

Swoosh! Inside NIKE

1. How much did the Jordan brand gross in 2007? **\$800 million**
2. How much was the endorsement deal with Jordan? **\$500,000**
3. Do you think this was worth the price they paid? Why/Why not? **Answers will vary.**
4. How did Bowerman make the soles of his first track shoes? **He used a waffle iron!!**
5. What does the name NIKE mean? **It means Victory in Greek.**
6. What price did they pay for the creation of NIKE's logo? **\$35!!**
7. What are NIKE's annual sales? **More than \$16 Billion**
8. How many different products does NIKE sell? **13 Million**
9. What is NIKE's tagline? **Just Do It.**
10. Were all of NIKE's commercials planned carefully? Explain.

No. Tiger Woods advertisement was an accident...goofing around showing some things he could do

1. Who did NIKE sign in 2003? **Lebron James**
2. Where is NIKE moving their advertising to? **On-line (Internet)**
3. NIKE has been criticized for their sweatshops located in other countries. What has NIKE done to improve their factories and worker conditions?

Hired 100 people to observe factories and make them better. Provide free meals to workers, provides HS equivalency training, etc. Not making enough money, forced overtime, verbal abuse

1. Why wasn't NIKE's first attempt into the skateboarding industry successful?

They didn't fully commit. Skateboarding felt they didn't understand what they wanted/liked.

1. What are "sneakerheads"? **Shoe collectors**
2. Why does NIKE sell limited edition shoes? **To appeal to a certain market – and of course, make money!**
3. Why do you think NIKE is so successful? **Answers will vary.**