Hope Henderson

Nike Pros

Spandex shorts for physical activity

About Nike Pros:

- Sizes- extra small, small, medium, large, extra large
- Colors and patterns range from black and white to neon colors

Prices:

Dick's Sporting Goods- $28.00

Six02.com- $20.99

Eastbay.com- $21.99

ADS:

A LOT OF CHEERLEADERS ARE SEEN WEARING THEM.

THERE WERE SOME GYMNASTS IN A MOVIE WEARING NIKE PROS.

Economic Benefits of Marketing

Form utility

+

+

Elastic

Cotton

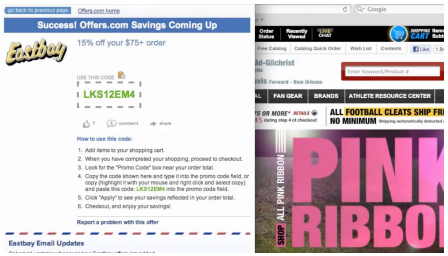
Color

Place/ Time Utility

DICK'S SPORTING GOODS: 9AM-9:30PM

SIX02.COM: ALL THE TIME

EASTBAY.COM: ALL THE TIME



Possession/ Information Utility

For information: seek http://www.runningshoesguru.com/reviews/nike/all/

generations in america

GI Generation Born 1901-1926

- There was no retirement, they just worked until they died
- Marriage is for life, divorce and having children out of wedlock were not accepted
- Avoid debt… save and buy with cash
- Grew up with refrigerators, electricity, and air conditioning
- Community minded

Products/ Services

This is how they dressed

They probably need marriage counseling, since they don't believe in divorce

They need vitamins to continue ~~healthy~~ life

Mature
Born 1927- 1945

- Women stayed home to watch the kids
- The richest, most free spending retirees
- Avid readers
- Disciplined, self-sacrificing, and cautious
- Pre-feminism women

Products/ Services

Baby Boomers Born 1946- 1964

- The "me" generation
- The first TV generation
- Began accepting homosexuality
- Rock and roll music
- Tend to be more positive about authority

Products/ Services

Generation X
Born in 1965- 1980

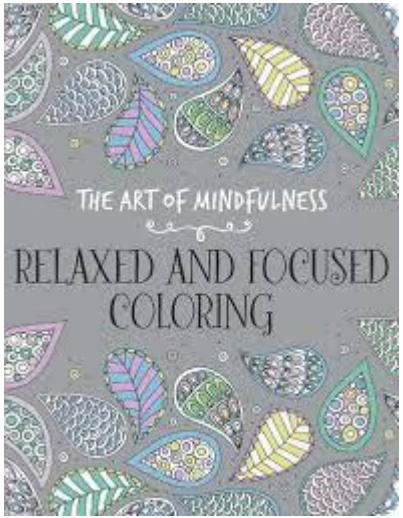
- Grew up street-smart and isolated
- Very individualistic
- Desire a chance to learn, explore, and make a contribution
- AIDS began to spread
- Government meant little to them

PRODUCTS/ SERVICES

Generation Y
Born in 1981-2000

- The 9/11 Generation
- Schedule everything
- Prefer to work in teams
- Feel enormous academic pressure
- Respect authority

PRODUCTS/ SERVICES



Generation Z
Born after 2001

- 35 percent have video games
- 61 percent of children 8-17 have televisions in their room
- Have eco-fatigue
- Savvy consumers
- Most common last name was Smith, but now it is Rodriguez

Products/ Services