



**“THE LAB
THAT
CREATES
GREAT
ATHLETES”**





Greatest
~~female~~
athlete
ever.



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EXTENSION CONCEPT

A NEW PROFESSIONAL TRAINING CENTER FOCUSED ON
ENHANCING YOUNG AND UPCOMING ATHLETES ON THEIR
WAY TO BECOMING THE BEST OF THE BEST, BY
TRAINING WITH THE BEST.



KEYWORDS

ACHIEVER

LEGENDARY

UNSTOPPABLE

LIFESTYLE

INSPIRING

GOAL-GETTER

DETERMINED



MISSION

**BECOME THE BEST ATHLETE
AT THE BEST PLACE.**

VISION

**MAKE AN ATHLETE OUT
OF ANYONE.**



ORIGINAL LOGOS



JUST DO IT.

EXTENSION LOGOS



COLOR STORY & TYPEFACE

A B C D

E F G

H I J K L

M N O P

Q R S

T U V W

X Y Z

Futura Condensed Extra Bold

-62% Tracking, 26% Sheer w/Modifications

LOGO TYPE

HELVETICA NEUE MEDIUM

SECONDARY TYPE

abcdefghijklmnop

qrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

COLOR PALETTE

PANTONE: PROCESS BLACK C
HEX COLOR: #000000;
RGB: (0 0 0)
CMYK: (0 0 0 100)

HEX COLOR: #FFFFFF;
RGB: (255 255 255)
CMYK: (0 0 0 0)

HEX COLOR: #EDFC11;
RGB: (237 252 17)
CMYK: (07 01 92 0)





**AGE IS JUST
A NUMBER.**

SERENA'S IS #1.



NIKE MARKET RESEARCH

CUSTOMER VALUE

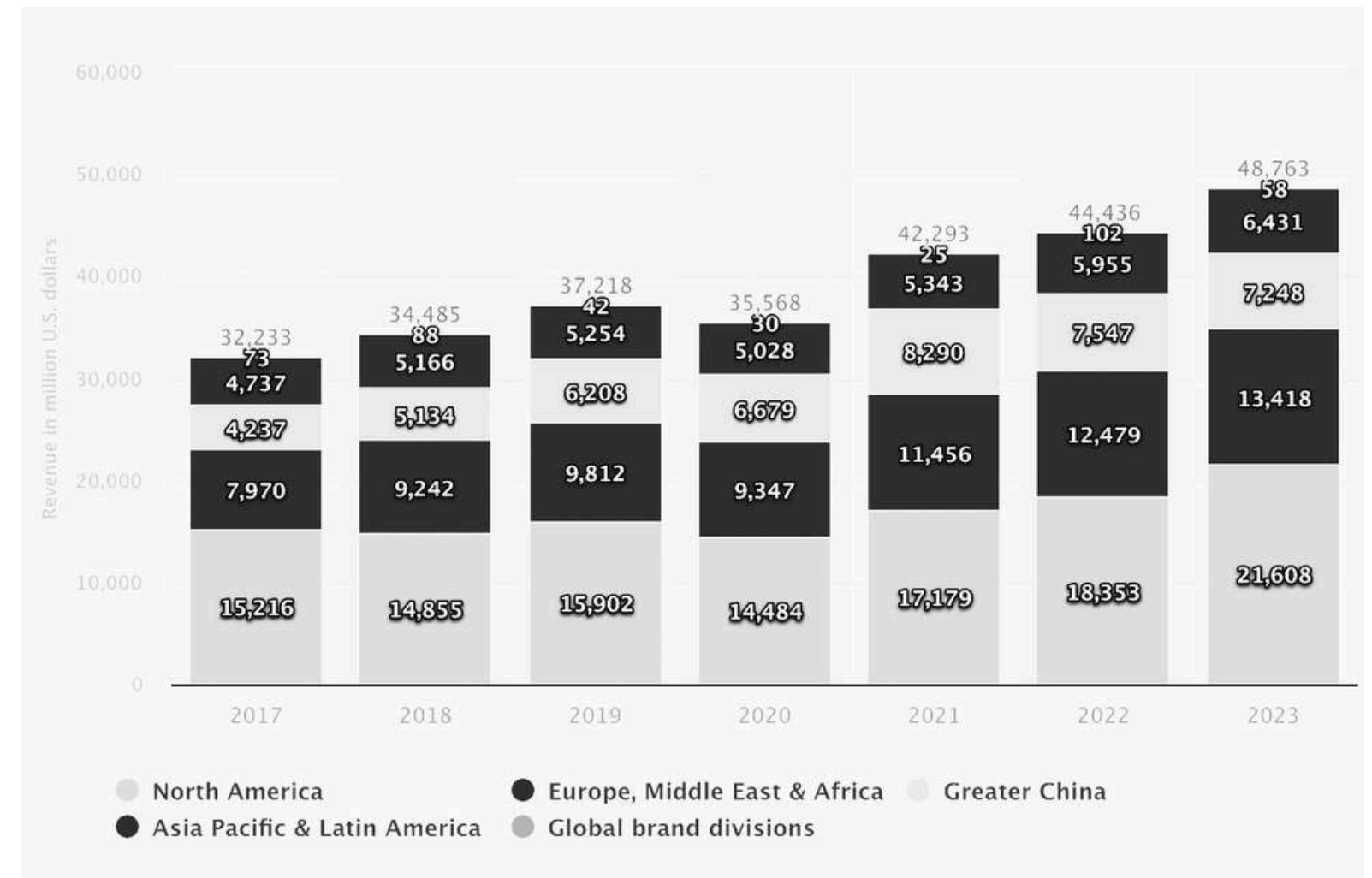
NIKE AIMS TO CREATE A HOLISTIC AND POSITIVE CONSUMER EXPERIENCE THAT GOES BEYOND THE FUNCTIONALITY OF ITS PRODUCTS, CONTRIBUTING TO LONG-TERM BRAND LOYALTY AND CONSUMER SATISFACTION.

CUSTOMER INTEREST

THE COMPANY HAS A GLOBAL PRESENCE AND A STRONG BRAND IMAGE ASSOCIATED WITH INNOVATION, QUALITY AND ATHLETE SUPPORT.

GROWTH

NIKE, BEING A GLOBAL SPORTSWEAR AND ATHLETIC FOOTWEAR BRAND, CATERS TO A DIVERSE CUSTOMER BASE WITH VARIED INTERESTS. THE BRAND CONTINUES TO EVOLVE AND ADAPT TO CHANGING CONSUMER PREFERENCES AND TRENDS.



TRAINING
CENTER/SUPPLEMENT
MARKET RESEARCH



NIKE KEY COMPETITORS

ADIDAS

ADIDAS IS ONE OF THE MOST SIGNIFICANT COMPETITORS OF NIKE, KNOWN FOR ITS SPORTSWEAR, FOOTWEAR, AND ACCESSORIES. THE TWO COMPANIES OFTEN COMPETE HEAD-TO-HEAD IN VARIOUS SPORTS CATEGORIES.



PUMA

PUMA IS ANOTHER MAJOR SPORTSWEAR AND ATHLETIC FOOTWEAR BRAND THAT COMPETES WITH NIKE, PARTICULARLY IN THE LIFESTYLE AND SPORTS PERFORMANCE SEGMENTS.



UNDER ARMOUR

UNDER ARMOUR IS KNOWN FOR ITS ATHLETIC CLOTHING, FOOTWEAR, AND ACCESSORIES, AND IT COMPETES WITH NIKE IN THE PERFORMANCE SPORTS MARKET.



KEY SUPPLEMENTS COMPETITORS

GHOST

COMBINES AN OUTSTANDING ENERGY AND FOCUS FORMULA WITH PREMIUM ENERGY INGREDIENTS



BLOOM

PROBIOTICS RESTORE BALANCE TO YOUR GUT, ELIMINATING BLOATING AND DETOXIFYING THE DIGESTIVE SYSTEM.



DYMATIZE-ISO100

DYMATIZE IS RECOGNIZED FOR ITS HIGH-QUALITY WHEY PROTEIN AND OTHER PROTEIN SUPPLEMENTS.



TRAINING FACILITY KEY COMPETITORS

D1

D1 REFERS TO THE HIGHEST LEVEL OF INTERCOLLEGIATE SPORTS. D1 TRAINING WOULD INVOLVE THE RIGOROUS TRAINING AND ATHLETIC CONDITIONING PROGRAMS THAT STUDENT-ATHLETES UNDERGO TO COMPETE AT THIS LEVEL. D1 TRAINING PROGRAMS ARE KNOWN FOR THEIR RIGOROUS AND COMPETITIVE APPROACH TO ATHLETIC DEVELOPMENT AND OFTEN WORK WITH HIGH SCHOOL ATHLETES WHO ASPIRE TO PLAY AT THE DIVISION I LEVEL.



REDLINE ATHLETICS

A SPORTS TRAINING CENTER THAT FOCUSES ON YOUTH ATHLETIC DEVELOPMENT. DESIGNED TO HELP YOUNG ATHLETES IMPROVE THEIR PERFORMANCE IN VARIOUS SPORTS THROUGH SPECIALIZED PROGRAMS. AS AN OBJECTIVE, THEY WISH TO PROVIDE A COMPREHENSIVE APPROACH TO THE DEVELOPMENT OF THEIR ATHLETES SO THAT THEY CAN ACHIEVE THEIR MAXIMUM POTENTIAL AND THEIR SPORTS-RELATED GOALS.



MARKETING PLAN & TIMELINE



SEPTEMBER 2023



LABEL AND BRANDING DESIGN

OCTOBER 2023



PRODUCTION OF ATHLETIC LAB

PRODUCTION OF ATHLETIC LAB

NOVEMBER 2023



PRODUCTION OF ENHANCE

PRODUCTION OF ATHLETIC LAB

UNVEIL LOGOS OF
EXTENSION TO THE PUBLIC

DECEMBER 2023



PRODUCTION OF ENHANCE

PRODUCTION OF ATHLETIC LAB

CREATE COLLABORATION CONTENT
WTH SERAN WILLIAMS

JANUARY 2024



PRODUCTION OF ENHANCE

PRODUCTION OF ATHLETIC LAB

FEBRUARY 2024



PRODUCTION OF ENHANCE

PRODUCTION OF ATHLETIC LAB

REVEAL SERENA AS THE FACE
OF ATHLETIC LAB AND
ENHANCE

MARCH 2024



FINISH PRODUCTION FOR
ENHANCE.

FINISH PRODUCTION FOR
ATHLETIC LAB.

POST AND LAUNCH
ADVERTISEMENTS TO SOCIAL
MEDIA

APRIL 2024



INAUGURATE LOCATIONS AND
LAUNCH SUPPLEMENTS + APP
TO THE PUBLIC.

HOST PROMO EVENT AT THE
CALIFORNIA
LOCATION.



**“THE LAB
THAT
CREATES
GREAT
ATHLETES”**

IS ABOUT TO OPEN APRIL 2024



TARGET CONSUMER

AIMED AT YOUNG, ENTHUSIASTIC ATHLETES WHO VALUE PERFORMANCE. AIMING TO CONNECT WITH PEOPLE PASSIONATE ABOUT SPORTS AND FITNESS, REGARDLESS OF THEIR SKILL LEVEL, AGE OR BACKGROUND. THE GOAL IS DIVERSE AND INCLUSIVE, ENCOMPASSING A WIDE RANGE OF SPORTS, ACTIVITIES AND LIFESTYLES, AND EMPHASIZES THE UNIVERSAL APPEAL OF PHYSICAL ACTIVITY AND THE PURSUIT OF EXCELLENCE.



NAME: MIKAELA PEREZ

AGE: 20 YEARS OLD

OCCUPATION: ATHLETE

INCOME: \$24,000

LOCATION: LOS ANGELES

PERSONALITY: PASSIONATE, SPORTY, ENERGETIC, DISCIPLINED

HOBBIES: WORKING OUT, TRAINING, RUNNING



TARGET CONSUMER



NAME: ANDRES MARTINEZ

AGE: 24 YEARS OLD

OCCUPATION: ATHLETE

INCOME: \$77,000

LOCATION: NEW YORK

PERSONALITY: FOCUSED, RESILIENT, PASSIONATE, HUMBLE, AMBITIOUS

HOBBIES: CROSSFIT, HIKING, TRAVEL, MEAL PLANNING

TARGET CONSUMER



NAME: MONICA RUIZ

AGE: 18 YEARS OLD

OCCUPATION: STUDENT ATHLETE

INCOME: \$26,000

LOCATION: NEW JERSEY

PERSONALITY: DISCIPLINED, COMPETITIVE, DETERMINED, CONFIDENT

HOBBIES: YOGA, PILATES, TENNIS, MEDITATION, ACADEMIC LEARNING



Girls from Compton don't play tennis. They own it.

Just do it.

HOW THE EXPERIENCE WORKS...



PRODUCT & SERVICE

**BE THE
BEST.**

**TRAIN
WITH
THE
BEST.**



**BE THE
BEST.**

**TRAIN
WITH
THE
BEST.**



PRODUCT & SERVICE

Premier



Unlimited Classes
(recommended for
usage of 3x/week or
more)

\$370

Elite



8 Classes Monthly
(avg. usage of
2x/week)

\$280

Basic



4 Classes Monthly
(avg. usage of 1x/week)

\$150



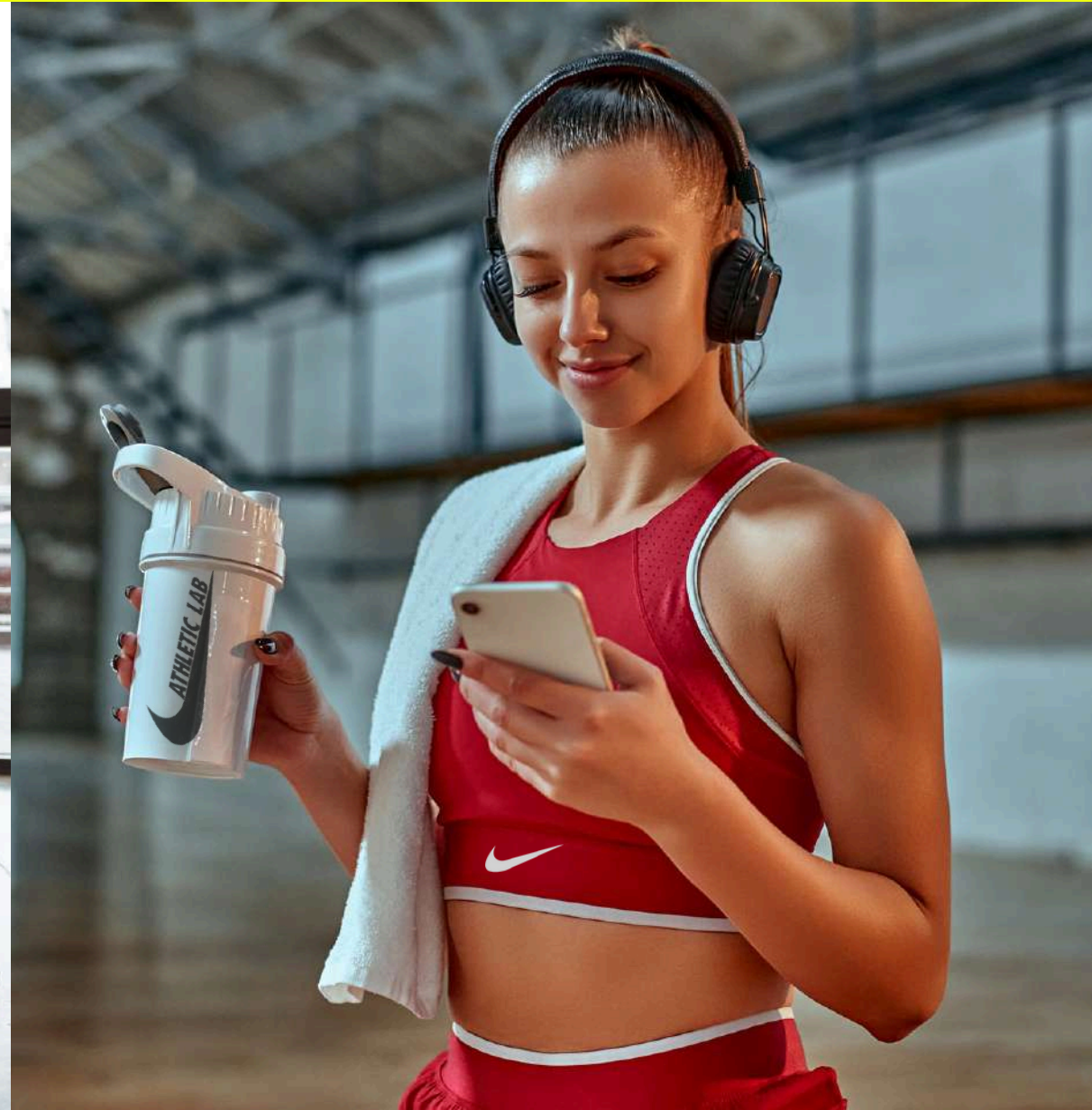
PACKAGING



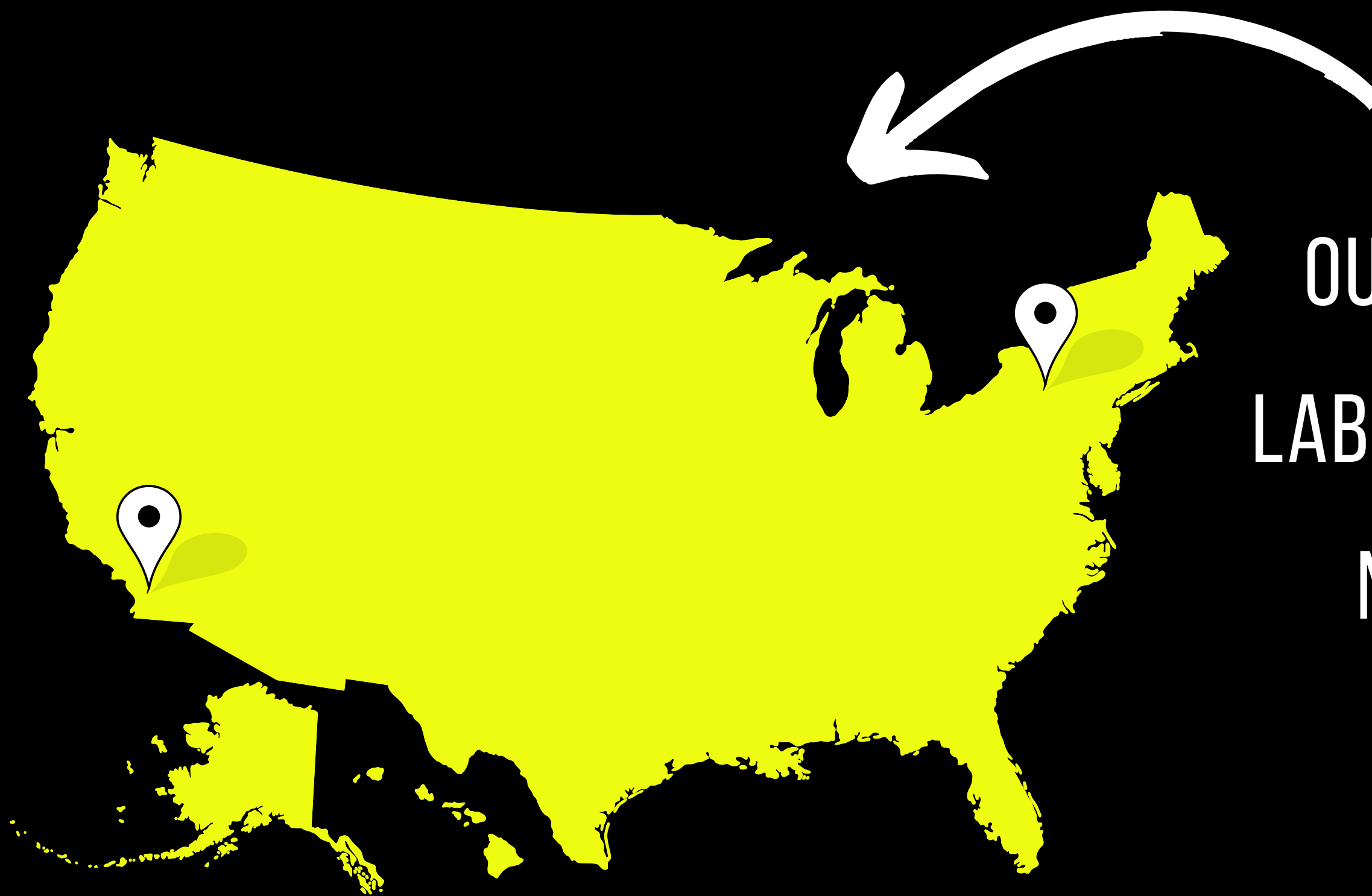
NIKE ENHANCE CAN BE FOUND ON THE NIKE WEBSITE, SELECTED RETAIL STORES AROUND THE UNITED STATES, AND AT BOTH OUR ATHLETIC LABS.







LOCATIONS



**OUR NIKE ATHLETIC
LABS CAN BE FOUND IN
NEW YORK AND
CALIFORNIA.**

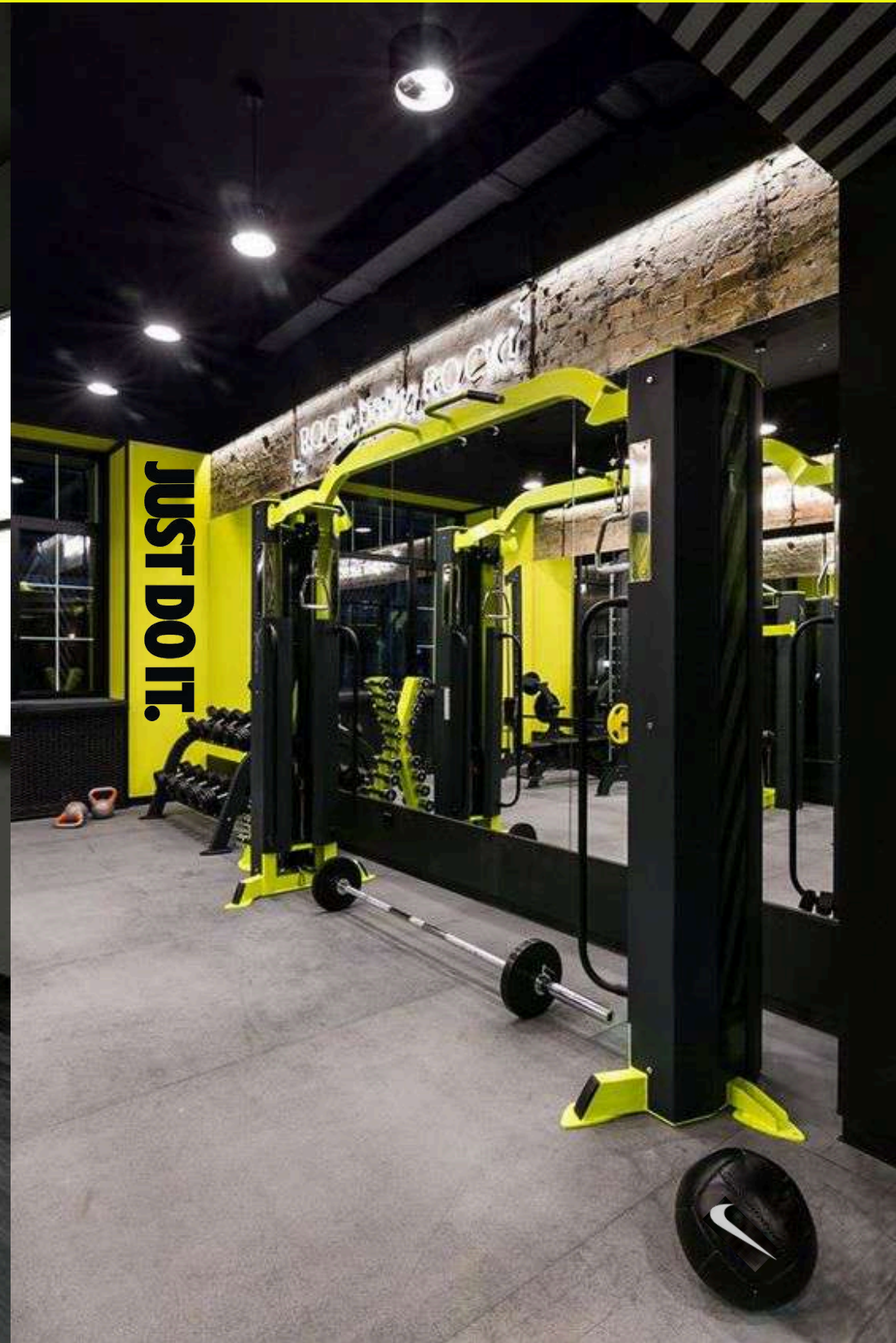


TRAINING FACILITIES



NEW YORK & CALIFORNIA







ATHLETIC LAB







TENNIS COURTS



BASEBALL FIELDS



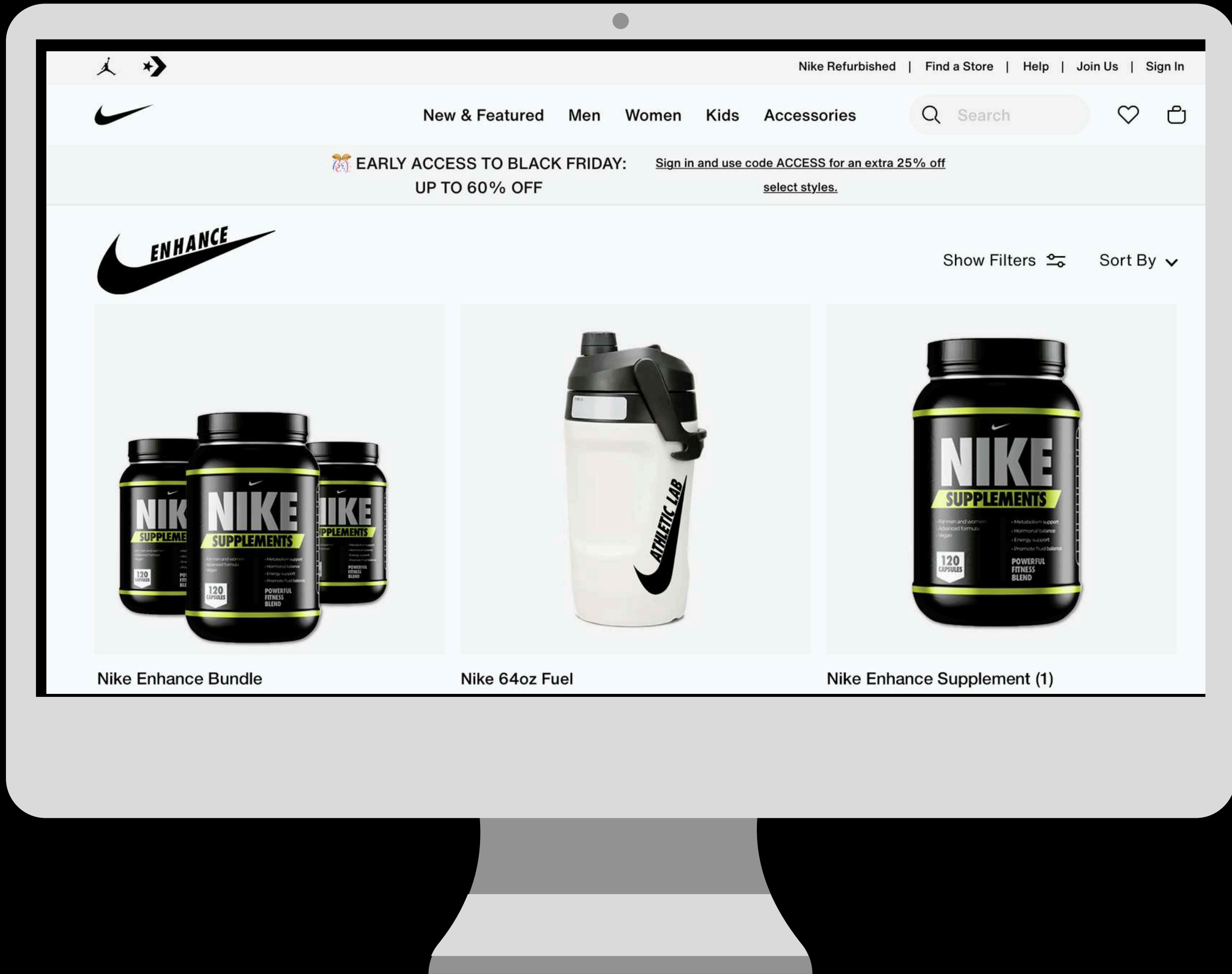
SOCCER FIELDS

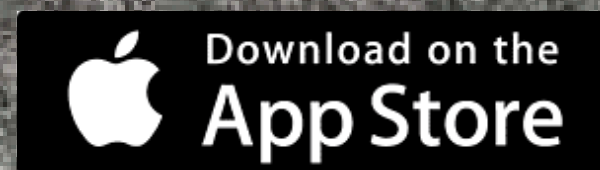
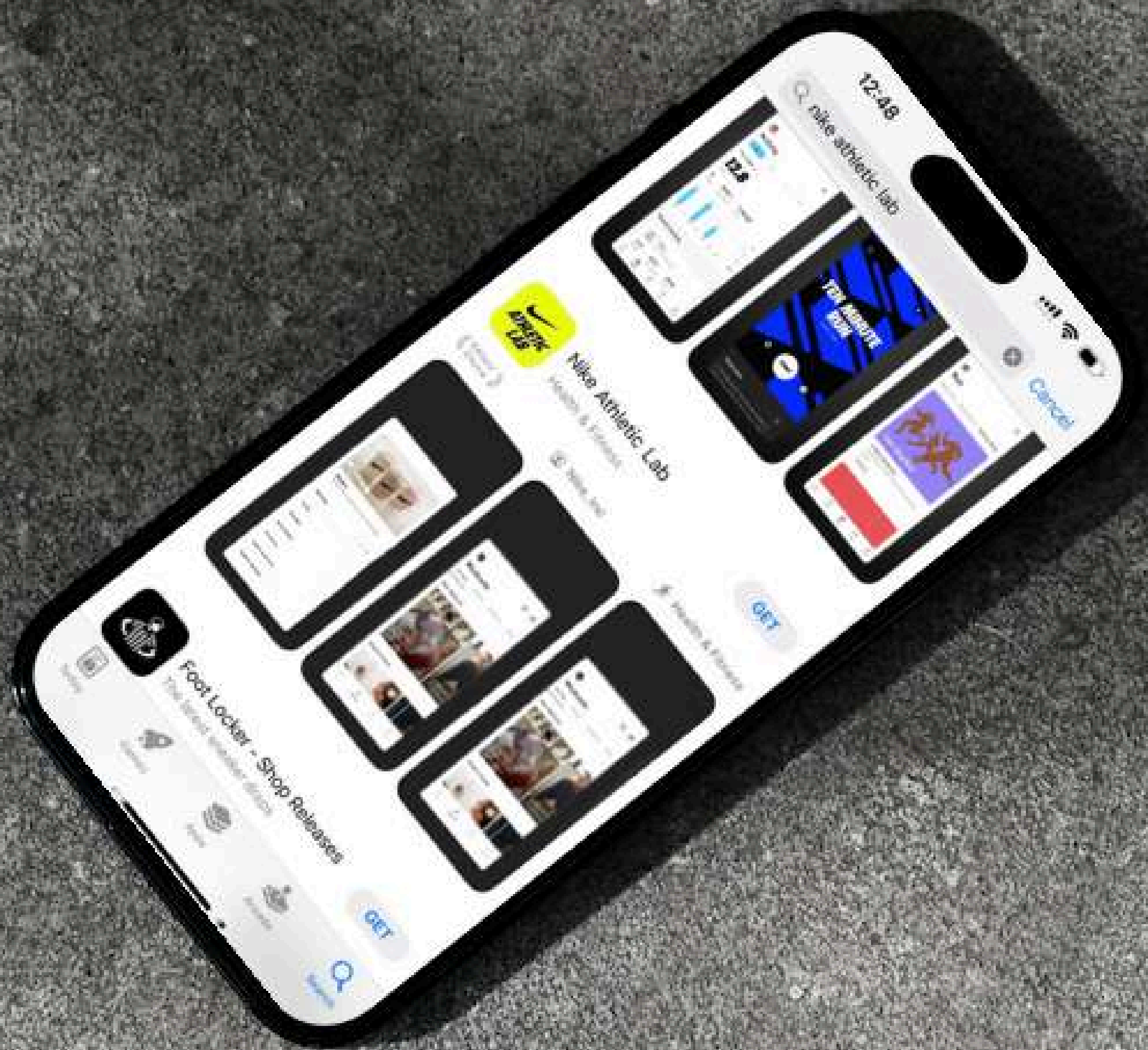


BASKETBALL COURTS



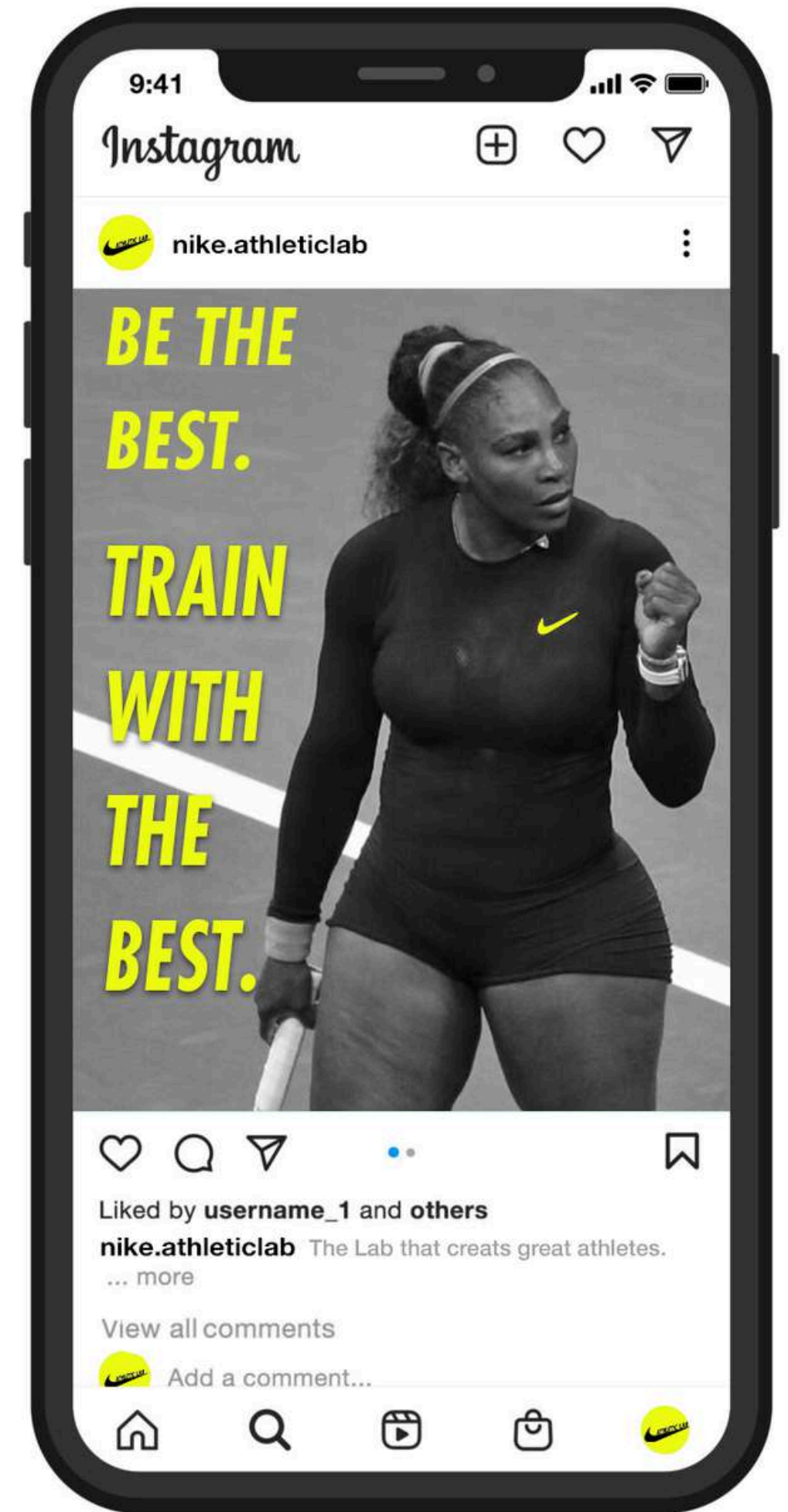
PRESENTATION

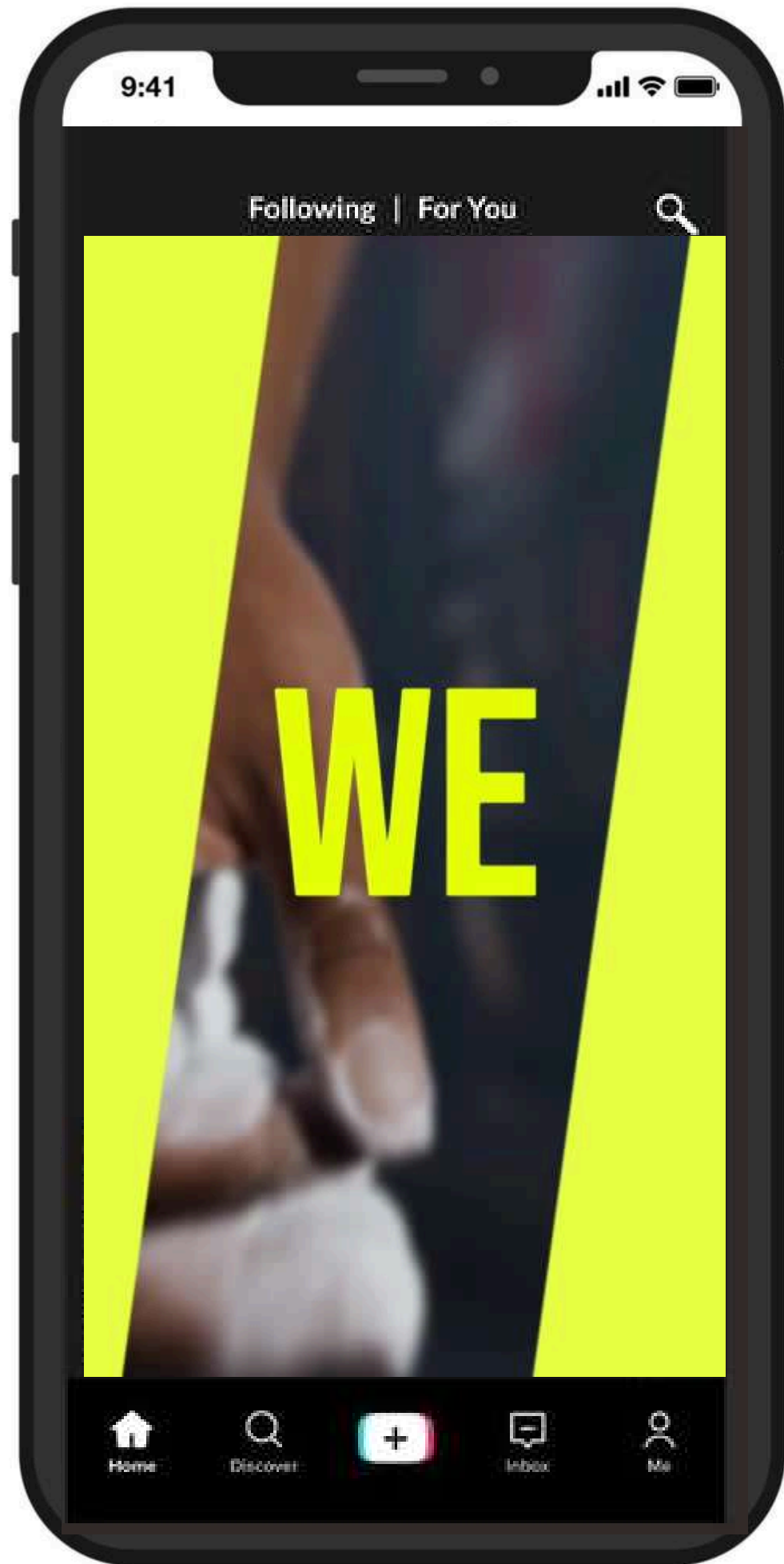






**BRAND
AMBASSADOR**



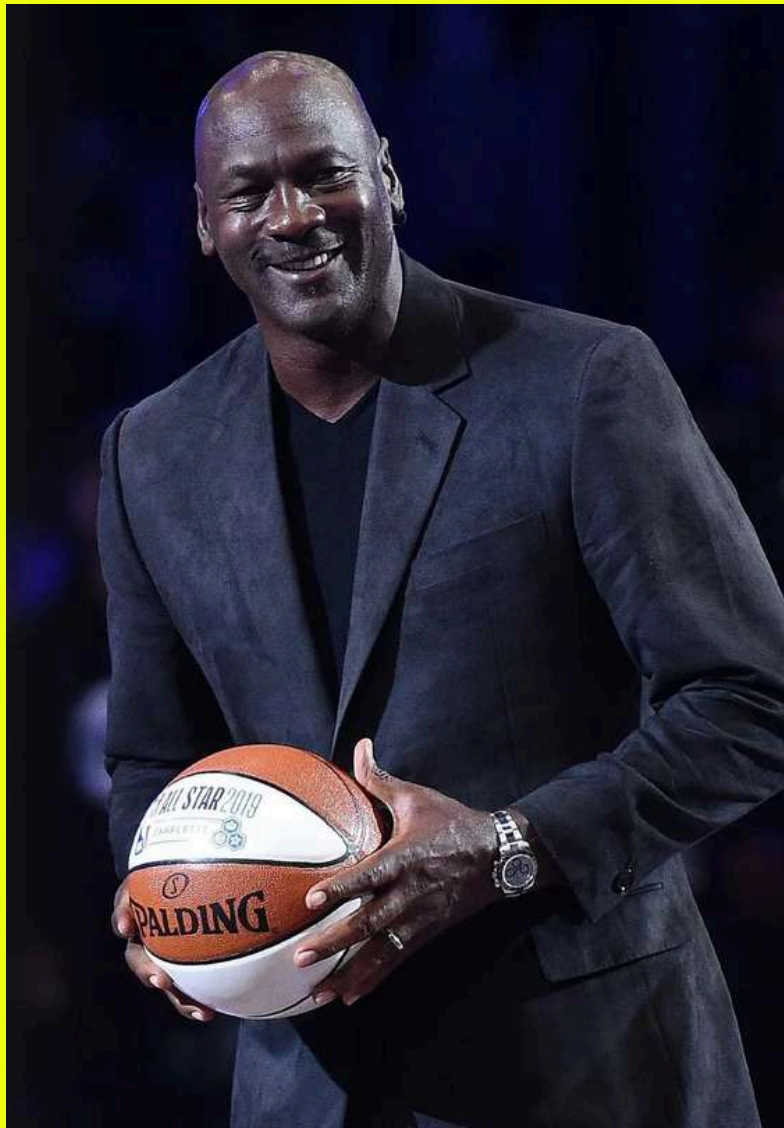


BRAND AMBASSADOR



ADDITIONAL GUESTS TO ATTEND NIKE ATHLETIC LAB.

MICHAEL JORDAN



RAFAEL NADAL



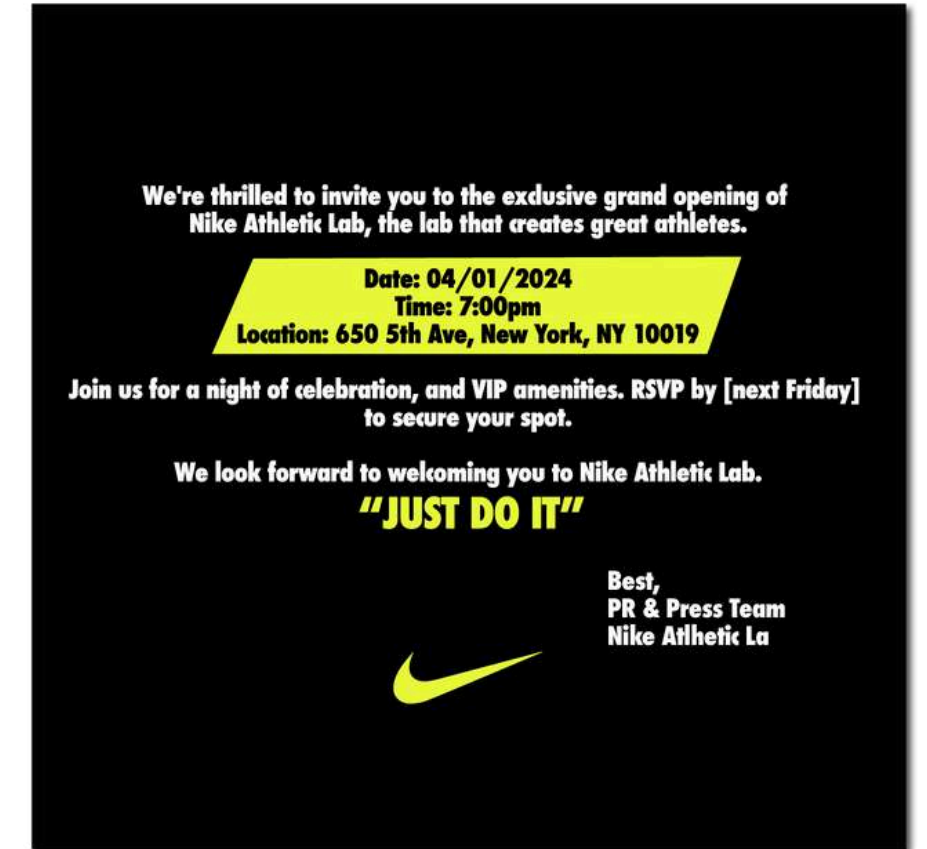
NAOMI OSAKA



CRISTIANO RONALDO



INVITATION TO EVENT



INSIDE OF THE BAG



THANK YOU!

SOURCES

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