

MIDWEST

Recognize the problem.

NEGATIVE PUBLICITY

"Taking A Look Inside Nike's Factories"

"Made In Vietnam: The American Sneaker Controversy"

"Nike, Inc. Announces Details of U.S. Job Reductions."



Create objectives.

Increase corporate profit.

Identify consumer needs.

Recreate identity to fit needs.

Create environment which strengthens corporate relations with consumer.

Research client.

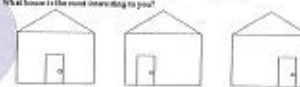


Evaluate the competition.



Survey public interest.

Age group	under 13	13-24	25-34	35-54	over 55
How often do you listen to clothing stores?	once a week or more	once a month or more	once every six months or more	once every three months or more	once every three months or more
How often do you listen to athletic shoe stores?	once a week or more	once a month or more	once every six months or more	once every three months or more	once every three months or more
How often do you buy shoes?	once a week or more	once a month or more	once every six months or more	once every three months or more	once every three months or more
How often do you buy athletic shoes?	once a week or more	once a month or more	once every six months or more	once every three months or more	once every three months or more
What basketball team are you most likely to cheer for?	Chicago Bulls	Los Angeles Lakers	San Antonio Spurs		
What school are you most likely to cheer for?	The Ohio State Buckeyes	Florida Gators	UCLA Bruins		
What baseball team are you most likely to cheer for?	Cleveland Indians	Colorado Rockies	LA Dodgers		
What house is the most interesting to you?					



Isolate consumer.

Breakdown consumers needs regionally and create an environment designed to suite them.



NORTHEAST



WEST

SOUTH



SOUTHEAST



PACIFIC



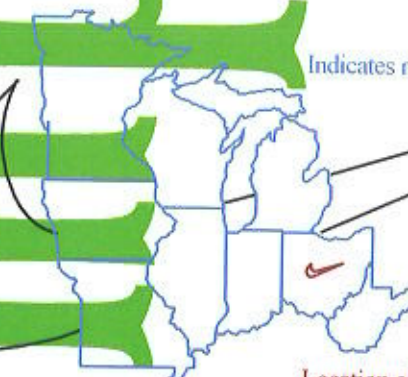
BIG WEST

Create solution.

NIKE MIDWEST

The Midwest would include the following states: West Virginia, Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, and Missouri.

The merchandise in this particular store would appeal to the people of this area. The Midwest is strongly represented by Nike apparel. Just these schools alone, Ohio State and Michigan, are always big sellers throughout the country, let alone in this region. Not to mention the amount of golf played in the area; Tiger Woods' clothing line would be a massive seller. Then, there is of course Chicago- home of the all time money maker, Michael Jordan. Imagine how happy people in the Midwest would be if they knew they wouldn't have to drive all the way to downtown Chicago, fight parking, and then walk to Niketown on Michigan Ave. just to get some of the exclusive Nike products. They could just go to a mall that is closer to their geographic area that is stocked with merchandise suited for their needs.



Indicates region.

Location of store location in region.



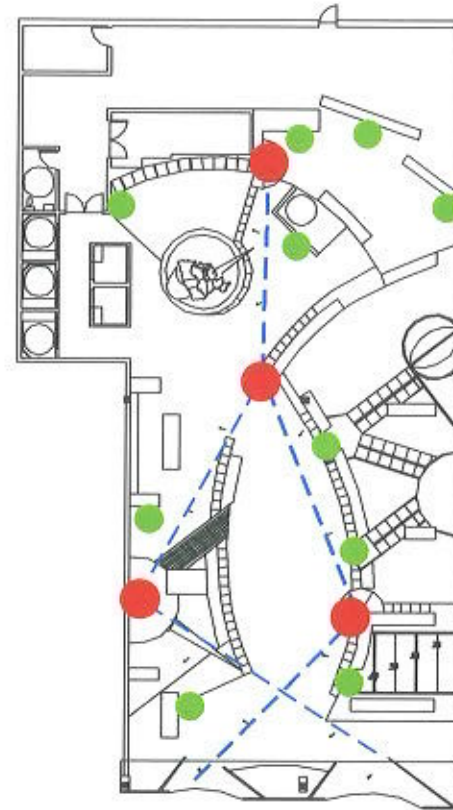
The space is strategically designed to lead people through by means of using visual elements. Architectural shapes placed throughout the space guide consumers around the interior. The merchandise is then placed around these areas as opposed to being “thrown” right into the consumers face. Apparel works with the interior, it does not work against it.

Two more popular sports in central Ohio are golf and football. This is why the golf and football merchandise is placed in the front of the store. These areas entice consumers to begin their journey into the coves. Since tennis merchandise is not as high a seller in this region as the other sports, it is connected to golf. The consumer has to walk right through the tennis area in order to return to the main walkway without backtracking. Baseball is sandwiched between two very high regional sellers, football and basketball. So, in order for consumers to look at apparel from Barry Sanders and Michael Jordan, they have to walk through the section selling baseball.

High selling merchandise in this store will be the team apparel. People in Columbus are Ohio State fanatics. This is why the most popular section, “Team Sports”, is placed in the rear of the store. Nationally, according to CNN’s Moneyline, the highest selling apparel is cross-training. Customers must walk through the entire space, through all of the other merchandise, in order to get to this section.

Placed throughout the spaces as apart of a marketing tactic are video monitors on the floor. Now when customers see a “Tiger Woods oxford”, they can see that same shirt on their favorite golfer while he’s winning the Masters Tournament. The customer is not only buying a shirt, he’s buying a piece of a championship.

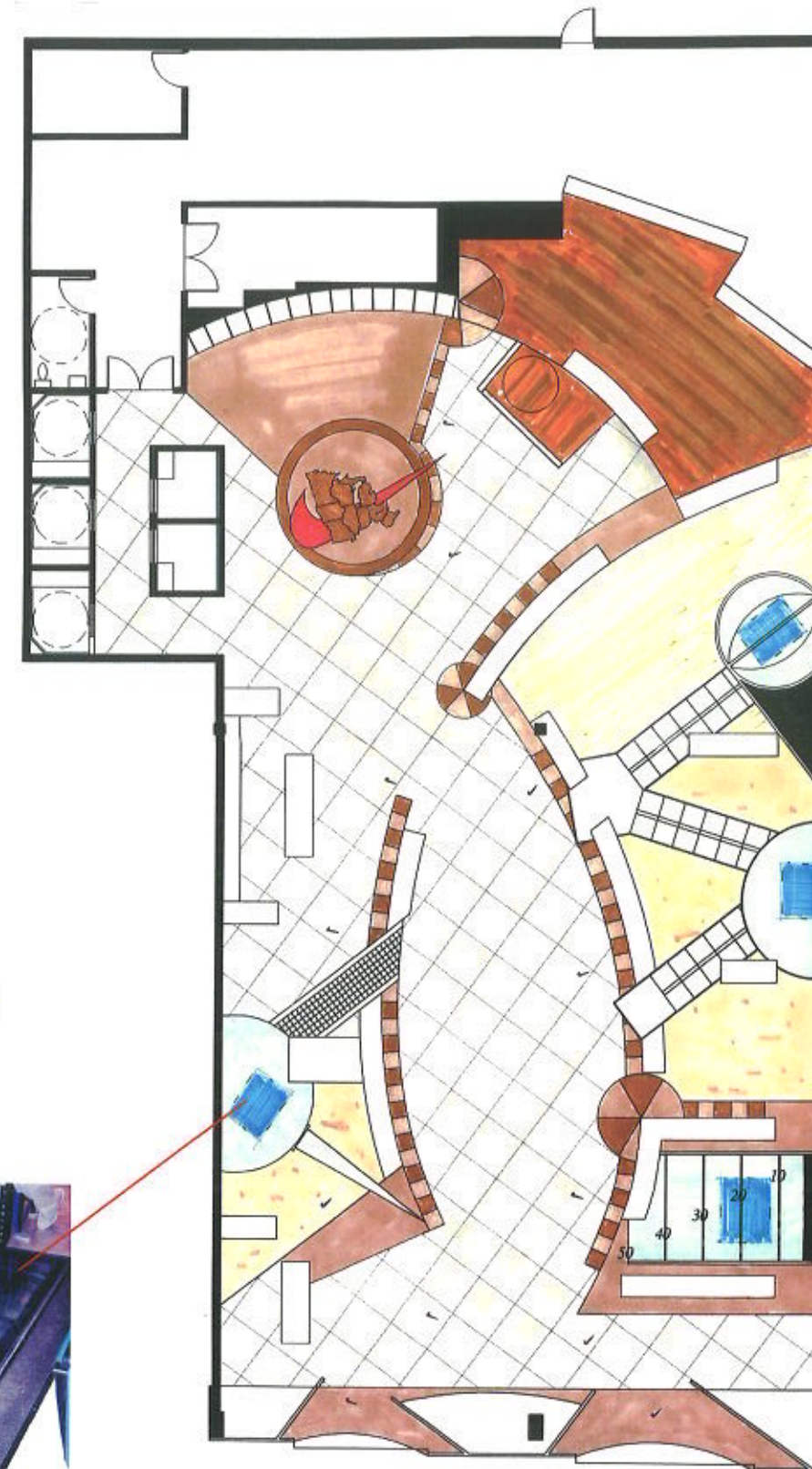
The materials used throughout the space are primarily warm, inviting, colors from an “autumn/ harvest” color palette that will create a soothing, user friendly environment for shoppers. The colors are strong enough to create a visual dynamic between between spaces but subtle enough as to not draw attention away from the merchandise being sold.

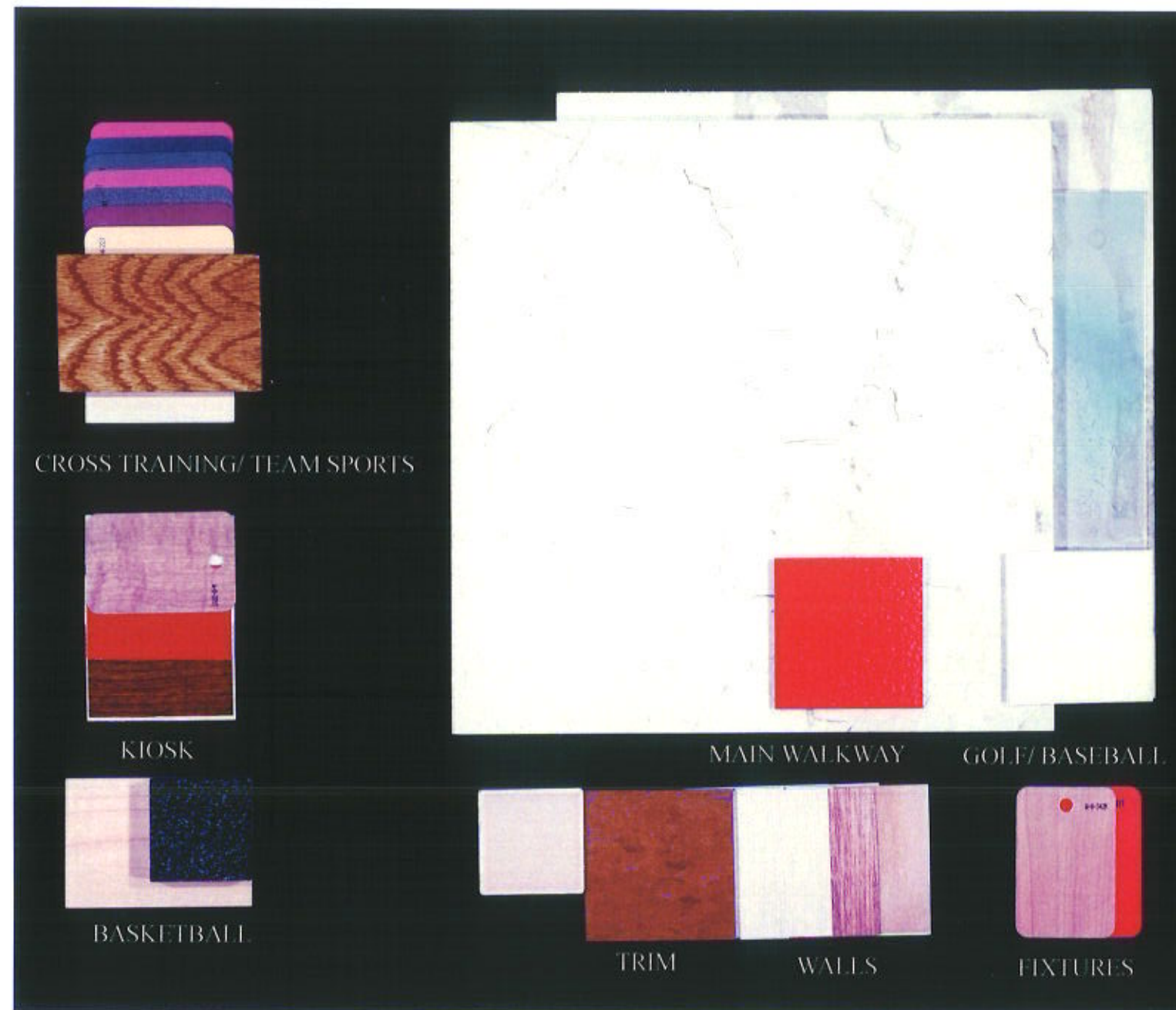
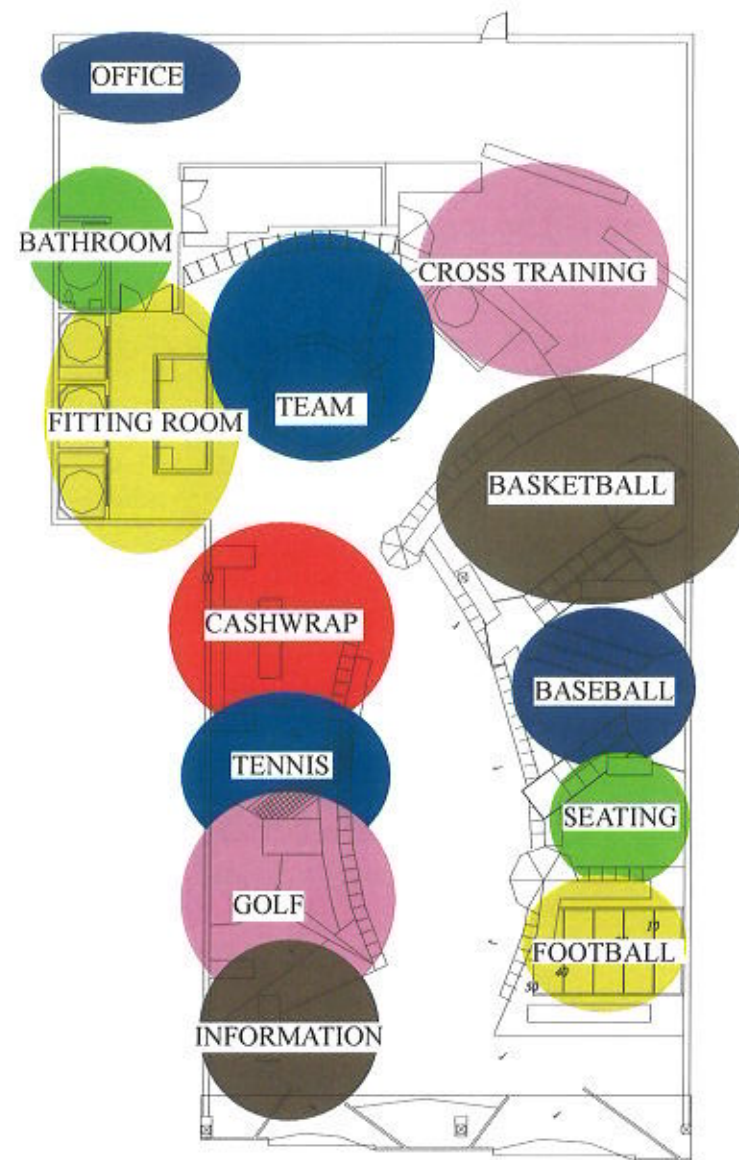



Movement Pattern

Primary Visual Element
(three- dimensional piece)

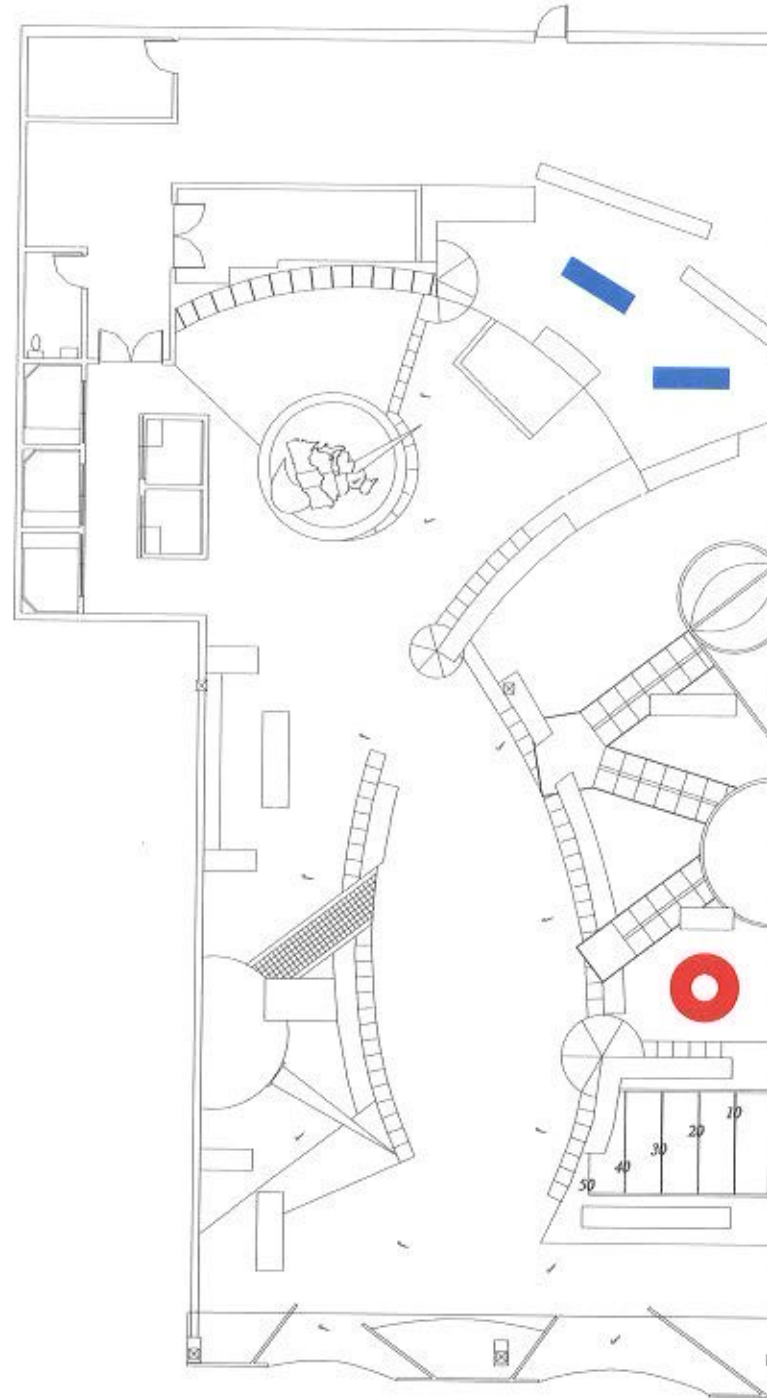
Secondary Visual Element
(two dimensional lifestyle graphic)







Seating is placed in strategic locations throughout the interior of the store to provide intermediate comfort for the shoppers in the space. The first seating line, which is to be upholstered in black leather, is by Lee Jofa and is located in the interactive area between Football and Baseball. The plush cushions and wide variety of shapes will present a number of ways to make this kiosk territory a fun, relaxing, and entertaining atmosphere. The second line of seating by Landscape Forms is located in the rear of the store, in Cross Training. This product's function is to allow customers a place to sit when trying on footwear, which is located in this section. One would generally find this product in a park. This line was picked because of its strong reference to the wilderness.



Lee Jofa

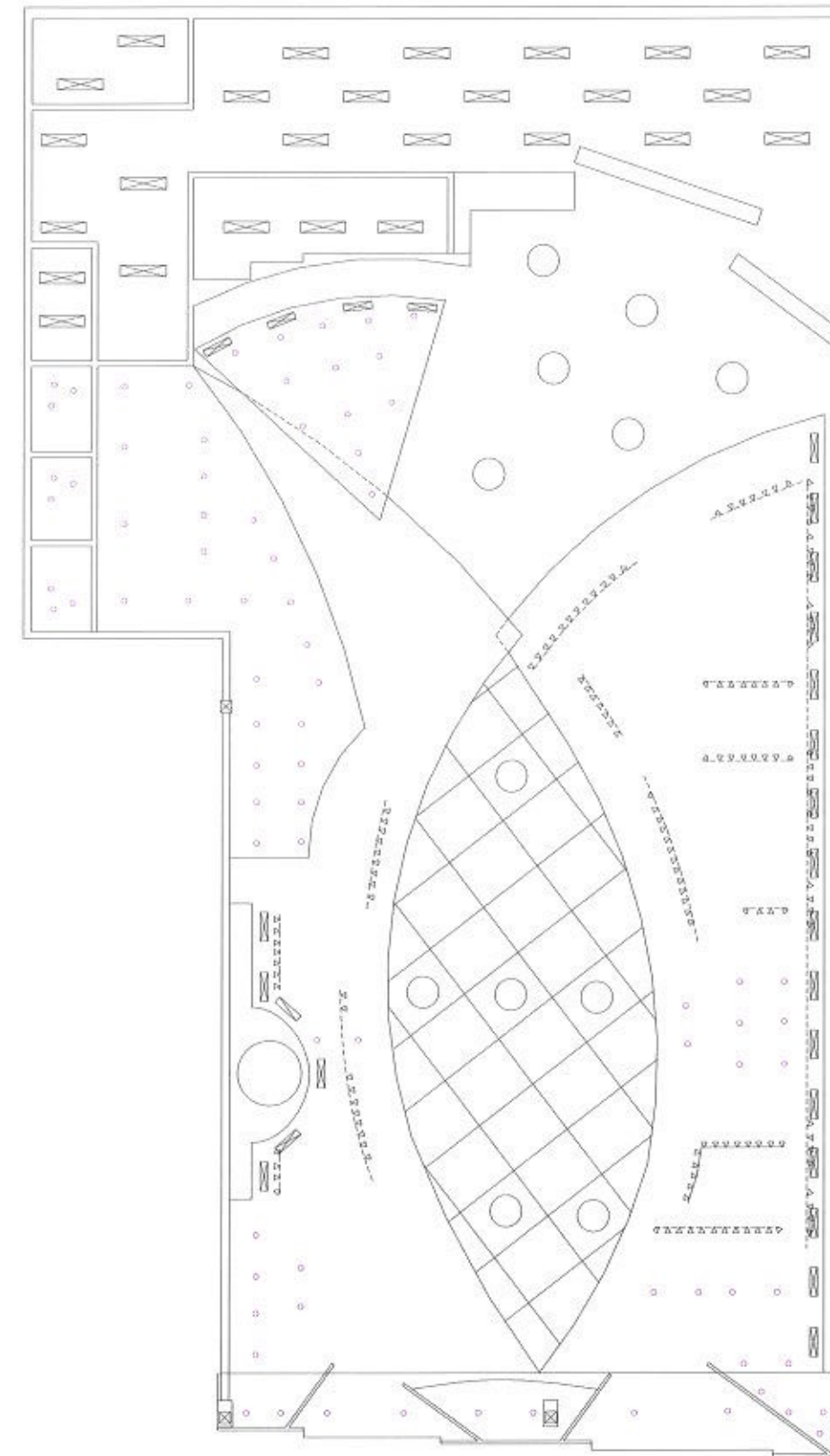


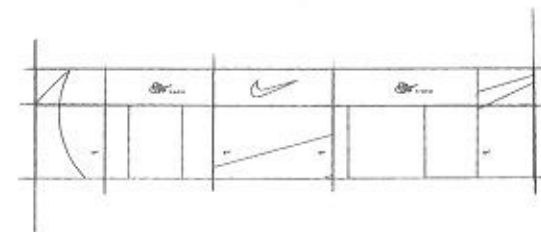
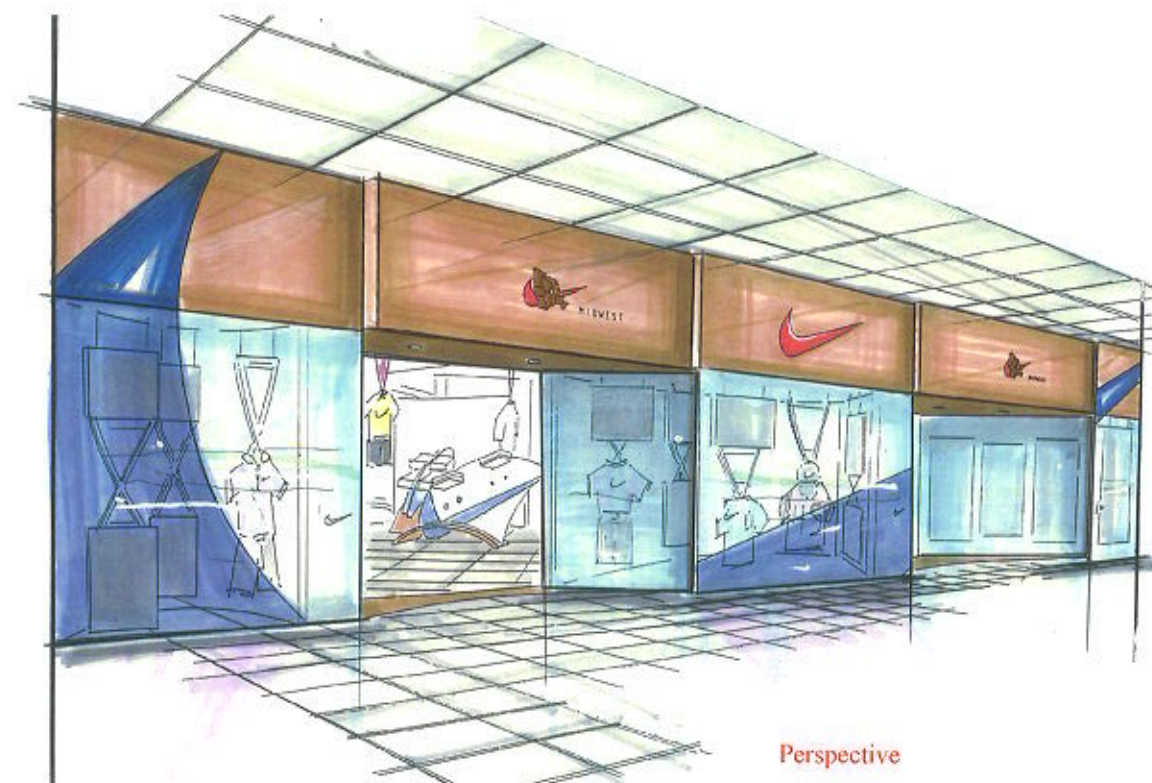
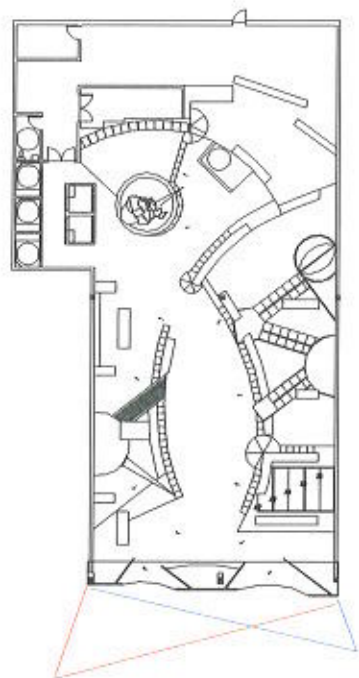
Landscape Forms



The ceiling is a complex, unique, body of mass that not only extenuates the merchandise but adds a dynamic element to the overall design. Certain parts of the ceiling plane drop to add intimacy to separate areas of the store. In order to maintain an openness within the interior, other sections of the ceiling, like the main walkway, were exposed allowing plenty of breathing room. Cable wires shooting between the two main ceiling planes create a grid hovering over the main walkway in which merchandise is suspended.

The lighting used within the merchandise able section of the store is incandescent. Track lighting is used in the separate coves to provide unlimited lighting variations. Flourescent lighting is used in the stockroom and office areas.





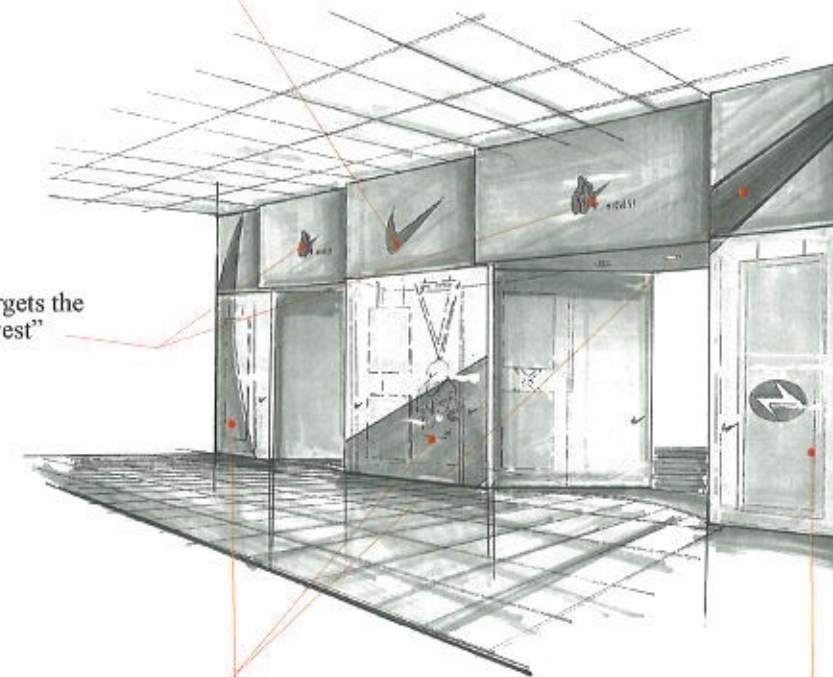
The results of the extensive research revealed that consumers were more attracted to entrances that are not symetric. Based on these results, the store front undulates forward to create an imbalance in the entrance. The doorways of the store are slightly shifted to create more diversity in the appearance.

The angles of the glass were strategically placed in order to give a maximum amount of room for frontal display. The glass panels are angles to provide visual stopping power. All Nike apparel and merchandise can be viewed at virtually every perspective when walking past the store in the mall. Merchandisers working in the store can use these three seperate glass fronts to display the latest gear in the Nike collection. The "swoosh" is placed in the center of the storefront to reinforce brand identity and promote the exclusive Nike name. Over each of the two doorways is the Nike Midwest trademark which identifies the space as a specialty Midwest store to the target group, the "Midwest consumer." Finally, extending through the three window faces of the store is large, light purple "swoosh" connecting the three seperate entities into one solid object.



The "Swoosh" identifies the space as an exclusive Nike store and reinforces the brand identity.

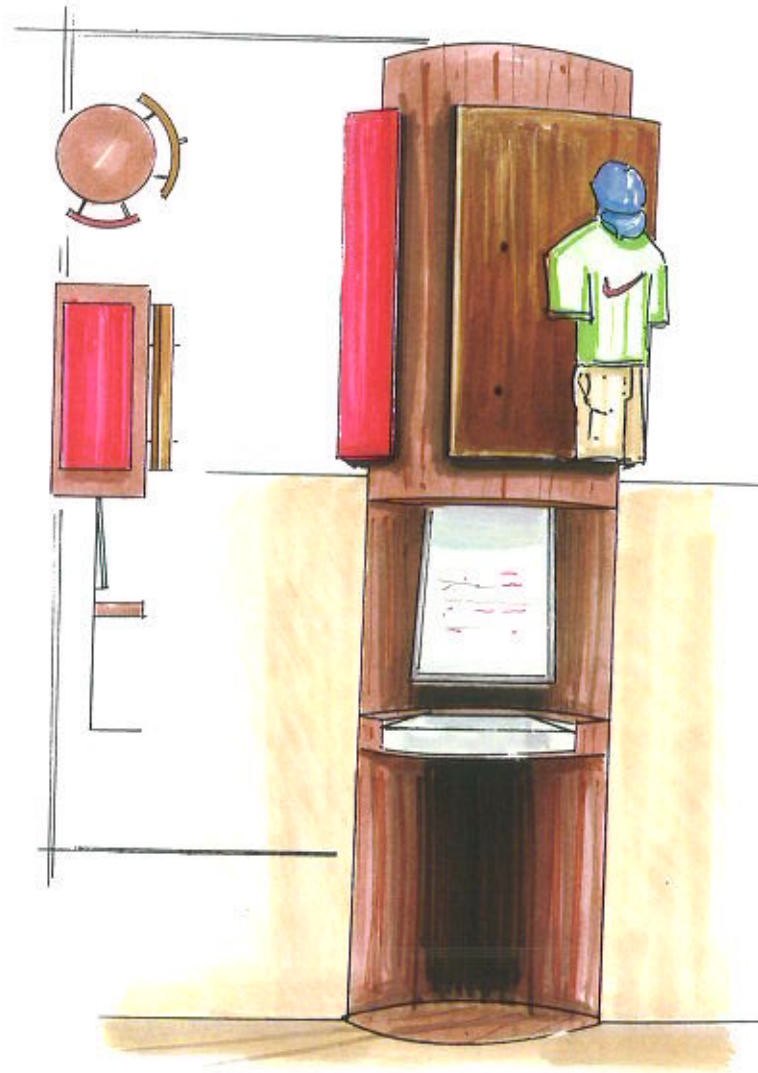
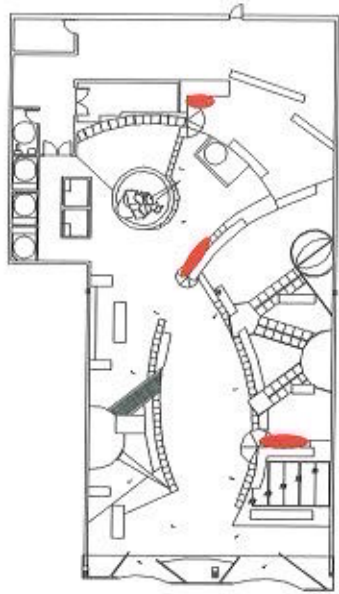
"Nike Midwest" logo targets the user group of the "Midwest" region.



Swoosh used a visual connection for the three seperate faces.

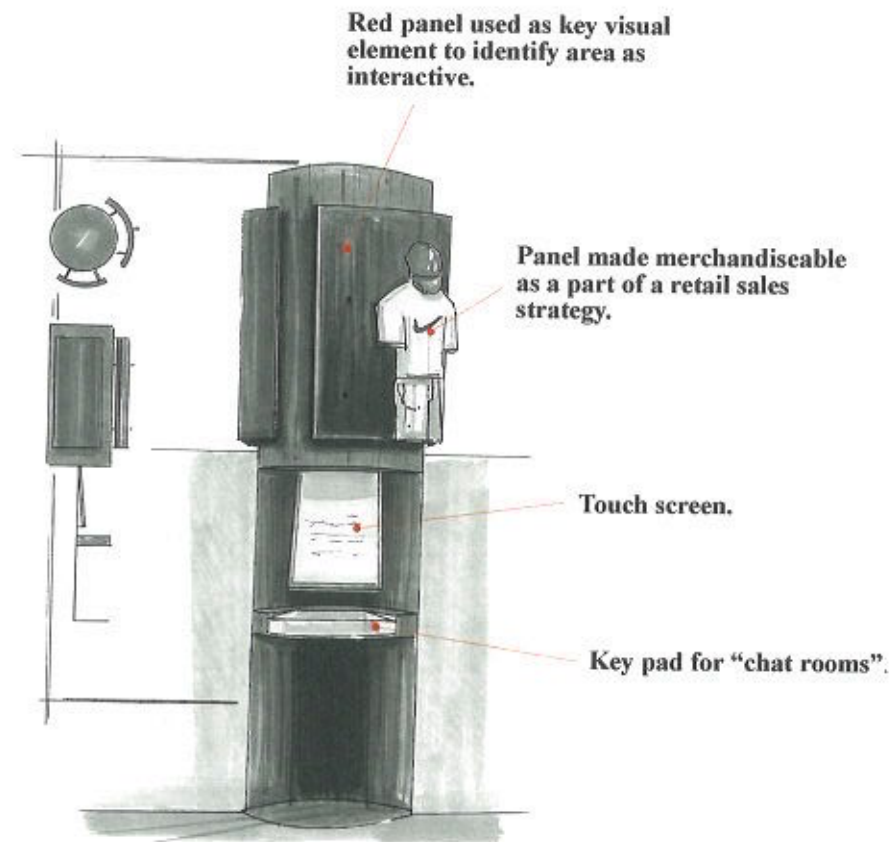
Seperate display areas such as this throughout the storefront feature the latest Nike gear, promotions, and apparel.

INTERACTIVE KIOSK



Throughout the space are these interactive kiosk systems that allow customers access to the entire Nike catalogue, the world wide web, and Nike "chat rooms." The "chat rooms" allow customers from all of the specialty stores throughout the country to have conversations with one another. For example, a shopper at the Nike Midwest Columbus store can have a conversation with someone from the Nike Southeast Raleigh location.

The kiosk, in order to maintain the Midwest Autumn theme, is designed to have the characteristics of a tree. Because this is a focal feature in the space that shoppers will be looking at and interacting with, it is merchandised with apparel. The merchandise compliments the kiosk without taking away from its function. The red panels located in the upper section of the system are designed to draw attention to the fixture. These panels are used as visual elements, as shown in the interior perspectives, to guide people throughout the space. Nike, the world is going interactive. Be the pioneer that introduces this type of system in a retail environment.



CHAT ROOM

COLUMBUS01: go bucks

ANN ARBOR04: go wolverines

RALEIGH03: both you guys need to grow up

COLUMBUS01: undefeatable

RALEIGH03: ACC is the best

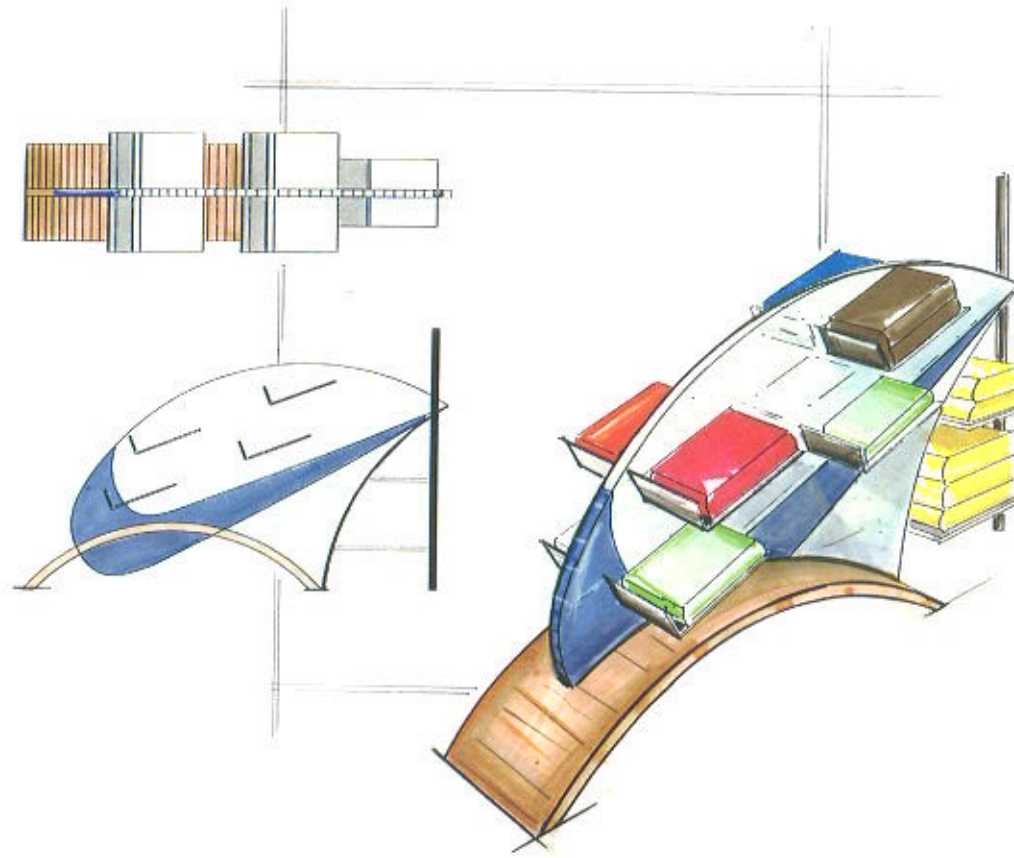
COLUMBUS02: Big 10 all the way

ONLINE ACCESS

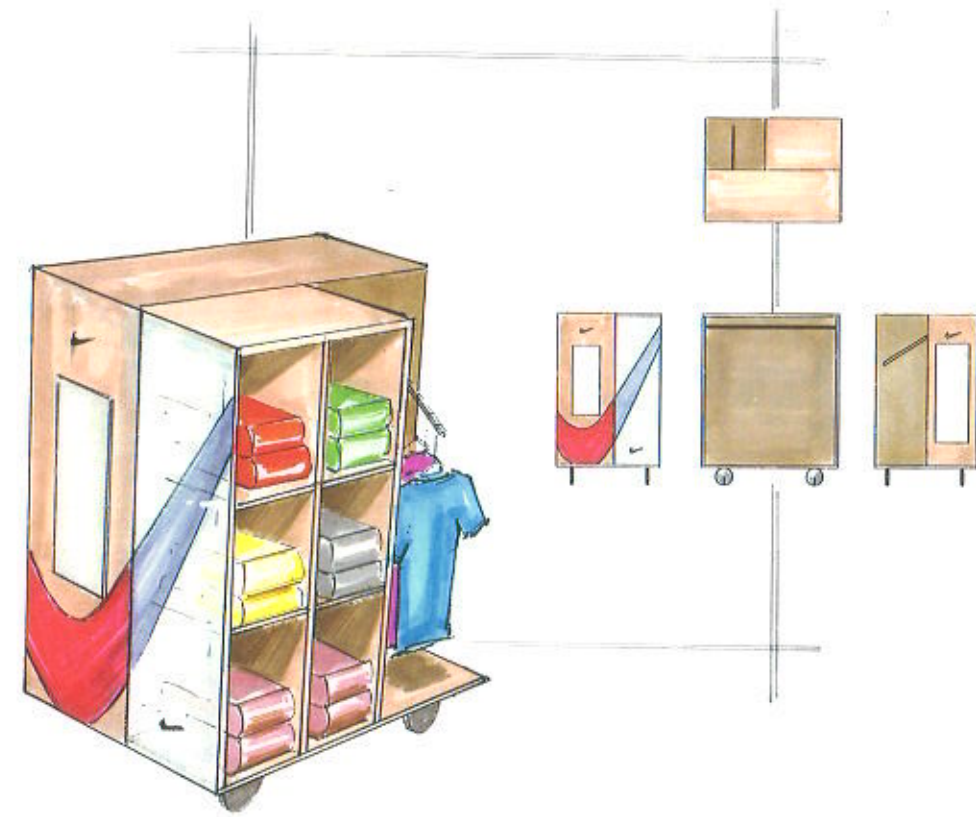


[http://www. !\[\]\(95b425611cbd2b8716a140cf67c81822_img.jpg\) .com/](http://www.nike.com/)

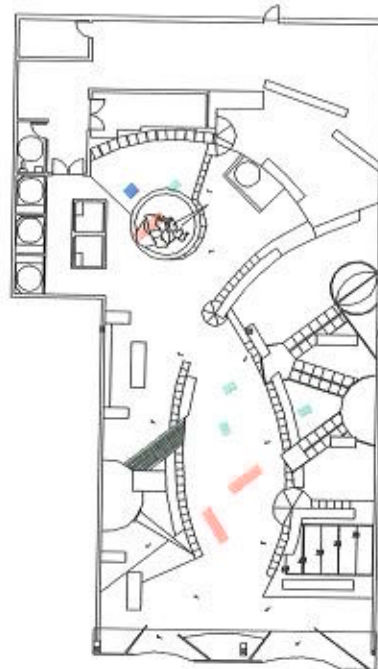
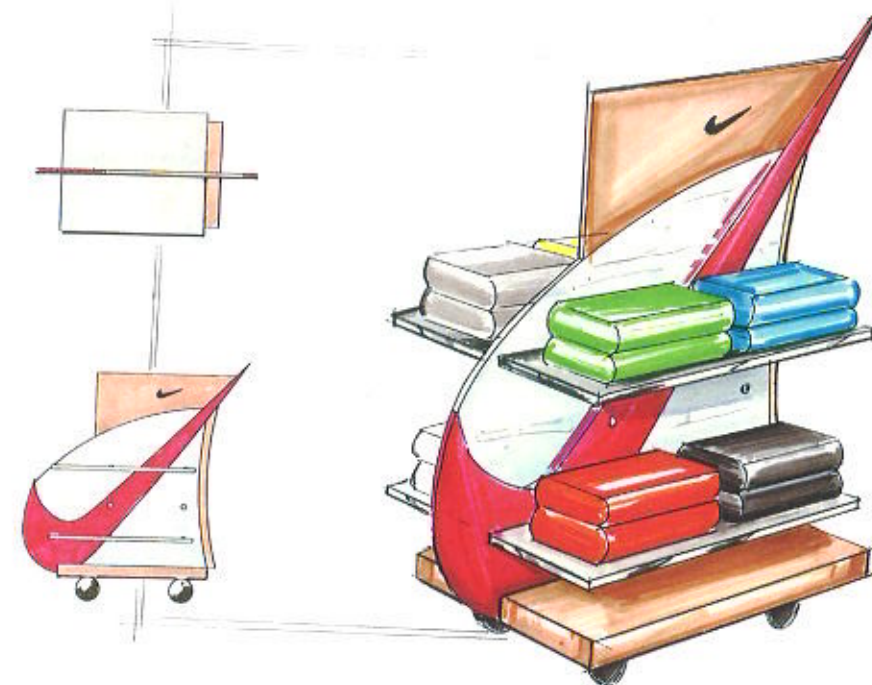
Standing Swoosh

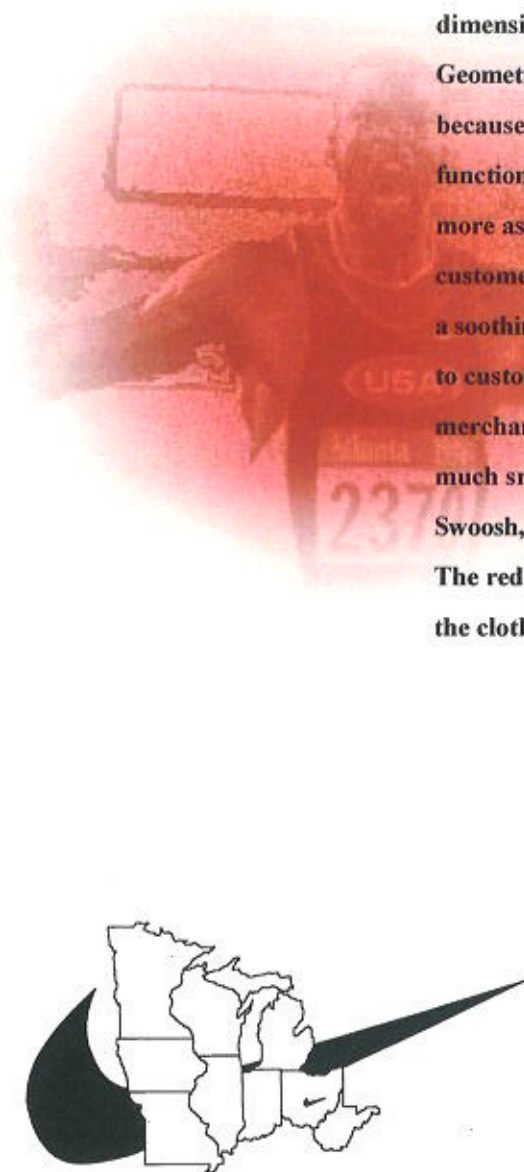


Geometric Swoosh

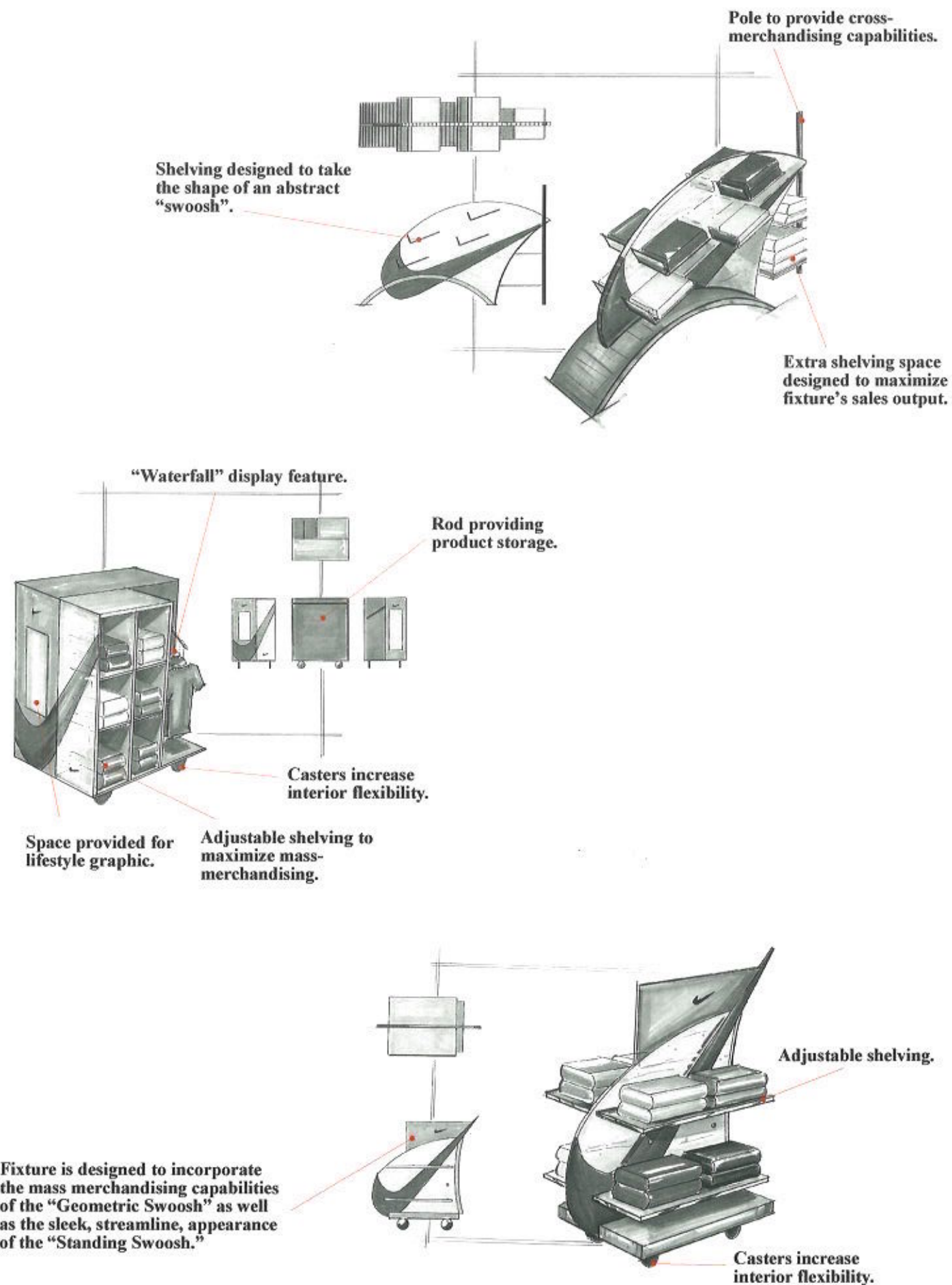


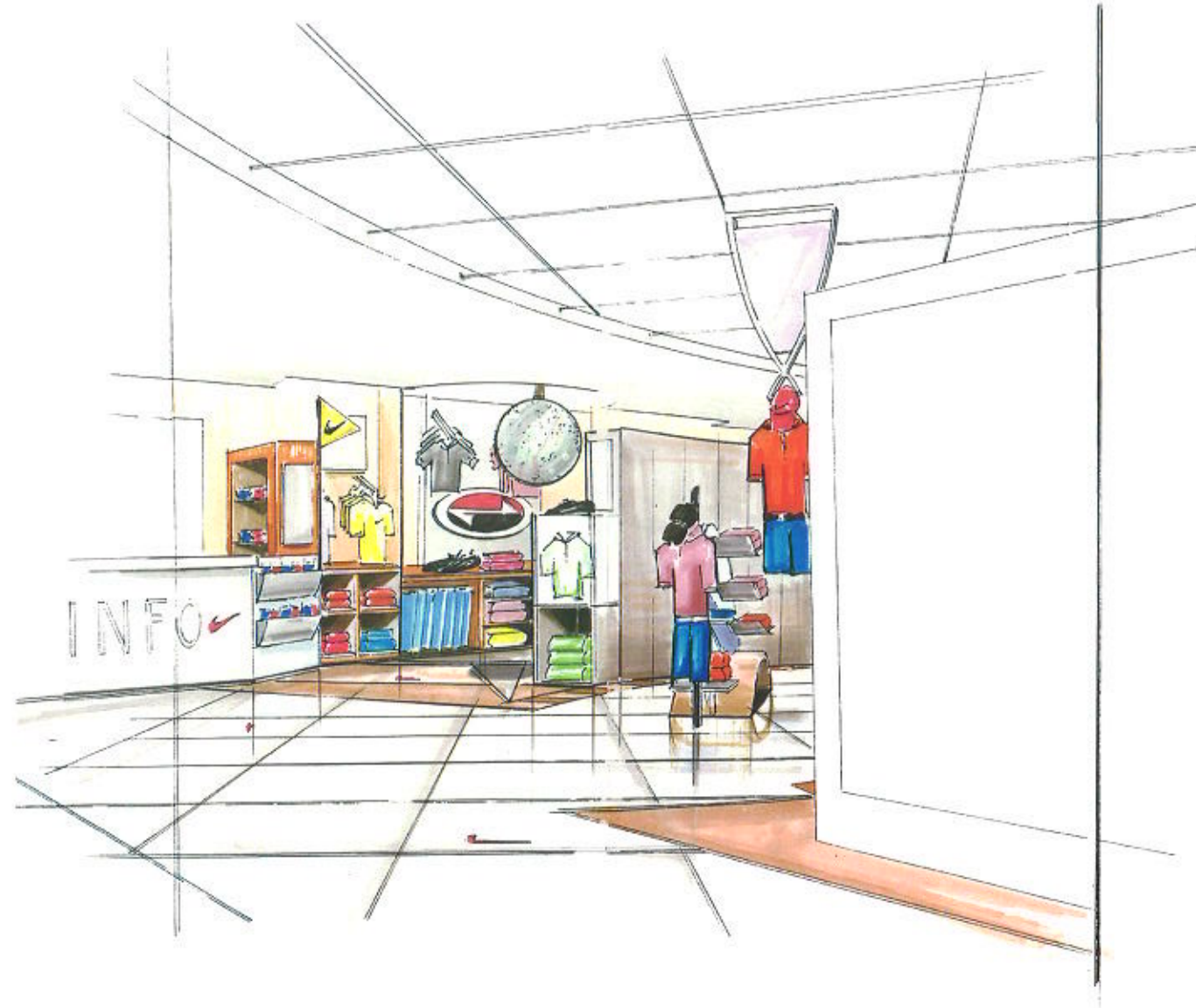
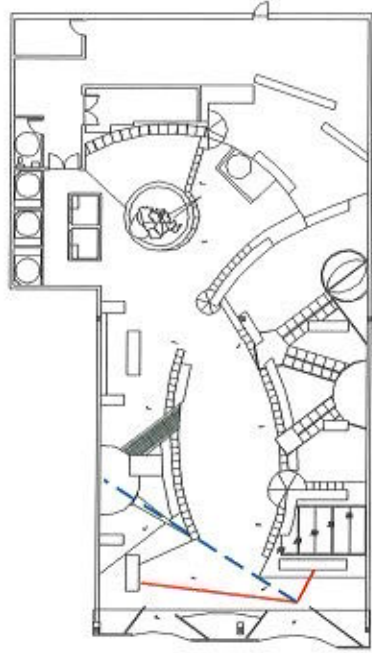
Nike Roller

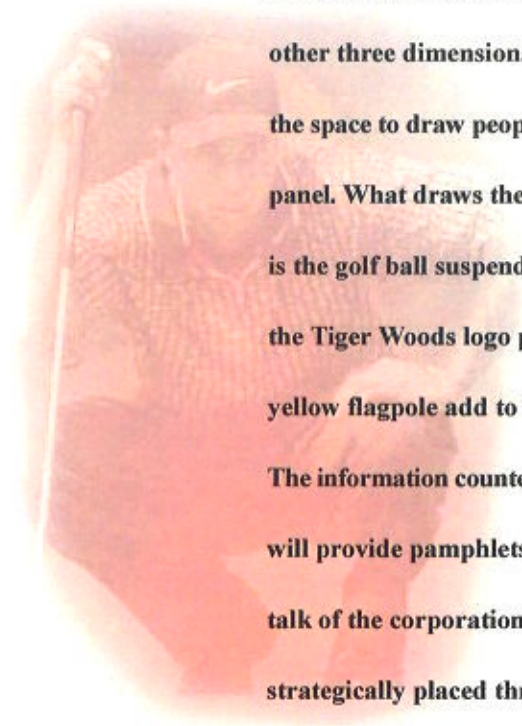




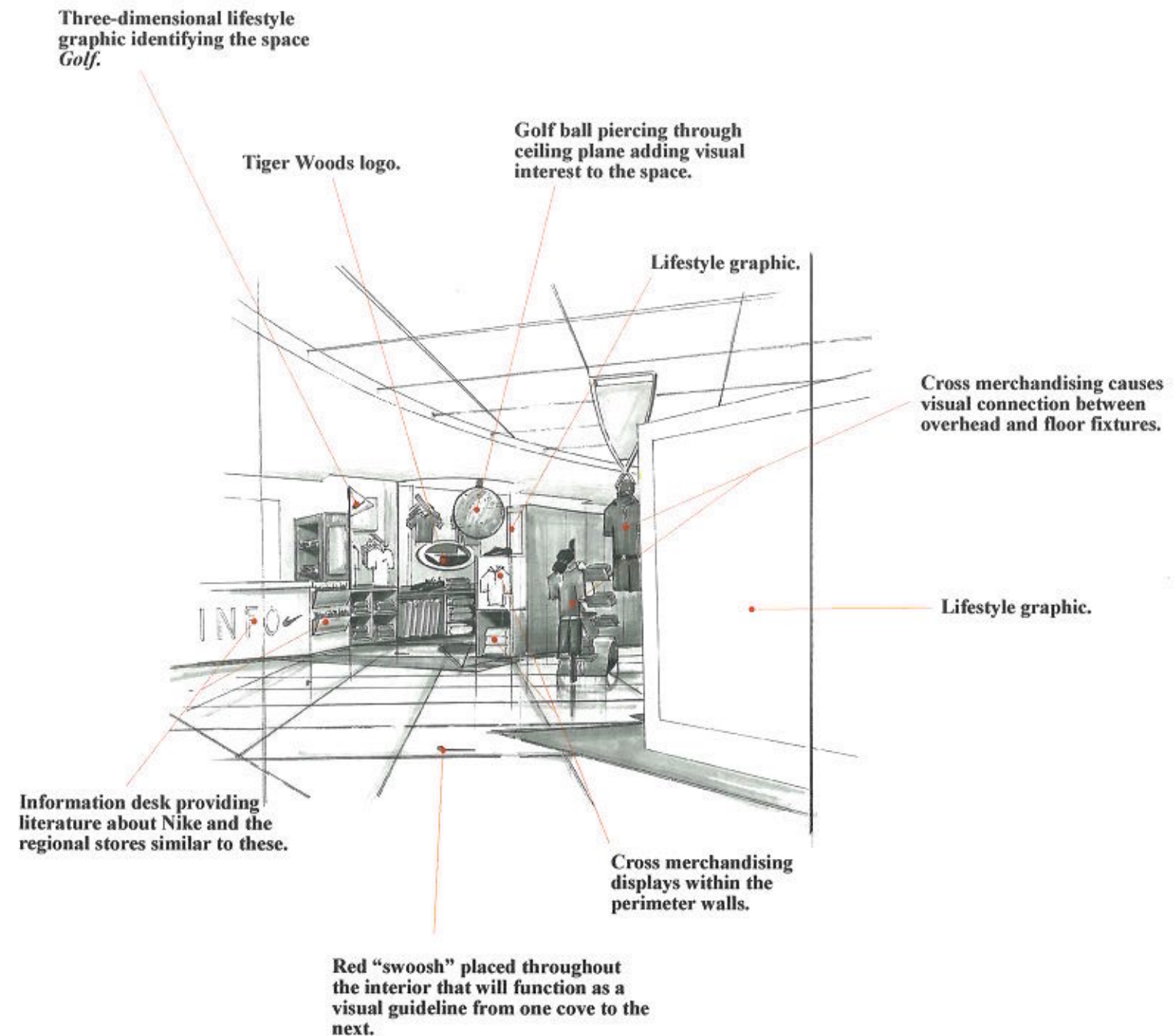
The fixtures are designed to be flexible, functional, and powerful three dimensional objects within the space. The Geometric Swoosh has a "boxy" appearance because it is a mass merchandiser. The function of the Standing Swoosh is to work more as a spacial delineator that channels customers throughout the space. Purple is a soothing color that will serve as a sedative to customers approaching this fixture for merchandise. Because the Nike Roller is much smaller in size than the Standing Swoosh, red was used to accent the clothing. The red "swoosh" will draw attention to the clothing placed around it.

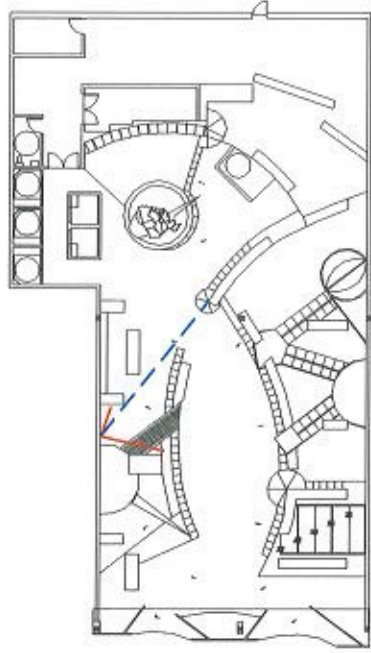


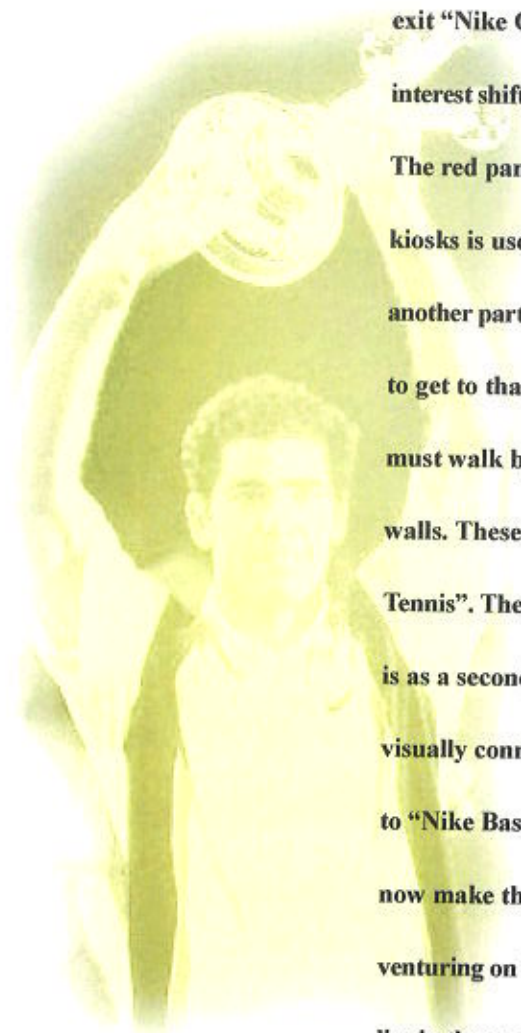




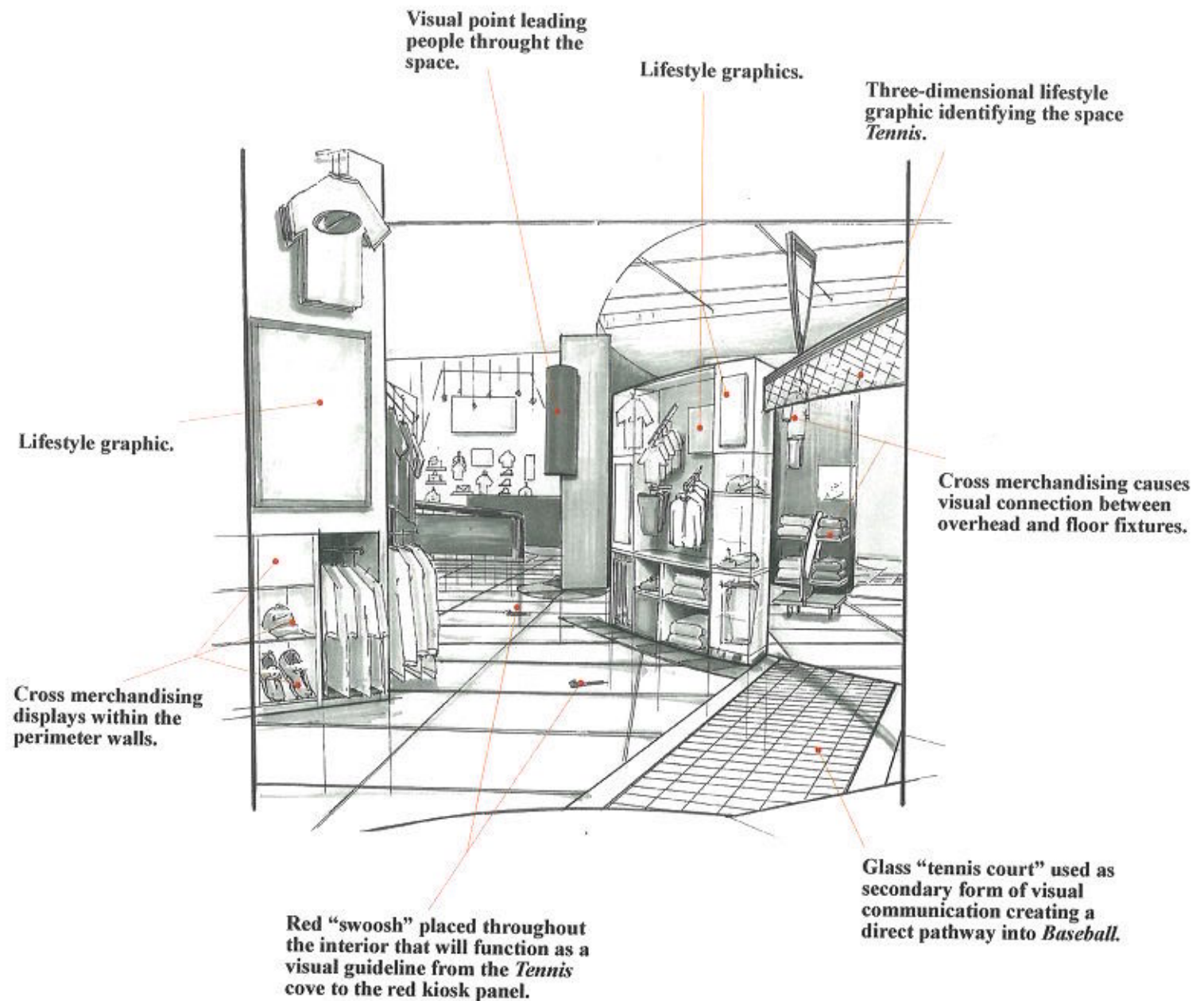
The first perspective is of the "Nike Golf" area when entering the store on the right side. Because there is no interactive kiosk in this area, other three dimensional objects are used within the space to draw people to it as opposed to a red panel. What draws the shopper into "Nike Golf" is the golf ball suspended from the ceiling. Also, the Tiger Woods logo placed on the wall and the yellow flagpole add to the identity of the cove. The information counter to the left of "Nike Golf" will provide pamphlets and other literature that talk of the corporation. Merchandise is strategically placed throughout the area as an obstacle between the standing view point and the targeted destination point.

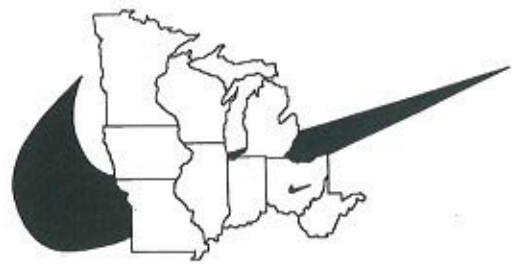
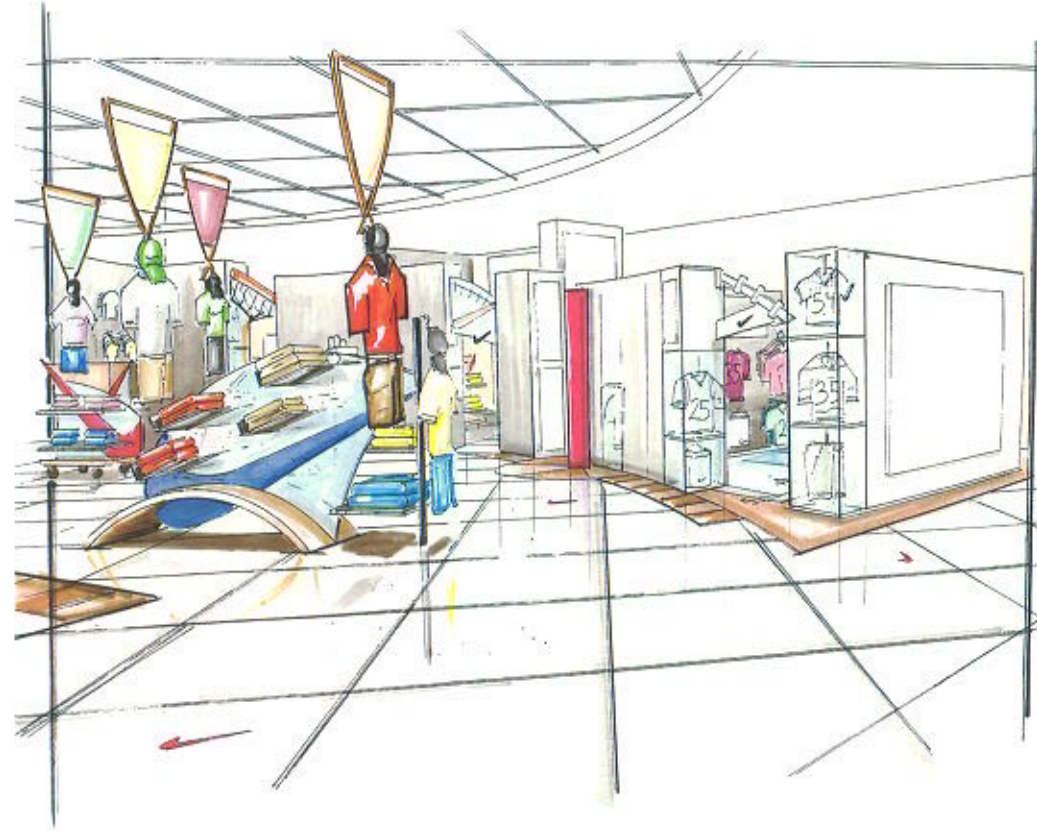
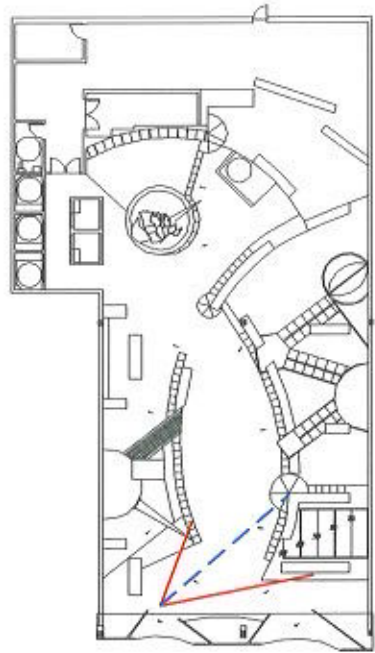






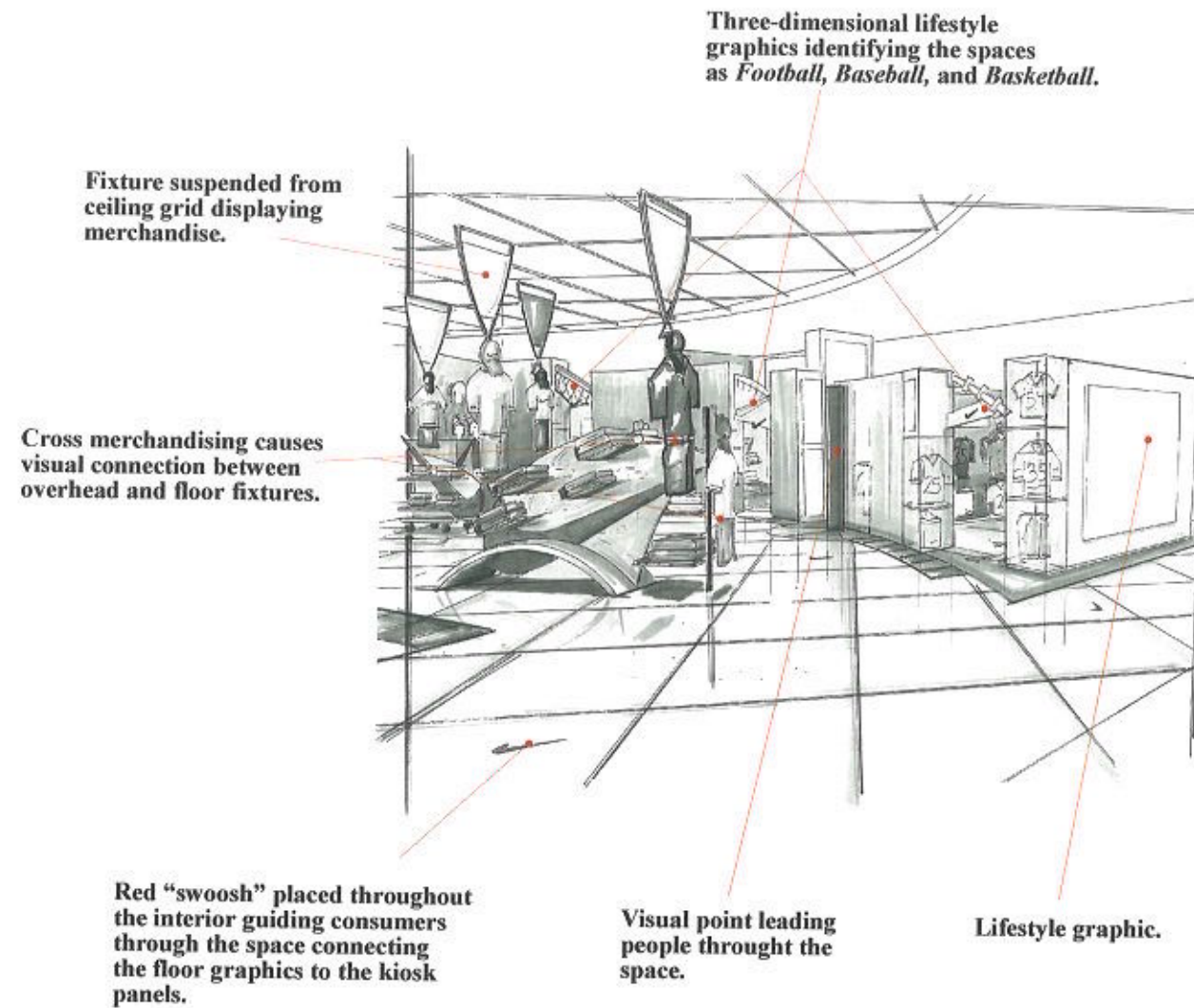
After the customer is ready to exit "Nike Golf", the visual point of interest shifts to another spot in the store. The red panel of one of the information kiosks is used to guide the shopper to another part of the space. Again, in order to get to that red panel, the consumer must walk by the highly merchandised walls. These walls are apart of "Nike Tennis". The glass tennis net on the floor is as a secondary element that will visually connect "Nike Tennis" directly to "Nike Baseball." The customer must now make the decision between venturing on to the red panel to see what lies in the rear of the store, or follow the tennis trail directly into "Nike Baseball."

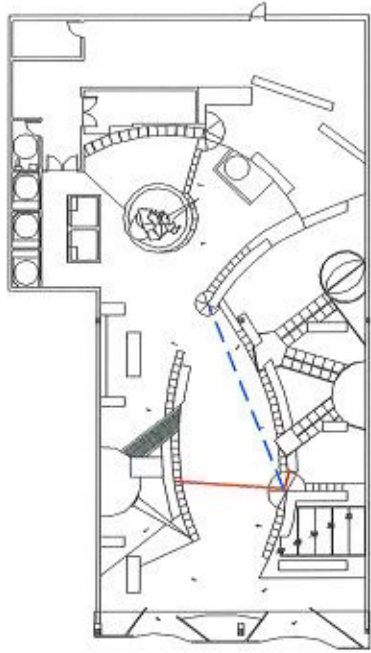


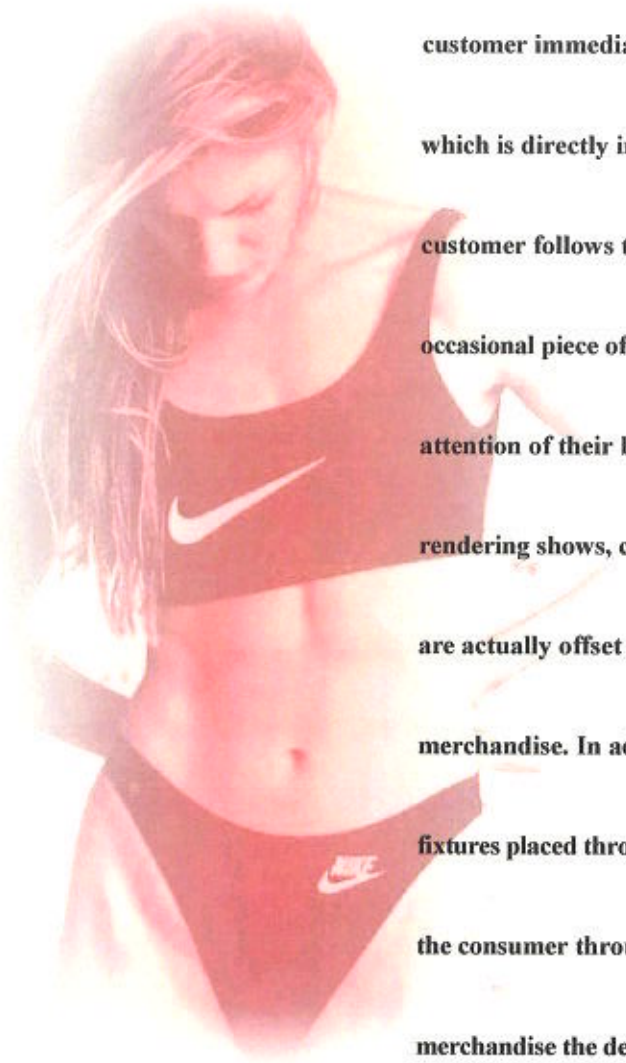




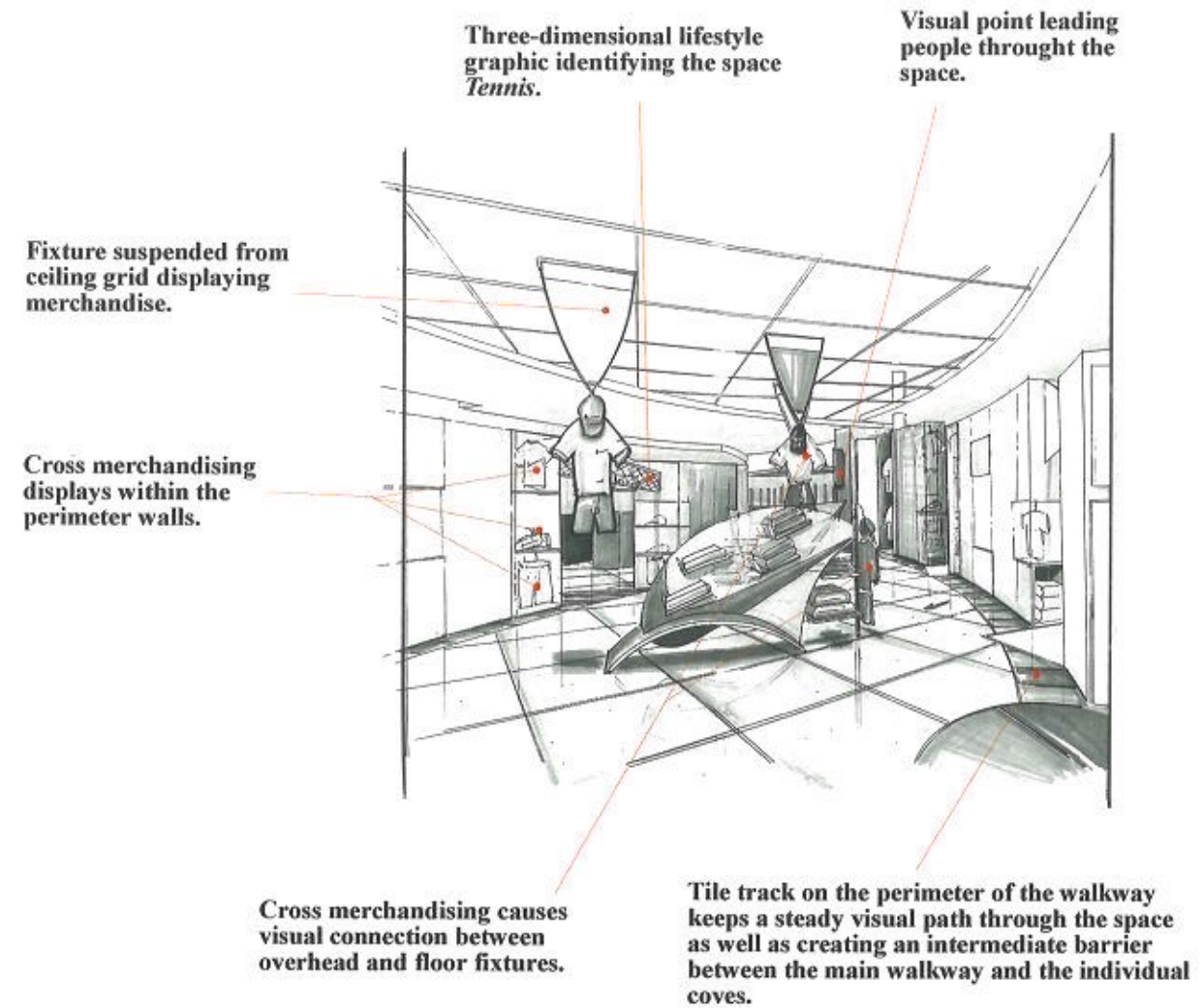
When entering the store from the left, the first visual piece of interest is the large panel attached to one of the interactive kiosks. The merchandise that is both on the fixtures and suspended from the ceiling is in front of this panel. The same strategy applies. In order to see the panel the customer must walk through all of the heavily merchandised fixtures. Secondary elements are used to entice the shopper into the cove areas. Shown here are football, baseball, and basketball. Each area is identified by a three dimensional element that describes the individual cove without word age. For example, the three dimensional element for "Nike Football" is a large string of an actual football connecting to walls together, etc.

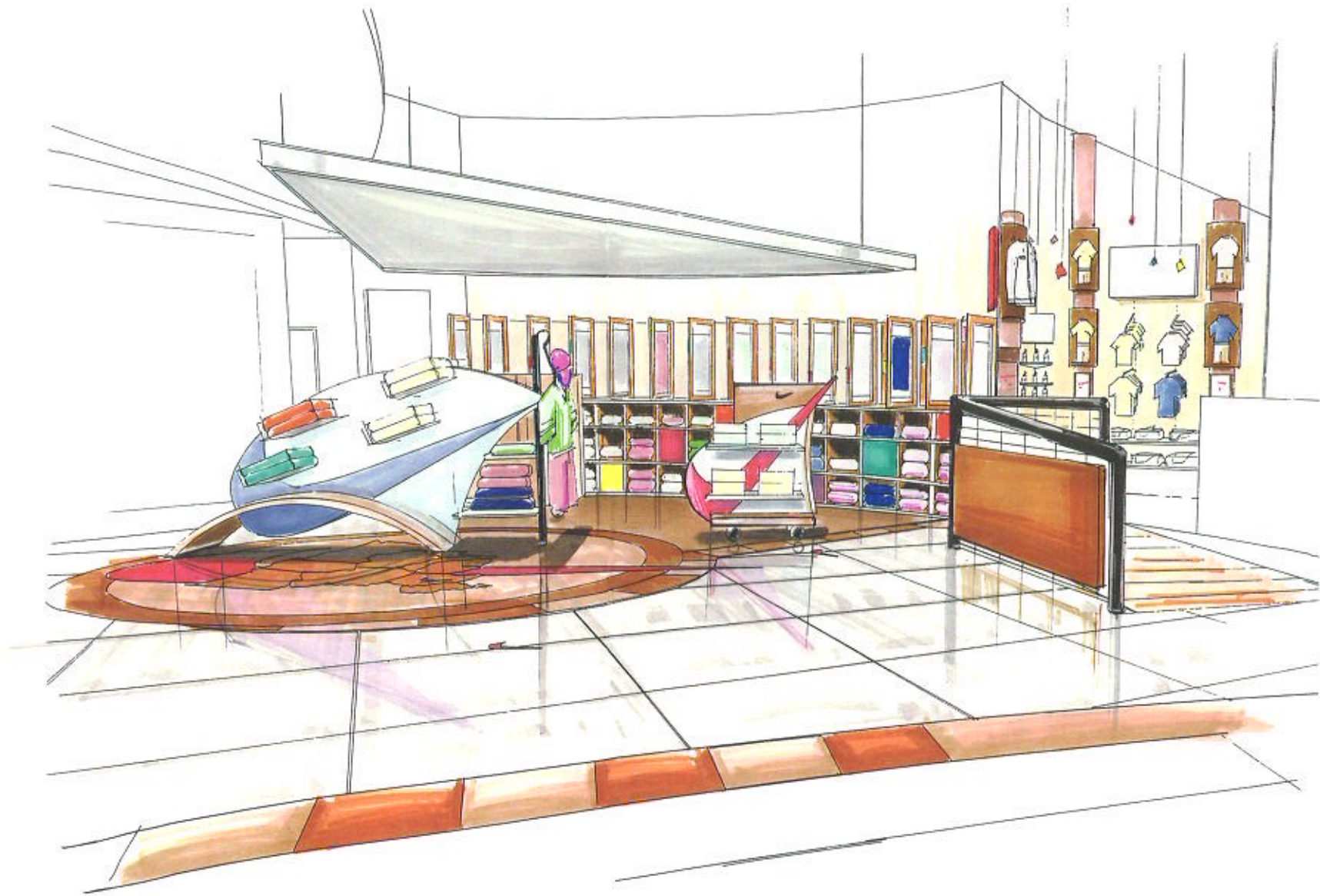
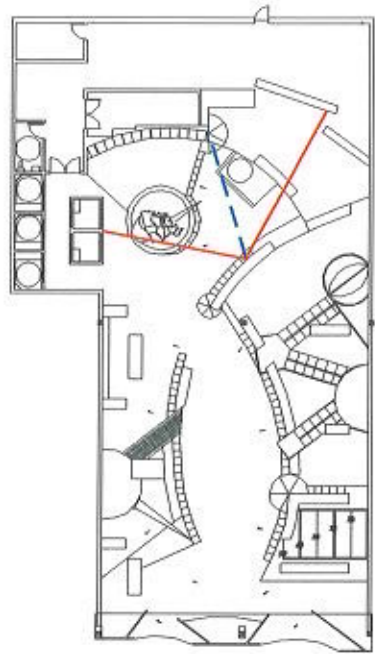






After reaching the first red panel, the customer immediately identifies the second, which is directly in front of him. As the customer follows the curve of the wall, an occasional piece of merchandise will catch the attention of their browsing eyes. As the rendering shows, certain sections of the walls are actually offset from the rest to display merchandise. In addition to the walls, the fixtures placed throughout the space will guide the consumer through the pathway as well as merchandise the desired product of the store's choice.







No matter which entrance customers walk through they will end up at this point, the rear of the store featuring “Team Sports” and “Cross Training”. The final red panel is located directly between these two areas. After the consumer is drawn to this piece, he has the choice of which area to travel into for the desired good. By merchandising the “Team Sports” area with hinged panels, an increase in product accessibility in the smallest amount of space possible is achieved. A drop ceiling adds intimacy to the area. The interactive kiosks in the rear are located in the “Cross Training” section. Suspended from the ceiling around the kiosks are colored pieces of plastic that represent autumn leaves in an abstract form. The entire store will leave a lasting impression on the customers that journey through it and will assure a return engagement.

