

Brand Identity Research Presentation

Andrew Medina

8/8



Search the menus (Option+ /) + ↶ ↷ 🖨️ 📄 🔍 🖱️ 🖼️ 📏 🗑️ ➕ Background Layout ▾ Theme Transition

- 1 Nike
By: Dev Vasu and Andrew Medina
- 2 Nike's Brand
Nike is a mainly a company that develops shoes. Nike's overall image is Fitness, Athleticism, and Power. Nike is a trusted brand and known for their amazing shoes. They portray a Athletic personality.
- 3 Nike's Target Audience
Nike's target audience is mainly athletes and mostly people between the ages of 15 through 40.
- 4 Why the Brand is relevant to the Target Audience
Many athletes require a suitable running shoes and since Nike's main product is running shoes, their target audience is athletes.
- 5 Why Nike is So Unique?
Nike is very unique compared to other companies because they have better quality shoes. Also many well known athletes use Nike. This is due to the fact that they trust the brand.
- 6

Something went wrong. [Reload.](#)

Unable to load file

Try to load it again or [send an error report.](#)

Reload

By: Dev Vasu and Andrew Medina

CFU:
What are you going to be able to describe after this lesson?
What are you going to demonstrate?