According to the Federal Bureau of Investigation, approximately 460,000 children go missing every year. The safety and good health of a child is the number one goal of any parent in the US. Nike is a leader in the fashion world that can fight this problem by introducing wearable technology into the youth market. Wearable technologies are being introduced in adult wear to allow consumers to track health and fitness status, physical performance, and even vital signs. Nike's new line will be an innovator in the youth line. This would allow parents through an app to track the child's physical activity, health status as well as physical location. This campaign hopes to captivate inspiration, awareness, and improvement in the health and safety of the next generation.



NIKE KIDS WEARABLE TECHNOLOGY

Background Research:

- **Wearable Technology Leaders:**
 - Levi's x Google
 - Wearable Technologies
 - The North Face x Spiber
 - Emel & Aris
 - Selfridges
- **Target Customer Segments:**
 - Youth market 5-13 years old
 - Families
 - Parents with kids ages (5-13)
- **Differentiate Strategy from Competitors:**
 - Youth market
 - Health
 - Fitness
 - Tracking safety Capabilities





COMPETITORS

CURRENT LEADERS IN WEARABLE TECHNOLOGY

Levi's Commuter x Jacquard by Google Trucker Jacket —

Levi's wearable technology is designed for urban cyclists. Conductive yarn is weaved into the left cuff enabling touch interactivity so users can tap, swipe or hold to fulfill simple tasks like changing music tracks, blocking or answering calls or accessing navigation information (delivered by voice).



WEARABLE EXPERIMENTS

Billie Whitehouse, founder of Wearable Experiments, introduced a piece called the Fan Jersey ahead of this year's Super Bowl; a shirt that fans can wear to feel major plays on the American football field. Connected via Bluetooth, the haptic vibrations occur in real-time with the game, creating an emotional attachment for the wearer. She's also just launched a version for soccer in Europe.



BACKGROUND RESEARCH

HEALTH & SAFETY FOCUS



ADULT WEAR



YOUTH WEAR



ENTERTAINMENT, VISION, & ART FOCUS



PRODUCT LAUNCH

NIKE KIDS TECHNOLOGY



- As Nike is targeting children and their parents/ legal guardian for this launch, the product assortment needs to appeal to children as the ones wearing the clothing & adults as the ones purchasing the product
- The clothing would get its own store sectioned off within existing Nike stores
 - Kid mannequins wearing the clothes to inspire kids and find their style
 - Specially trained employees to inform adults about technology aspect
 - Bright bold colors to attract attention of youth and differentiate from already established Nike stores
- The cost of these products would range from \$75-\$135 an item because of the technology tracking device used





GRAND OPENING OF STORE



STRATEGY

- Special launch events for Nike Kids will take place in the leading sales stores across the US
 - Los Angeles, CA, Orlando, FL, Brooklyn, NY, & Houston, TX
- The retail store will be set up so Nike Kids has its own room & customers can shop the new sub-brand separately from current lines
- Nike Kids will launch in the summer of June of 2024

FEATURES

- Interactive playground for kids to test out the product & parents can see how tracking tag functions with a mobile device
 - Basketball court, soccer goals, & mini running track
- High energy environment for kids & parents to experience, giving Nike the opportunity to educate, demo, & sell





VISUAL MERCHANDISING

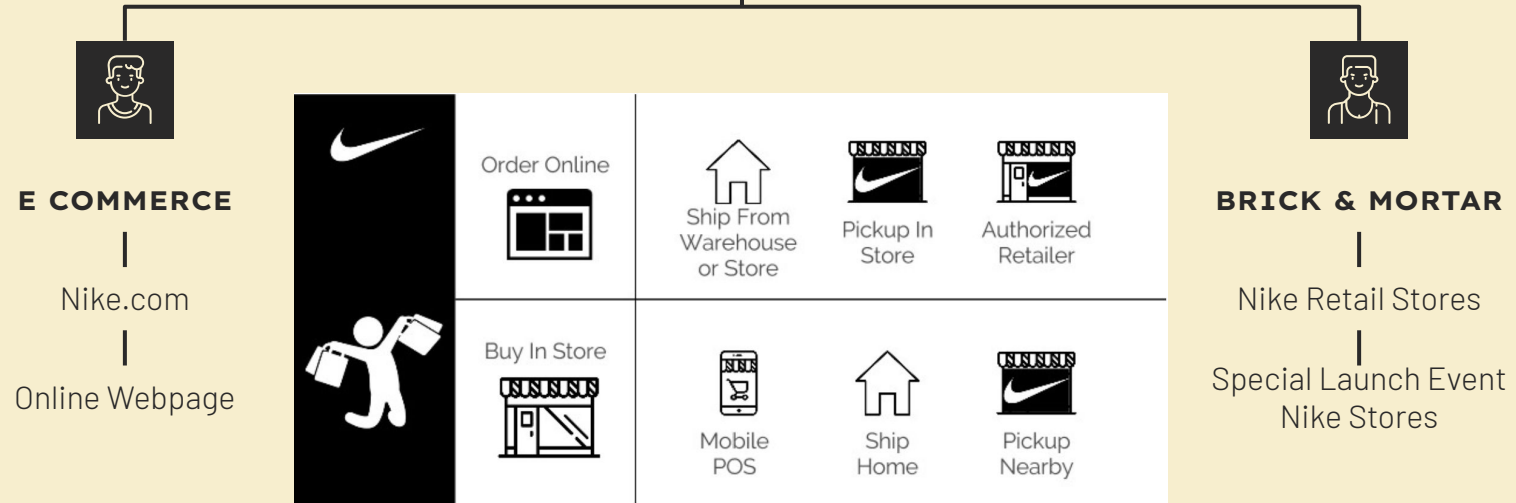


- Nike Kids clothing line will come in an assortment of hoodies, short sleeves, dri-fit shorts, joggers, windbreakers, & bucket hats
 - Element Blue, Apricot Crush, Digital Lavender, Fondant Pink, & Sage Leaf
- Allocation plan for retail stores & e-commerce
 - Brick & mortar stores: westcoast & southern stores will receive more summer season clothing while northeast and midwest stores will receive more fall season clothing
 - E-commerce: with online promotion, Nike will plan to determine inventory count in distribution center (Memphis, TN) through SEO & then use Radio Frequency Identification Technology (RFID) to manage inventory count
- The in-store merchandising displays will include walls for primarily hanging boys & girls product along with appropriate marketing
- Mixed store floor plan
 - offer a unique shopping experience for customers & create space for interactive kids equipment




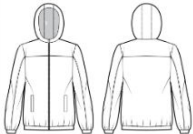


OMNI-CHANNEL LAUNCH PLAN

NIKE KIDS



MERCHANDISING LINE SHEET

Style (Name/Number)	Sketch	Fabric	Colors	Washes	Wholesale	Markup %	Retail Price	Total Quantity	Total Cost	Total Retail
Hayden Hoodie		Wearable Tech	Elemental Blue	XS-XL	\$40	66.66%	\$120	5,000	\$200,000.00	\$600,000
		Material	Apricot Crush							
			Digital Lavender							
			Fondant Pink							
			Sage Leaf							
Sadie Short Sleeve		Wearable Tech	Elemental Blue	XS-XL	\$20	77.77%	\$90	10,000	\$200,000	\$900,000
		Material	Apricot Crush							
			Digital Lavender							
			Fondant Pink							
			Sage Leaf							
Delilah Dri-Fit Short		Wearable Tech	Elemental Blue	XS-XL	\$25	75%	\$100	10,000	\$250,000	\$1,000,000
		Material	Apricot Crush							
			Digital Lavender							
			Fondant Pink							
			Sage Leaf							
Willow Wind Breaker		Wearable Tech	Elemental Blue	XS-XL	\$45	78%	\$135	8,000	360,000	1,080,000
		Material	Apricot Crush							
			Digital Lavender							
			Fondant Pink							
			Sage Leaf							
Bradley Bucket Hat		Cotton Canvas	Elemental Blue	One Size Fits All	\$25	50%	\$75	5,000	125,000	\$375,000

ADVERTISING VISION

Nike Kids- Play Never Stops.





—MARKETING CAMPAIGN—

“NEVER LOST AGAIN.”

The campaign underlines Nike’s “Never Lost Again” message which is relatable to those who prioritize safety while making a fashion statement. This resonates with a large portion of Nike’s customer base because of the customer loyalty already established with clothing that allows people to perform at their best in everything they do, everyday. By addressing the actual users, Nike created a campaign that’s honest and resonates well with its base. It’s speaking to segments of its audience in a language they’ll be able to relate to, strengthening the bond between the brand and the customer even more.



TARGET CUSTOMER



LIAM

Active, outgoing, & playful personality

GENDER: male

AGE: 11 years old

Liam is always looking to be outside he plays on a soccer team & is learning to skateboard at the local park. He usually rides his bike with the other kids on his street to the park and to school everyday. But, sometimes when they are sick or can't play that day, he goes alone for the 4 minute ride on down the sidewalk. This often worries his mom because she can't always offer to take him because she works most of the day. Liam's mom is a nurse and so she keeps eating and staying healthy a priority for him and all of his siblings. This is no problem for Liam as he enjoys his sports and anything to do with running around outside!

CUSTOMER PERSONA



MARKETING TACTICS



Celebrity Endorsement

- Collaboration with children cartoon characters, tv shows, movies, etc



Raise awareness at schools with demo classes for teachers and students



Facebook ad



Events

- Big city stores



Pop up on Nike Website

- 1st thing you see when opening Nike website



Testimonials about the product



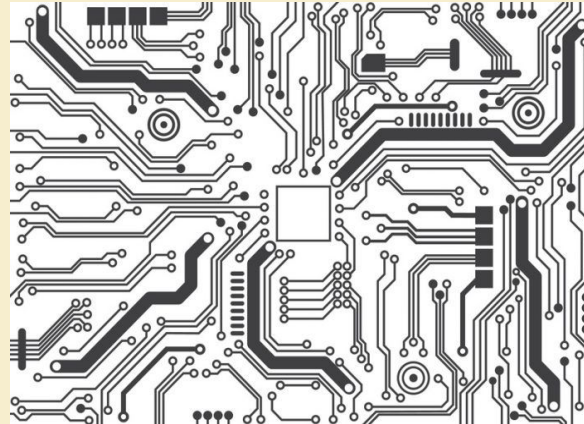
Creating a video ad that shows the benefit of the product

- Really draws on emotion
- market as a safety tool

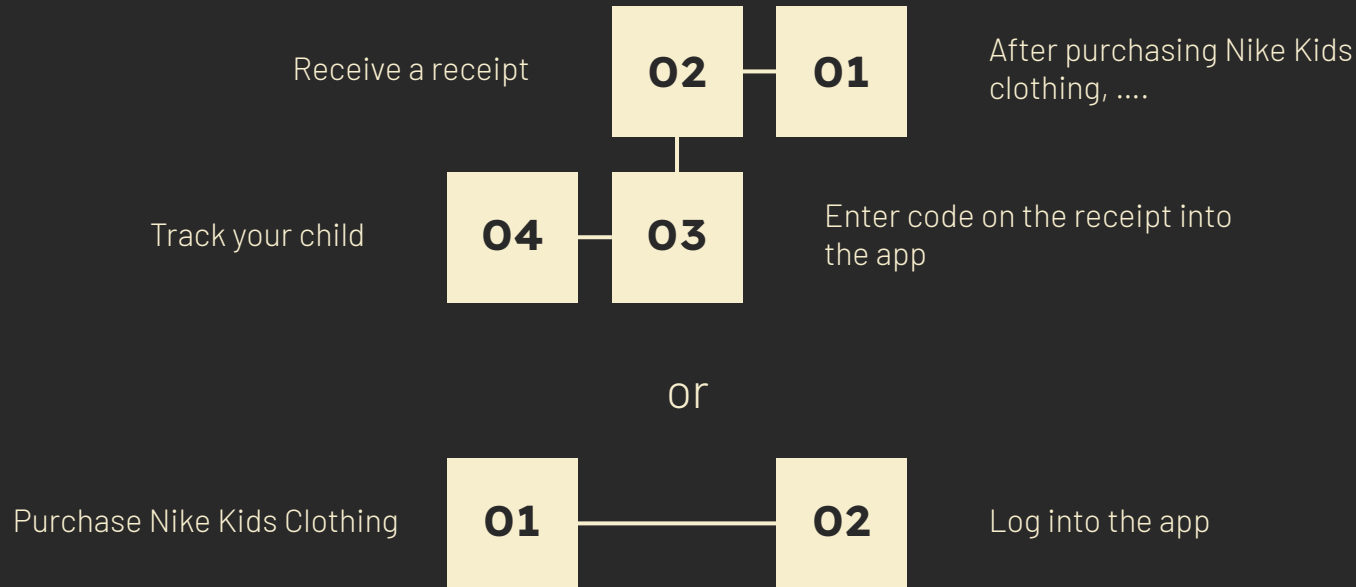


CLOTHING TAG DESIGN

- Nike will have our clothing items made and manufactured the same, only now there will be a 3D Machine to print the special Never Lost Again tag



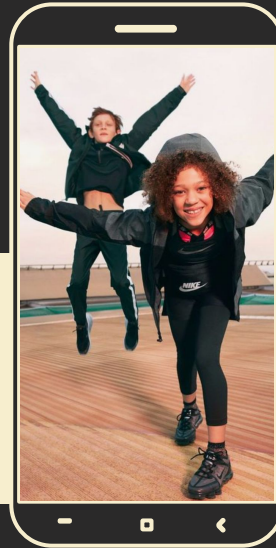
HOW TO REGISTER THE TRACKING TAG



MOBILE APP FUNCTIONALITY

Map to track the Nike
Kids Clothing

Easily accessible
location to insert code
on main page



Different tags have
different colors



6 MONTH PROFIT & LOSS STATEMENT

Income	Units	cost/unit	Total
Sales	500,000	\$100	\$500,000,000
Total:			\$50,000,000
Expenses			
Cost of Goods Sold	500,000	\$40	\$20,000,000
Marketing & Advertising		\$100,000	\$100,000
Salaries		\$1,000,000	\$500,000
Rent	6 months	\$300,000	\$1,200,000
Utilities	6 months	\$10,000	\$60,000
Total:			\$22,360,000
Net Income			\$27,640,000



EXPLANATION BEHIND FINANCIALS

Cost of Goods sold \$40/unit

- this would be our heaviest cost due to the technology that would go into the fabric being expensive.

Marketing and General Expenses

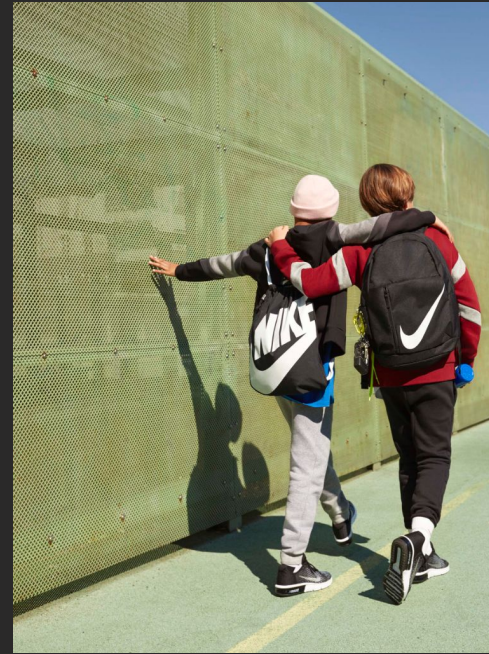
- this would include grand opening events, in store visual merchandising strategy.

Salaries

- this would include labor expenses for in store employees and salaried employees in management, accounting, marketing, and administrative.

Rent

- This store layout would be split up how a victoria's secret and a pink store are divided. Rent would be split accordingly for nike kids sector and subsidiary.



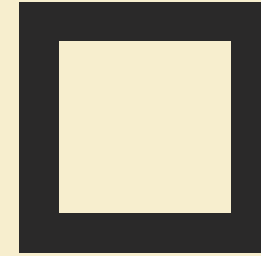
EXPANSION OF NIKE KIDS

FACTORS TO CONSIDER



- Privacy laws in different countries
- The health concern of children in other countries
 - is this a big issue in other markets?
- The affordability—who can afford our product?
- Anti-tech crowd that are against wearable tech

CREATING EXCITEMENT FOR THE BRAND



- Creating hype for the brand before even the launch is key to stimulating customer excitement especially by using social media content (hinting the product launch, a video announcing our product, connecting influencers with Nike's new product)
- PR events where influencers and tech giants can use the technology first hand at a VIP event—creates buzz
- Targeting towards families by broadcasting commercials on family/older generation centered tv channels



THE PROBLEM IN SOCIETY

MISSING CHILDREN & ABDUCTION:

- It is estimated that 2,300 children in America are missing each day
- The abducted children are predominantly female
- Victims of attempted stranger abduction have an average age of 11 years

01

02

CHILDREN'S HEALTH & FITNESS:

- 37% of U.S. children ages 17 and under have at least one health condition
- 76% of kids aged 6 to 17 don't get the recommended amount of daily physical activity
- 15% of American children ages 10 to 17 are overweight



- No human-made objects are more ubiquitous or exposed to more vital data than the clothes we all wear
- The market for smart fabrics in sports and fitness was valued at \$680 million in 2020 and is expected to hit \$2.85 billion by the end of 2026
- These devices are capable of health and sleep monitoring, seeing how much calories were burnt, activity time, steps per day, calories consumed, etc. They are focused on healthy lifestyles for the consumers who aspire or currently attain a healthy life
- Fabric Design: Traditional cotton, polyester, and nylon, to advanced Kevlar/carbon fiber with integrated functionalities.

WHAT IS SMART FABRIC?

CRAFTED FOR PEACE OF
MIND & WELLNESS





**KIDS'
CLOTHING**



TIMELINE OF FUTURE GROWTH



Expand to stores outside of Nike including Foot Locker, JD Sports, Dick Sporting Goods, Finish Line, and more



Create a detachable label I to be added to any clothing item, not just Nike



Expand to Adult Runner line (shoes and clothes)

→
Elderly Line



RESEARCH

- Health & Safety:
 - Children's Online Privacy Protection Act (COPPA)
 - Federal Trade Commission Labeling Requirements
- Wearable Tech:
 - Biometric data
 - GPS tracking
 - UV protection
 - Activity Tracking
 - Care Instructions
- Market Trends:
 - Smart Clothing
 - Online Shopping
 - Gender-Neutral Clothing



RESEARCH CONT.

- Childhood Obesity
 - 1 in 5 children in the US are obese
- Skin Cancer
 - A person's risk of developing skin cancer is a lot higher if they have severe sunburns when they are a kid
 - A child is more sensitive to the sun than an adult
- Smart Fabrics
 - Wash and Care
 - Environmental Effect-recycle program



RESOURCES

- <https://www.forbes.com/sites/rachelarthur/2016/06/30/the-future-of-fashion-10-wearable-tech-brands-you-need-to-know/?sh=5e9ca71d4220>
- <https://thefashionfrill.com/fashion/key-color-trends-of-2024/>
- <https://online.regiscollege.edu/blog/picture-childrens-health-america/#:~:text=37%25%20of%20U.S.%20children%20ages,disorders%2C%20depression%2C%20and%20autism.>
- <https://news.mit.edu/2020/smart-fabrics-future-0508>
- <https://www.ftc.gov/business-guidance/resources/threading-your-way-through-labeling-requirements-under-textile-wool-acts>
- <https://www.csoonline.com/article/3605113/coppa-explained-how-this-law-protects-childrens-privacy.html#:~:text=The%20Children%27s%20Online%20Privacy%20Protection%20Act%2C%20or%20COPPA%2C,the%20age%20of%2013%20who%20use%20online%20services.>
- <https://www.mdanderson.org/cancerwise/who-is-at-increased-risk-for-skin-cancer.h00-159542112.html#:~:text=Here%20are%20some%20factors%20that%20make%20you%20more,increases%20the%20risk%20of%20melanoma%20as%20an%20adult.>
- <https://www.cdc.gov/obesity/childhood/index.html>
- <https://www.linkedin.com/pulse/nike-case-study-what-omnichannel-retail-should-look-like-alex-senn/>



THANK YOU!!



ANY QUESTIONS?

