Chapter 9
MARKETING RESEARCH
Marketing Research

The process of planning, collecting, and analyzing data relevant to a marketing decision.
Three Basic Functions

- Identifies consumer needs and market segments
- Provides the information necessary for developing new products and devising marketing strategies
- Enables managers to assess the effectiveness of marketing programs and promotional activities
MARKETING RESEARCH STUDIES

- Products
- Advertising
- Prices
- Packages
- Names and Logos
- Services
- Buying habits
- Colors

- Uses
- Awareness
- Familiarity
- New concepts
- Traffic patterns
- Wants
- Needs
- Politics
Research

The results of analysis are then communicated to management.

Plays a key role in the marketing process.

Provides decision makers with data on the effectiveness of current marketing campaigns.

Insights into changes that need to happen.
THE ROLE OF MARKETING RESEARCH

- **Descriptive**
  - Gathering and presenting factual statements

- **Diagnostic**
  - Explaining data

- **Predictive**
  - “What if?”
MANAGEMENT USES OF MARKETING RESEARCH

- Improve the quality of decision making
- Trace problems
- Focus on keeping existing customers
- Understand the marketplace
- Alert them to marketplace trends
- Gauge the value of goods and services, and the level of customer satisfaction
NIKE CASE STUDY

• In partnership with Bausch and Lomb, Nike is entering into the corrective vision category with Nike Maxsight Contact Lenses
  • They have no prior experience in this category, nor do customers identify Nike as being an expert in the corrective lens category

• Nike needed to conduct research to determine the following:
  • Positioning strategy
  • Target segment
NIKE CASE STUDY

• Nike Maxsight is available in two different sport-specific tints that come in both corrective and non-corrective versions.
  • Amber is superior for fast-moving ball sports in variable light conditions (such as football, baseball, soccer and tennis)
  • Grey-green lens is ideal for sports played in bright sunlight where glare and comfort are primary concerns, (such as golf, running).
NIKE Maxsight CONTACT LENSES
NIKE: The Science behind the lens

• Nike Maxsight is a revolutionary tinted soft contact lens that provides excellent visual performance benefits for athletes and recreational wearers
  • Provides distortion free optics
  • Covers the entire pupil eliminating glare and enhancing contrast
  • No frame or nosepiece obstruction – no lens fogging or fit issues
  • Blocks specific wavelengths of light – details appear clearer and pop off the background
  • Filters out more than 90% of harmful blue light of UVA and UVB
Grey-green enhances the green and red portions of the visual spectrum to improve detail and contour recognition.

Amber selectively filters specific wavelengths in the blue green portion of the visual spectrum, making the ball ‘pop’ off the background.
Patented Technology

**WITHOUT NIKE MAXSIGHT**
On the naked eye blue light is focused in the front of the retina, resulting in visual noise (blur) and reduced contrast.

**WITH NIKE MAXSIGHT**
The Light Architecture™ optics of NIKE MAXSIGHT selectively filter light reaching the retina, blocking much of the blue light. Light is focused within a tighter range; visual noise is reduced, and clarity and contrast are enhanced.

- **GREY-GREEN** / FOR GOLF, RUNNING AND TRAINING
- **AMBER** / FOR SOCCER, TENNIS, BASEBALL, FOOTBALL AND RUGBY

Greater than 50% Reduction in Visual Noise
$79.00 per box of three
Color tint contacts for solely for changing eye color. These tinted lenses come in six colors — Amber, Sun Tac (dark brown), Blue, Yellow, Grey Green, and Green.
Nike Research Assignment

• Positioning Strategy
  • The place the product occupies in the consumers mind relative to the competing products

• Target Market Segmentation
  • The process of dividing a market into meaningful relatively similar, and identifiable segments or groups
Steps in a Market Research Project

- Identify and formulate the problem/opportunity
- Plan the research design and gather primary data
- Specify the sampling procedures
- Collect the data
- Analyze the data
- Prepare and present the report
- Follow-up
# MARKET RESEARCH PROBLEM

<table>
<thead>
<tr>
<th>Marketing Research Problem</th>
<th>Determining what information is needed and how that information can be obtained efficiently and effectively.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Research Objective</td>
<td>The specific information needed to solve a marketing research problem; the objective should be to provide insightful decision-making information.</td>
</tr>
<tr>
<td>Management Decision Problem</td>
<td>A broad-based problem that uses marketing research in order for managers to take proper actions.</td>
</tr>
</tbody>
</table>
DEFINE THE PROBLEM

• Determine what information is needed
  • Need/want for sport tinted lenses
  • Nike’s current perception in the lens category
  • Consumer attitude
  • Understand contact lens market
  • Competitive offerings
  • Alternative solutions to lenses
  • Market segmentation (lens wearers/sports)
ESTABLISH RESEARCH OBJECTIVES

The specific information needed to solve a market research problem

- Identify areas of satisfaction and dissatisfaction with current lens/sunglasses solutions.
- Define customer requirements for sport tinted lenses.
- Explore reactions to B&L partnership and innovative lens technology.
- Evaluate support for launch of Maxsight.
- Select a positioning for introduction.
- Evaluate wearer and non-wearer preferences Maxsight.
Nike, Inc. is a major publicly traded sportswear and equipment supplier based in the United States. It is the world's leading supplier of athletic shoes and apparel and a major manufacturer of sports equipment with revenue in excess of $20 billion in 2013 employing 50,000 people worldwide.

Nike is positioned as a premium-brand, selling well-designed and expensive products. Nike lures customers with a marketing strategy centering around a brand image which is attained by distinctive logo and the advertising slogan: "Just do it”. Nike promotes its products by sponsorship agreements with celebrity athletes, professional teams and college athletic teams.

Nike Maxsight soft contact lenses are designed to help athletes reduce glare, enhance contrast and reduce exposure to UVA and UVB radiation. You don't have to wear prescription contacts to take advantage of the new technology, since non-corrective lenses are also available.

Nike must answer the following questions through research:

- Product positioning and Target Segmentation
GREATNESS WEARS SWEAT AS PERFUME.

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NIKE.COM/MAKEITCOUNT
Experience the feeling of natural vision

Introducing ACUVUE BIFOCAL Contact Lenses
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Valeant Pharmaceuticals International, Inc. focuses on providing high-quality and affordable products. Our branded generics products cover a broad range of treatments, and our ophthalmic generics product line continues to grow. We are committed to focusing on delivering consistently high performance.

For more information please contact us at 800-321-4576 or Valeant.com.
Steps in a Market Research Project

1. Identify and formulate the problem/opportunity
2. Plan the research design and gather primary data
3. Specify the sampling procedures
4. Collect the data
5. Analyze the data
6. Prepare and present the report
7. Follow-up
DETERMINE THE RESEARCH DESIGN & GATHERING SECONDARY DATA

Primary
- Experimental
- Non-Experimental

Secondary
- Internal
- External

Surveys
Interview
Focus Group
Observation
Story Telling
Field
Laboratory
SECONDARY DATA

Data previously collected for any purpose other than the one at hand.

- Originating within the company can include documents, annual reports, product testing results, employees, customers, internal database.
- Outside sources in form of government departments and agencies, trade, industry associations, online media.
A WEALTH OF DATA INSIDE THE COMPANY

- Annual reports
- Reports to stockholders
- Product testing
- News
- Media
- Customers
- Employees
- Suppliers
- Distributors

- Often a lot of this information can be found inside the company database
Eyesight is essential for runners to protect vision and maximize the view.

Nike sunglasses for runners protect vision and maximize the view.

Related Topics

Apparel Market in the U.S.

More statistics about

You may also be interested in...

Chicca weekly box office revenue - February 27 to March 6, 2016

Total and e-commerce U.S. retail trade sales 2000-2014

Total retail sales in the U.S. 1992-2014
Nike prescription sunglasses
SOURCES OF SECONDARY DATA

- Internal Corporate Information
- Government Agencies
- Trade and Industry Associations
- Business Periodicals
- News Media
EXTERNAL SECONDARY DATA

- Government Eyewear System (G-Eyes)
- Contact Lens Manufacture Association
- The Food and Drug Administration
- Contact lens regulation
- Government Technology
- Association of Optometrists
- Department of Health and Vision
- Nike internal customer database
- Nike sunglasses sales (geographically)
ADVANTAGES OF SECONDARY DATA

- Saves time and money if on target
- Aids in determining direction for primary data collection
- Pinpoints the kinds of people to approach
- Serves as a basis of comparison for other data
### DISADVANTAGES OF SECONDARY DATA

- May not give adequate detailed information
- May not be on target with the research problem
- Quality and accuracy of data may pose a problem
  - Who gathered the data?
  - What methodology did they use?
  - When was the information gathered?
NEW AGE OF SECONDARY DATA

• Past, gathering of secondary data was challenging and time consuming
  • Trips to the library, writing government officials, phone conversations with personnel

• Internet changed this all
  • Huge source of behavioral data
  • Customer purchase patterns
  • Competition
SOCIAL MEDIA MONITORING

• Through social media monitoring, a researcher can learn what is being said about the brand and the competition.

• Monitoring social media and tracking shopping behavior online are only two inputs into the new era of big data.
Nike Mentions on Twitter

Number Of Mentions for: Nike
Breakdown by Sentiment

2013
March 27th : April 9th

Positive: 29.80%
Neutral: 59.59%
Negative: 10.61%
RESEARCH DESIGN FOR PRIMARY DATA

• After secondary data is compiled
  • Conclude with a thorough situation analysis
• Researchers list unanswered questions and ranks them
• Researchers must decide the exact information required to answer the questions
• Research budget is decided upon
PLANNING THE RESEARCH DESIGN & PRIMARY DATA

Information collected for the first time. Can be used for solving the particular problem under investigation.

Fills the knowledge gaps left from secondary data collection.
DETERMINE PRIMARY RESEARCH

• Formal research is used when a company wants to collect primary data directly from the marketplace
  • **Qualitative**
    • Gain insight into the marketplace and opinions (feelings, thoughts)
  • **Quantitative**
    • Hard numbers about specific marketing issues
ADVANTAGES OF PRIMARY DATA

• Answers a specific research question
• Data is current
• Source of data is known
• Secrecy can be maintained
DISADVANTAGES OF PRIMARY DATA

- Expensive
  - $15 minute phone interview with 1,000 adults males can cost $50,000.
  - Internet less expensive
- Disadvantage of cost is usually offset by advantages
PRIMARY RESEARCH QUESTIONS

1. Understand Nike’s best target segments
2. Develop the product’s positioning which influences customers overall perception of the brand.
Survey Research

The most popular technique for gathering primary data in which a researcher interacts with people to obtain facts, opinions, and attitudes.
FORMS OF SURVEY RESEARCH FOR NIKE

- In-Home Interviews
- Mail Surveys
- Mall Intercept Interviews
- Executive Interviews
- Telephone Interviews
- Focus Groups
Mall Intercept Interview
Survey research method that involves interviewing people in the common areas of shopping malls.

Executive Interview
A type of survey that involves interviewing businesspeople at their offices concerning industrial products or services.
Focus Groups

Seven to ten people who participate in a group discussion led by a moderator.
<table>
<thead>
<tr>
<th>Questionnaire Design</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open-Ended Question</strong></td>
</tr>
<tr>
<td><strong>Closed-Ended Question</strong></td>
</tr>
<tr>
<td><strong>Scaled-Response Question</strong></td>
</tr>
</tbody>
</table>
Qualitative research questionnaire

Concept Presentation

Describe the concept completely. Use graphics, videos, audio, samples, or whatever best portrays the concept, associated attribute and benefit messages being tested.

Overall Concept Reaction Measurement

- Concept need / relative improvement over current method of doing things
- Overall reaction to the concept (acceptability, desirability, interest)
- Likelihood of purchase of concept
- Detailed Concept Analysis Evaluation

Likes and dislikes about the concept

- Attribute list evaluation
- Awareness of competing products
- Awareness of substitute and complementing products
- Superiority over other existing products
- Use Situation Evaluation

Likelihood of use in specified situations

- Current use of similar / competing products
- Frequency of product use
- Value Analysis

Estimate product value

- Price sensitivity analysis
- Preferred method of purchase
- Segmentation Analysis

- Market segments most likely to use (order and prioritize)
NIKE: DESIGN DATA COLLECTION TYPE

• Focus Groups
  • Contact lens wearers
  • Athletes
  • Golf, football, tennis, baseball, soccer, running

• Executive Interviewing
  • Interview Nike executives
  • Executives from major contact lens companies

• Mall Intercept
  • Shoppers intercepted in public areas

• Self-Administered Questionnaires
  • Filled out by respondents in-store
  • Internet

• Telephone interviews – ECP

• Ethnographic research
Observation Research

Watching what people do:

- Systematic process of recording the behavioral patterns of people, objects and occurrences without questioning them.
- Common forms: people watching people, one way mirror
## Observational Research

<table>
<thead>
<tr>
<th>Situation</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>People watching people</td>
<td>Observers stationed in supermarkets watch consumers select frozen Mexican dinners; the purpose is to see how much comparison shopping people do at the point of purchase.</td>
</tr>
<tr>
<td>People watching phenomena</td>
<td>Observer stationed at an intersection counts traffic moving in various directions.</td>
</tr>
<tr>
<td>Machines watching people</td>
<td>Movie or videotape cameras record behavior as in the people-watching-people example above.</td>
</tr>
<tr>
<td>Machines watching phenomena</td>
<td>Traffic counting machines monitor traffic flow.</td>
</tr>
</tbody>
</table>
ETHNOGRAPHIC RESEARCH

The study of human behavior in its natural context; involves observation of behavior and physical setting.
NIKE: OBSERVATIONAL AND ETHNOGRAPHIC RESEARCH

- Watched and surveyed:
  - Athletes wearing contacts
  - Athletes wearing sunglasses
  - Athletes with glasses
- Sports played with Nike lenses
  - Tennis
  - Golf
  - Football
  - Lacrosse
  - Running
  - Basketball
- Placing lenses on eye (home bathrooms)
  - Reaction to lenses once in eye
- Reaction to others competing against lens wearer
- ECP examinations and recommendations
Experiments are used by researchers to gather primary data.

**Experiment Variables**

- Price
- Package design
- Shelf space
- Advertising theme
- Advertising expenditures
MOBILE RESEARCH

• Mobile devices and laptops are being used for all kinds of marketing research. A few techniques that are now employed using mobile devices are:
  • Location-based surveys
  • Product scanning during the shopping process
  • Using cameras on mobile devices to upload digital images and videos
Sampling Procedures

1. Identify and formulate the problem/opportunity
2. Plan the research design and gather primary data
3. Specify the sampling procedures
4. Collect the data
5. Analyze the data
6. Prepare and present the report
7. Follow-up
Once Nike decided how they will collect primary data

• Select the sampling procedures we will use
  • Impossible to talk to everyone
  • Too expensive and time consuming

• Need to select a sample of the group we wanted to interview

• Important issues to take into consideration when determining this number:
  • the desired reliability of the results
  • the budget

**SAMPLING PROCEDURES**

Sample | A subset from a large population.
---|---
Universe | The population from which a sample will be drawn.
SAMPLING PROCEDURE

Define universe - group
From which sample defined

Sample

Probability Samples

Non-Probability Samples
PROBABILITY SAMPLES

Probability Sample
A sample in which every element in the population has a known statistical likelihood of being selected.

Random Sample
A sample arranged so that every element of the population has an equal chance of being selected.
Nonprobability Sample
Any sample in which little or no attempt is made to get a representative cross-section of the population.

Convenience Sample
A form of nonprobability sample using respondents who are convenient or readily accessible to the researcher.
# TYPES OF ERRORS

<table>
<thead>
<tr>
<th>Error Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measurement Error</td>
<td>Error when there is a difference between the information desired and the information provided by research</td>
</tr>
<tr>
<td>Sampling Error</td>
<td>Error when a sample somehow does not represent the target population.</td>
</tr>
<tr>
<td>Frame Error</td>
<td>Error when a sample drawn from a population differs from the target population.</td>
</tr>
<tr>
<td>Random Error</td>
<td>Error because the selected sample is an imperfect representation of the overall population.</td>
</tr>
</tbody>
</table>
Collecting the Data

1. Identify and formulate the problem/opportunity
2. Plan the research design and gather primary data
3. Specify the sampling procedures
4. Collect the data
5. Analyze the data
6. Prepare and present the report
7. Follow-up
COLLECTING THE DATA – Field Service Firms

• Companies use field service firms who specialize in interviewing respondents on a subcontracted basis
• Data collection from several cities
• Conducting interviews, focus groups, mall intercept locations, ethnographic activities
COLLECT AND ANALYZE DATA

• Data analysis:
  • involves entering data into computer files
  • inspecting data for errors (data cleaning)
  • running tabulations (frequencies)
  • conducting various statistical tests
  • Purpose is of this analysis is to interpret and draw conclusions from the mass of collected data
Analyze the Data

1. Identify and formulate the problem/opportunity
2. Plan the research design and gather primary data
3. Specify the sampling procedures
4. Collect the data
5. Analyze the data
6. Prepare and present the report
7. Follow-up
Analyzing the Data

Cross-Tabulation

A method of analyzing data that lets the analyst look at the responses to one question in relation to the responses to one or more other questions.
### Which of the following do you expect to purchase in the next 12 months?

<table>
<thead>
<tr>
<th>Yearly household income</th>
<th>Golf Clubs</th>
<th>Gym Membership</th>
<th>Sport Sunglasses</th>
<th>Desktop computer</th>
<th>Laptop Computer</th>
<th>Cell Phone</th>
<th>Contact Lenses</th>
<th>Nike Maxisight Lenses</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25K</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>13%</td>
<td>18%</td>
<td>21%</td>
<td>1%</td>
<td>0.5%</td>
<td>154</td>
</tr>
<tr>
<td>26K - 50K</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>12%</td>
<td>15%</td>
<td>21%</td>
<td>7%</td>
<td>0.2%</td>
<td>194</td>
</tr>
<tr>
<td>$51K - 75K</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>14%</td>
<td>12%</td>
<td>22%</td>
<td>15%</td>
<td>19.0%</td>
<td>208</td>
</tr>
<tr>
<td>$76K - 100K</td>
<td>10%</td>
<td>8%</td>
<td>10%</td>
<td>14%</td>
<td>16%</td>
<td>34%</td>
<td>34%</td>
<td>25.0%</td>
<td>143</td>
</tr>
<tr>
<td>$101K - $150K</td>
<td>14%</td>
<td>11%</td>
<td>12%</td>
<td>18%</td>
<td>8%</td>
<td>34%</td>
<td>15%</td>
<td>36.0%</td>
<td>107</td>
</tr>
<tr>
<td>more than $150K</td>
<td>13%</td>
<td>10%</td>
<td>5%</td>
<td>15%</td>
<td>17%</td>
<td>40%</td>
<td>38%</td>
<td>64.0%</td>
<td>214</td>
</tr>
<tr>
<td>I prefer not to answer</td>
<td>25%</td>
<td>48%</td>
<td>30%</td>
<td>9%</td>
<td>11%</td>
<td>10%</td>
<td>20%</td>
<td>10.0%</td>
<td>228</td>
</tr>
</tbody>
</table>

(Respondents play athletic sport at least 3 times/week)
KEY INSIGHTS

A new understanding of change that makes a difference to decision making, thinking and action.
KEY INSIGHTS

• There is a viable market for Nike Maxsight lenses
  • Substantial, identifiable & measurable, accessible and responsive
  • Consumers were excited, interested and open to the idea

• Customers view Nike as a leader and innovator in whatever product they produce
  • Highly respected
  • Top of class
  • Ground-breaking
  • Pioneering
  • Cutting edge technology
KEY INSIGHTS

• Customers will demand the same quality and performance as they do from Nike apparel and equipment
  • Partnership with B&L was viewed as favorable
  • Maxsight will be developed and produced with the same technology & innovation Nike stands for

• Opportunity for Nike to position Maxsight lenses capitalizing on strength of current user positioning
  • Positioning focusing on the personality and type of user
  • Maxsight lenses will help me perform better in my sport
  • Improve my “game and EMPOWER me”
  • Give me a competitive edge above the competition
    • Even if I’m golfing with my buddies
KEY INSIGHTS

• Customers will still look to their ECP’s for final lens recommendation
  • ECP’s highly regarded as specialist in the lens category
  • Inquire about the Maxsight lens
  • If ECP’s recommend, then customer will purchase
  • ECP’s don’t want to fit non-prescription customers

• Eye Care Professionals support the Nike/Bausch & Lomb partnership producing a superior contact lens
  • Nike is the leader sports equipment and will be in lens technology
  • Perceived as a manufacturer of superior products
  • Nike brand equity carries over into the lens category
Maxsight Attributes Insights

• Better peripheral vision.
• Unobstructed field of view.
• Less likelihood of fogging up or getting splattered.
• Less chance of injury
• More stable vision
• Better compatibility with safety equipment.
Segmentation: Review

- Involves breaking large markets into segments that can be reached more effectively.
  - Geographic segmentation involves splitting the market according to regions, countries, states, etc.
  - Demographic segmentation consists of subdividing the market according to an individual's age, life-cycle stage, gender, income, occupation, education, religion, ethnicity, and generation.
  - Psychographic segmentation is composed of an individuals social class, lifestyle, and personality.
  - Behavioral segmentation involves the division of occasions, benefits, user status, usage rate, and loyalty status.
Target Demographics

- Geographic (urban /city)
- Male
- Female*
- Ages: 18 – 35
- Income: $75,000+*
- Educated (college level +)

Target Psychographic

- Athletics/Sports
- Active lifestyle
- Achievers
- Hard workers
- Goal oriented
- Determination, perseverance, grit
TARGET SEGMENTS

• Professional & Amateur athletes
  • Professional athletes include baseball, football, and basketball players, tennis players, golfers, ice skaters, skiers, stock car drivers, and rodeo riders: in other words, anyone playing a sport for money.
    • Includes college teams (football, baseball)
  • Capitalize on existing sponsorship, team and athlete relationships
Game – On(ers)

• Work to support their sport habit
• Spend at least 20 hours a week perfecting their sport, spend a lot of money on equipment, clothing and accessories to gain a competitive edge.
  • Sport is not their full-time occupation.
• Exercise at least 5 times a week (in addition to their sport)
  • Practice constantly
  • Have a coach or a trainer
• Some travel to compete in their sport
  • *Not weekend-warriors
Nike Brand Freaks

• Nike’s logo has encompassed a brand that reflects aspects that people strive for in their lives:
  • dominance, authenticity, innovation, winning, and performance.
• 80/20 of Nike revenues
• Consumers who encompass Nike ideologies and identity with Nike not for the production of their product, but for the image that the brand embodies.
• Dressed up in the appropriate apparel and equipment, takes their sport seriously even though they know they may not be that good at it.
• Extremely brand loyal to Nike and are extreme Nike enthusiasts. “If Nike makes it, I’ll buy it.”
  • Evangelical followers
Eye-Care Professionals

• ECP’s across the country who will be dispensing the contact lenses.
• Last word consumers hear on decision making process
  • Strong influencers
• The goal of pull marketing is to get the customers to visit ECP and ask for Maxsight.
PREPARING AND PRESENTING THE REPORT

- Concise statement of the research objectives
- Explanation of research design
- Summary of major findings
- Conclusion with recommendations
- Written and oral
CREATIVE POSITION ANALYSIS
SEGMENT ANALYSIS
NIKE Maxsight POSITIONING STATEMENT

• Nike is the world’s most known and trusted sports and fitness company, expanding into virtually every continent on the globe. For the past 30 years, Nike has revolutionized the science and technology of athletic apparel. In partnership with Bausch & Lomb, Nike has developed Nike Maxsight soft contact lenses providing athletes with crisp, clear vision without anything getting in their way to hinder their sports performance.
POSITIONING STATEMENT

Nike Maxsight:

Maximizing sport performance through innovative lens technology
TAGLINE: NIKE Maxsight

See Sport Better
See Sport Better
SEE SPORT BETTER
NIKE MAXSIGHT
SPORT-TINTED CONTACT LENSES

CLICK FOR A FREE TRIAL OF NIKE MAXSIGHT
FREE TRIAL

"You're able to focus and see the spin and rotation of the ball better."
Brian Roberts, Baltimore Orioles
Sport-tinted contact lenses are now available!

GREY-GREEN
For golf and running

AMBER
For soccer, tennis, baseball and football

> Learn more at nikevision.com
• Henry Burris, the quarterback of the Calgary Stampeders (CFL). In the 2010 season, Burris was wearing the amber tinted lenses. Calgary went on to win the Grey Cup that year. Burris decided to go back to the lenses this season, hoping for similar results.
EYE CARE PROFESSIONAL

NIKE MAXSIGHT
SPORT-TINTED CONTACT LENSES

FREE TRIAL OFFER
1. Go to www.nikevision.com to find a NIKE MAXSIGHT Eye Care Professional.
2. Complete an eye examination and, if necessary, a contact lens fitting.
3. Submit this Free Trial certificate for either the amber tint or grey-green tint.
4. See the competitive edge for yourself and order a supply for your entire session.

NIKE MAXSIGHT™ is a fully tinted soft contact lens that gives you distortion-free optics, whether or not you wear prescription contacts. They eliminate glare, enhance contrast and filter out certain types of light to make details clearer. NIKE MAXSIGHT™ lenses are available through your local eye care professional.

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SEE SPORT BETTER

NIKE MAXSIGHT
SPORT TINTED CONTACT LENSES

Nike MAXSIGHT® Sport-tinted contact lenses are a revolutionary, fully tinted, soft contact lens that helps you see sport better. They provide athletes at all levels with the visual edge they’ve been looking for.

Available at TAVEL
GOLF PUBLICATIONS
CREATIVE LOOK AND FEEL
WHAT HAPPENED TO Maxsight

• Lack of upper management support
  Nike
  • Promotional efforts — No great visible athletes wearing the lenses
  • Brand development
  • ECP support materials (lacking)

• FDA complaints regarding eye issues
Through the grapevine…

- The dark contacts sitting right on the eye, would mean the pupil would constantly be dilated make the brain think that it was constantly dark.
- Another problem would be safety.
  - Consumers leaving home with them on while it is sunny, then stay out too late and have to drive home at dusk or in the dark with a dark lens on....not good.
- Complaints that they would not be taken off easily like sunglasses when done.
- Bausch and Lomb management was a mess
- More one on one contact with Opticians - Sending opticians a brochure will not just work. Giving them a smoke and mirror performance will not work. Target specific stores and inform.
Additional Gossip:

• 1. Lenses should have been available in one-days only. B&L complained that people would get a set of trials and just use those over and over again. Additionally, anyone who plays a sport only does it about 40 times a year. To make them bi-weekly or monthly just does not make sense, because the lenses would not get enough wear.

• 2. More promotion - I put this one on Nike's shoulders. There were not visible athletes wearing the lenses. Put them on Tiger Woods, Sidney Crosby, and Roger Federer.

• 3. More target marketing - Specify a hockey lens in Canada, a baseball one in the US, a soccer one in Europe. Would have been far more successful.

• 4. Avoid B&L - B&L has not been successful for years. The company is misguided and a mess. Acuvue or CIBA

• 5. More one on one contact with Opticians - Sending opticians a brochure will not just work. Giving them a smoke and mirror performance will not work. Target specific stores and inform.
Bausch & Lomb Announces Nike MAXSIGHT Contact Lens Now Available

Bausch & Lomb recently announced that the Nike MAXSIGHT™ (pronounced Sport-Titan) Contact Lens, which is manufactured by Bausch & Lomb, is now commercially available to eye care professionals in the U.S. and Europe.

The Nike MAXSIGHT™ technology is designed to deliver peak performance in athletic settings and comes in three custom curves designed for near, mid, and far vision. The lens allows for a high level of comfort and a high level of performance. Designed for recreational and elite athletes, Nike MAXSIGHT provides brightness and clarity with the performance to match.

SIS members may recall that Bausch & Lomb sent an invitation to SIS members in June inviting them to attend an exclusive MAXSIGHT introduction event at the Dallas Cowboys Club on June 24. Bausch & Lomb also reports that there is a limited number of practice packages offering, etc., on sale available through 20B5. Questions are listed and are not available until November 2005. Participating practices will be listed on the Nike Vision Web site at www.nikevision.com or MAXSIGHT providers.

Both lenses of this soft contact lens are indicated for daily use for the correction of refractive errors or myopia, but are also available in plano prescriptions.

Eye care professionals interested in ordering a trial set for this lens may contact a Bausch & Lomb MAXSIGHT representative at 800-444-874 or send an email inquiry to maxsight@bausch.com.

Let us know what information is important to you!

Submit your ideas, suggestions, or original articles by e-mail to SISnews.com or by phone at 360-245-2210 ext 4. We look forward to hearing from you.

****Puntastic****

Information and opinions contained herein are those of the individual authors and are not necessarily those of the ASO Sports Vision Section (SVS) or of the SIS Council and are open to discussion by all members of the SIS. Please send comments, corrections, or new articles to the ASO office at ASO@msn.com.
Reel
CUSTOMER RELATIONSHIP MANAGEMENT

• Databases and big data play a key role in marketing decision making
• Key subset of data management systems is CRM system
• Key to managing relationships is the CRM cycle