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Purpose and sustainability complement one another and have a positive impact on companies ' bottom lines:

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according to our 2021 CEO Purpose Report, four in five CEOs (83%) agree that purpose-driven ...

The biggest branding mistake too many companies make

Ever since a track coach named Bill Bowerman tinkered with the idea of pouring rubber into his waffle iron to concoct a better shoe sole for running, Nike and the sport of track and field have become ...

More than shoes: Nike navigates complicated twists in track

Just a decade ago, in 2011, roughly 84% of Nike brand sales (pdf ... it deems “undifferentiated” shops that lack

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a strong identity or don ' t offer Nike a different customer than it reaches ...

The balance in Nike ' s business is shifting dramatically
Baseball at its highest level might be at its lowest point in my lifetime. And the 91st MLB All-Star Game in Denver exhibited all the symptoms of a sick sport being run by its merchandisers rather ...

From ugly Nike uniforms to nonstop promo glop, the MLB All-Star Game wasn ' t about the game at all | Jones

Michael Avenatti, 50, was sentenced in a Manhattan federal court on Thursday for trying to extort Nike for

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\$25 million.

Michael Avenatti is sentenced to 2.5 years in prison for Nike extortion

Global sportswear brand, Nike announced the launch of its app in a continued bid to accelerate its digital transformation in Southeast Asia and India (SEA&I).

Nike launches app to accelerate its digital run in SE Asia & India

The Brandeis brand platform includes two main components: a brand narrative that describes our core features and personality, and a visual identity system that includes graphic elements like our ...

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Branding and Identity Guidelines

As secondhand fashion gains more traction among consumers, digital resale platforms have emerged in full force. Platforms like Depop, Farfetch, Poshmark, and The RealReal are not only posting record ...

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so they ' re not just for the likes of Nike and McDonalds. A branding agency specializes in graphic design, visual identity, product design, and they ' re great for knowing how to best represent ...

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Building a direct-to-consumer experiment inside a huge, global company like Nike can be tricky. You want to align with the [...] ...

D2C Summit: David Cobban on creating a footwear subscription service at Nike

More whimsical than Nike ... girl brand Glossier. Years ago, I came across the @outdoorvoices gridlay of minimalist heathered workout clothes, employee yoga breaks and unedited models who were proud ...

Confessions of a failed brand ambassador

Created in collaboration with Turquoise Branding. We

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conclude our article series with London-based agency Turquoise Branding, centred around branding in esports. For those who are unaware, Turquoise ...

Turquoise: Esports branding for monetisation

This week, Felix announced she is starting her own brand ... world. Nike ' s Vaporfly led World Athletics to invest heavily into a study that forced it to put out a set of complicated guidelines ...

Nike ' s dominance in track and field draws scrutiny over influence, gender equity

Nike ' s Pride Month collection ... of the LGBTQIA+ community. Plus, the brand is lending its platform to

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those that are advancing conversations about identity. Gia Parr, Bretman Rock, Ludmilla ...

Nike ' s Pride Collection Is Celebrating the Wide Spectrum of LGBTQIA+ Orientations

As India enters its 100th year of participation at the Olympic Games this July, Thums Up has set out to celebrate the historic feat and salute the real heroes – the athletes who overcame tremendous ...

Thums Up's Olympics 2020 campaign celebrates hope and resilience

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