

Nike branding, store positioning drives increased sales

Tags: Branding, Retail - Apparel
Source: Cole & Weber United

Type: Case Study
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Cole & Weber United worked with a host of retailers to uniquely support products across the Nike portfolio. For basketball, they supported the Nike brand value of authenticity in a way that increased sales during the critical basketball season.

This program did more than just tell ballers where the goods were. It put Nike into the players' lives at every point of training and competing as a team - right next to them on the team bus and on the court. The result: doubled projected sellthrough at key retailers and a seven percent increase in sales in its second year. In addition, it nearly doubled the average unit retail price of Nike Shoes sold.

