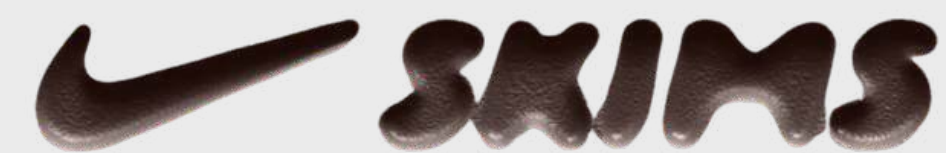




# NikeSKIMS CAMPAIGN

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# VIDEO



# Summary of Campaign

## NikeSKIMS | “Bodies at Work” Campaign

- **Launch:** Film dropped Sept 22, 2025; collection released Sept 26
- **Partnership:** Nike’s performance credibility × Skims’ inclusivity & cultural relevance
- **Content Distribution:** Instagram, TikTok, YouTube, TV
- **Core Message:** Performance for every body. Sport meets fashion, inclusivity, and confidence.





# Competitors

## 1. Lululemon

- Strong brand equity in women's fitness / wellness. Premium pricing.
- Emphasis on community (classes, ambassador programs), comfort + style, technical fabrics.

## 2. Athleta (Gap Inc)

- Inclusive sizing, lifestyle + performance, "active-lifestyle" approach.

## 3. Alo Yoga, Fabletics, Beyond Yoga

- These combine fashion-forward design with performance.

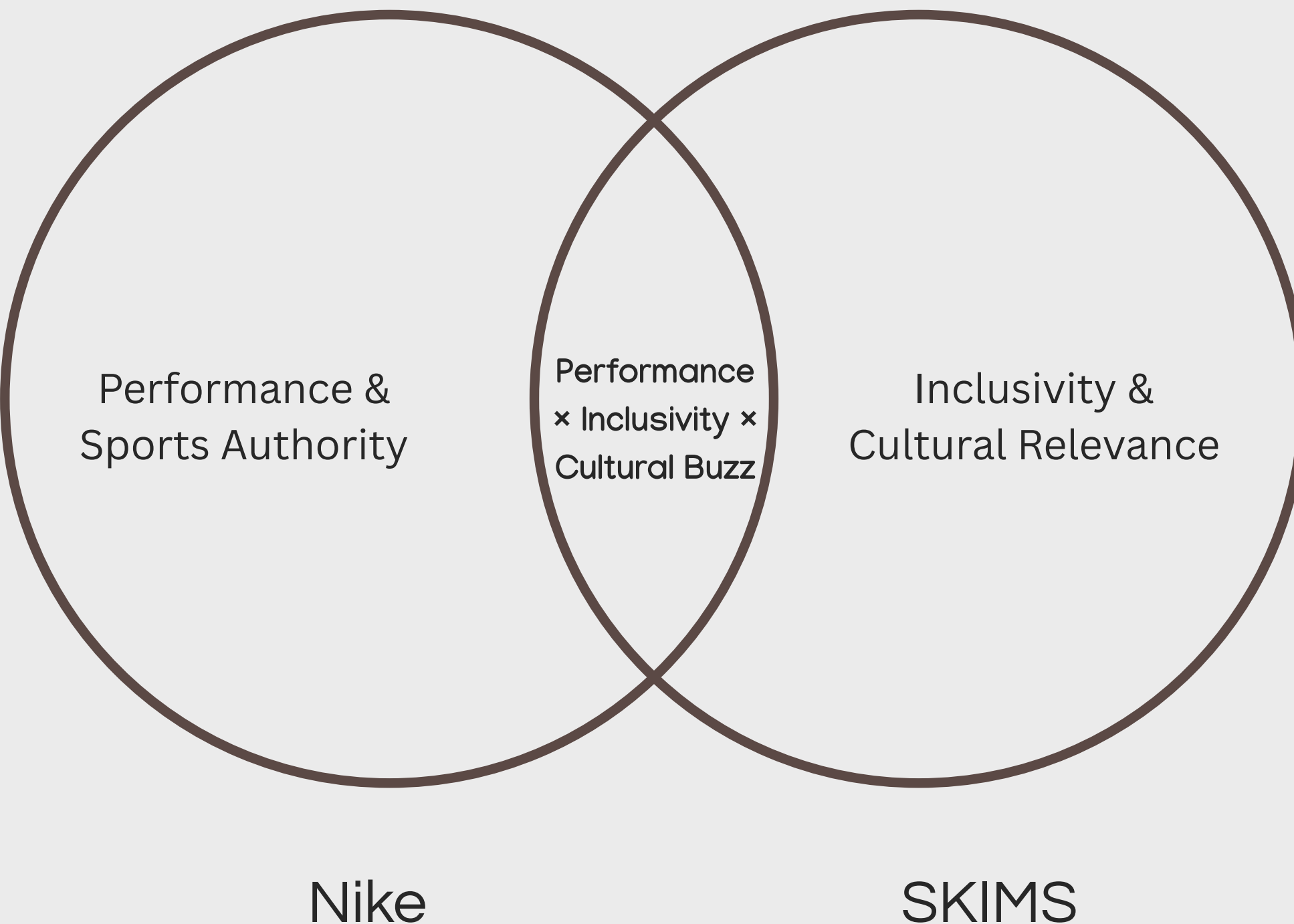
## 4. Nike Women / Nike's existing women's lines

- Nike's own women's segments will be an internal "competitor" in terms of positioning and messaging.

## 5. Adidas / Puma / Under Armour (women's sub-brands)

- Competing on performance, brand prestige, and "cool" in sport.

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# Strategy: NikeSKIMS Collaboration

- Expand Nike's **reach** → lifestyle + fashion relevance
- Boost Skims' **credibility** → legitimize as performance activewear
- Leverage **cultural buzz** → Kim K + athletes + inclusivity narrative
- **Distribution:** Social-first (IG, TikTok, YouTube) + CTV/OTT

# Target Audience

- **Primary:** Gen Z & Millennial women (18–35)  
→ active, trend-conscious, social-first
- **Secondary:** Young athletes + fashion-forward consumers → want performance + cultural cachet
- **Psychographic:** Value inclusivity, authenticity, versatility (gym-to-street wear)



# Campaign Messaging & Story Telling

- **Tagline Fusion:** “Designed to sculpt. Engineered to perform.” — blends Skims’ focus on body confidence with Nike’s performance innovation.
- **Tone:** Confident and empowering — language celebrates the body as both powerful and beautiful, aligning with both brands’ values.
- **Casting:** Elite female athletes demonstrate credibility (Nike) while showcasing diverse body types whether it be olympic/paralympic (Skims).
- **Narrative:** Reframes the female body as something that works hard and deserves celebration — merging fashion and function seamlessly.



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# Campaign Elements

## Visual Style

- Neutral tones, sleek minimalism
- Close-ups on stretch, fabric, body movement

## Production Choices

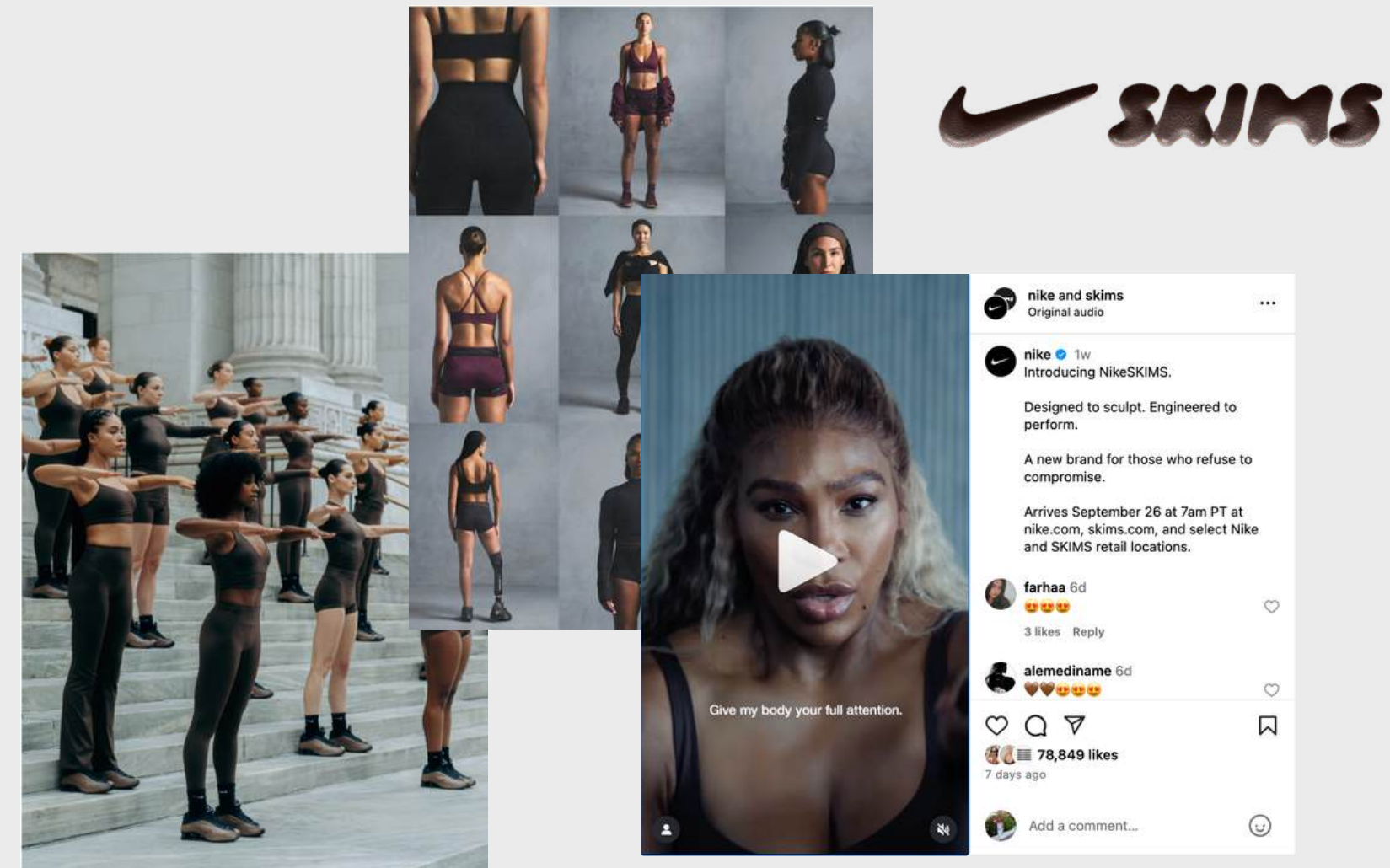
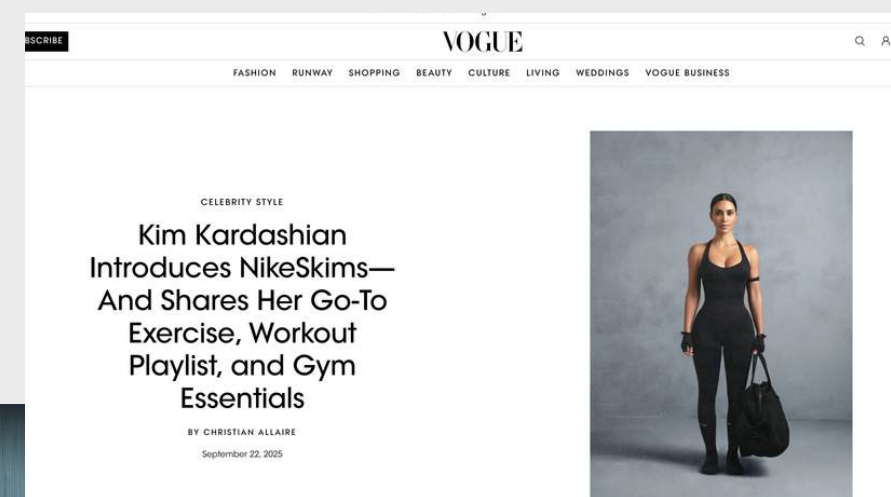
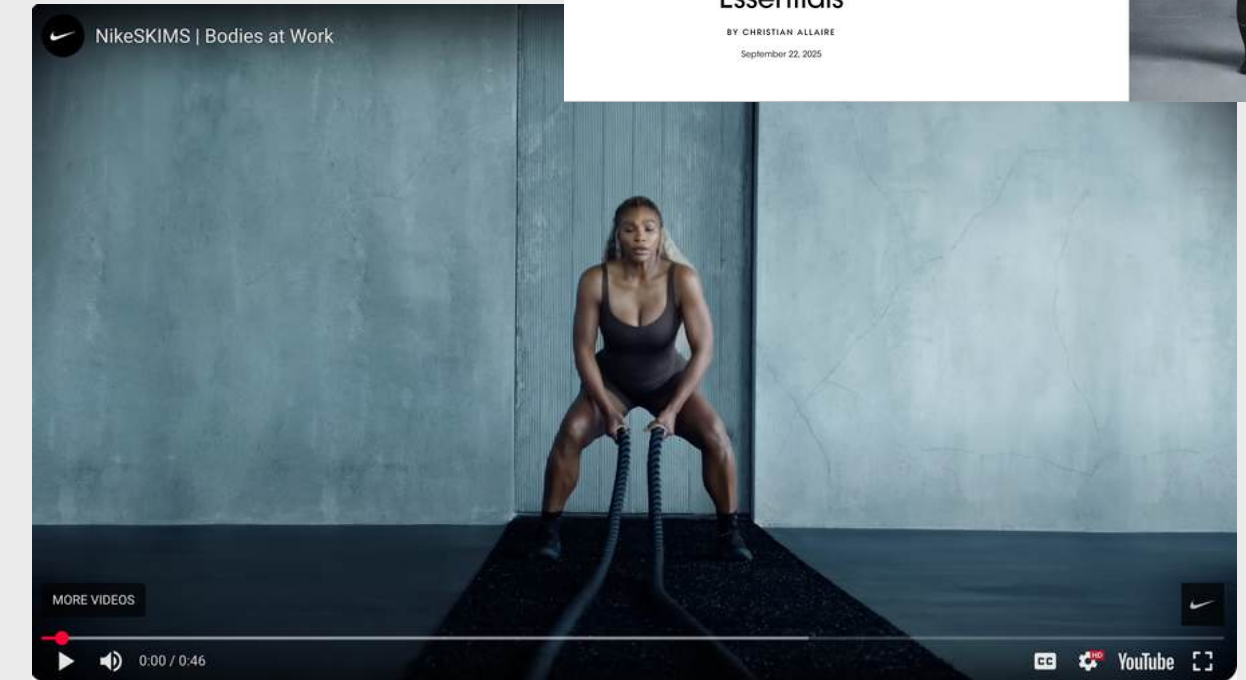
- Fluid camera pans, slow motion, athlete + model casting
- Soundtrack: confident, modern beats (TikTok-friendly)

## Branding

- Simple co-branding: Nike swoosh × SKIMS wordmark
- Clean typography, no clutter

## Distribution

- Social-first: Instagram, TikTok, YouTube
- CTV/OTT ads for reach + digital targeting
- PR push: Vogue, AdWeek, Business of Fashion



# Strengths

## Differentiation

- It isn't "Nike wearing Skims" it's a new brand, which signals commitment and long-term vision and authenticity
- The dual promise (sculpt + performance) gives a credible point of difference.

## Leverage of Authentic Athletes

- Featuring many real athletes who push the body visually and functionally anchors credibility.

## Inclusivity & Range

- Broad sizing and diversity in body shapes helps in the cultural optics

## Strong Brand Legacy Leverage

- Combining Nike's technological, innovation credibility with Skims' body / fashion identity is powerful and resonates with both audiences

## High Production Value

- Using cinematic direction (Janicza Bravo), representation, visual storytelling suggests this is a prestige launch, not a mere product drop.

## Strategic Launch & Timing

- Building hype, controlled reveal, aligning with both Nike and Skims audiences.
- The campaign messages seem aligned across channels (site, press, video) — "Designed to sculpt. Engineered to perform." is repeated.





# Critiques, Risks & Suggested Improvements

- **Perception Risk – Fashion Over Function:**

- The strong “sculpting” message could make consumers doubt actual performance.
- Fix: Add real performance proof points (sweat tests, durability demos, side-by-side comparisons).

- **Clarity of Purpose – Message & Use Case:**

- “Designed to sculpt, engineered to perform” is broad and vague.
- Fix: Use targeted sub-messaging (e.g. “High-support sculpt for strength” vs. “Light sculpt for yoga”) to clarify function.

- **Human Connection:**

- Heavy athlete presence risks feeling distant and impersonal for people who may buy these outside of athletes
- Fix: Incorporate micro-stories or everyday user perspectives to build relatability and emotional resonance.

- **Brand Ownership – Identity Confusion:**

- Audiences might see this as “Nike wearing Skims” rather than a true collaboration.
- Fix: More integrated branding (e.g. visual blend of Nike + Skims design elements, voiceover emphasizing the joint identity) ensures the new brand stands on its own.

# Thank you!