

# Comparative Analysis of Mobile Marketing Campaigns (Case Study of Nike, Adidas & Puma)

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## ABSTRACT

Digital marketing is a term for intuitive marketing utilizing digital procedures. The principle objective is to make mark mindfulness and to lift to higher position of offers. This paper finds the impacts of portable marketing of "Nike, Adidas and Puma" by the correlation of their fans supporters on web, monetary benefits. In this investigation, it is discovered that portable marketing makes mindfulness and to raise offers of organization. Nike spends more on versatile marketing when contrasted with its both abnormal state and is likewise getting more benefit and brand an incentive than Adidas and Puma Nike leads in digital market, the organization has more fans and devotees via web-based networking media. "Facebook, Twitter and YouTube"

## 1. Introduction

Marketing is a mainstay of the business; it makes request and satisfies it. Digital marketing plays out this capacity with the assistance of web in creative ways. Online web can assist a business with gaining esteem .online deals will be spare time quick offering the item. Web has changed our offering world.

Portable marketing with the development and improvement of the Web, how individuals book spots to remain, look for activities and considerably more has changed essentially. They are more educated and more associated than any other time in recent memory, by means of their cell phones. Versatile marketing is mulity – channel web based marketing strategy centered at contacting a particular group of onlookers on their advanced cell, tablets or some other related gadgets through sites, email, and mms, online life or portable application.

## 2. Objective of the study

1. This study aims to know about the mobile marketing and marketing strategies tools.
2. To find what is mobile marketing in marketing disciplines.
3. To find the effects of mobile marketing on brand value.
4. To compare financial strategies of Nike, Adidas and Puma.
5. To understand the status level of puma, Adidas, and Nike mobile marketing.

## 3. Limitations of the study

1. This study is explorative in nature.
2. This studies are based on secondary data.
3. It's based on only mobile marketing

## 4. Methodology

The information in secondary data of Nike, Adidas puma were collected from published books, case studies, web sites. Further, this exploratory study is based on case studies of Nike, Adidas Group, puma. Archival data from company information was also researched to gather from companies.

### Branding:

Branding has become one of the most important aspects of business strategy. Yet it is also one of the most misunderstood.

Branding is a strategic point of view, not a select set of activities.

1. Branding is central to creating customer value, not just images.
2. Branding is a key tool for creating and maintaining competitive advantage.
3. The Brand will create good name for the company.

### Features of mobile marketing:

Mobile marketing features are as follows.

1. Mobile marketing must be prompt and measurable
2. In the mobile marketing various website to buy the product.
3. Mobile applications should be innovative, creative and user friendly.
4. To save the time for the old/young generation.
5. The mobile marketing strategies and campaigns should be appropriate for industry and victorious execution can direct to better efficiency.
6. Website, application will help to buy the product to easy way.

### Fundamentals of mobile marketing:

**Mobile marketing** is multi-channel online marketing technique focused at reaching a specific audience on their

smart phone, tablets, or any other related devices through websites, E mail, SMS and MMS, social media or mobile applications. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas. The fundamental of mobile marketing are advertising, direct marketing and sales promotion. Customer relationship marketing must also be considered while it is not publicity gadget.

### 1. Mobile Internet:

- a) **Mobile Website** Adidas Nike and puma have set up mobile websites that are promoting their campaigns
- b) YouTube links as well as (Facebook, twitter) links are available there. These websites try to aware people about any new campaigns and are built to focus on different target young people and middle age people, old people also.

### 2. Social media:

#### Facebook:

- i. **Nike** has many Facebook pages. These pages may be segregated according to region, product and sport type. Nike's official Facebook page delivers overall information campaigns and products.
- ii. **Adidas** is engaged with the audience and promote its brand with the help of several Facebook pages.
- iii. **Puma** has seven pages on Facebook. These are categorized on sports base. All pages cover Multiple audiences. The content is built in the entertaining way and includes videos, links And discussions

#### Twitter:

The main objective of Twitter accounts is engaging consumers in communication. Several Nike twitter can be found; there is no official global Nike page on face book, Twitter pages can be divided by product & services, sport type two pages . Adidas has official accounts on Twitter and are segregated in multiple groups Puma also has many Twitter accounts; these are segregated by sport and service. The global Puma account targets the customers that are interested in sports and in Puma brand.

#### YouTube:

Basic purpose of YouTube page is to propose the brands through videos. Nike has top two YouTube channels, Nike Football and Nike Global. Adidas also has YouTube channel that mainly focuses on young generation, interested in sharing videos about the brand. Puma YouTube channel offer videos of new campaigns and targets mainly to new generation. This channel helps to generate brand awareness.

#### Financial Gains:

#### NIKE:

Nike prevail the most worthwhile brand position in sportswear industry in Brand Finance Global 500, expanding in brand value as well as ranking (31st). 2009 was action packed year for Nike, The Company turned into official sponsor of Vancouver Winter Olympics yet had to face difficult situation when Tiger Woods, world's no. 1 golf player and Nike's old spokesperson, availed leaves from sports.

Nike spends a lot on digital marketing and is getting something heavier in return that makes it world's one of the best sportswear companies. Mobile marketing helped Nike to reborn the passion again globally.

#### ADIDAS:

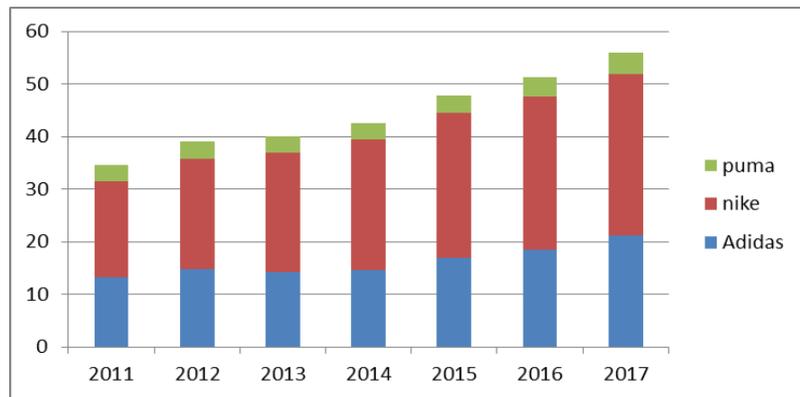
Adidas is the main competitor of Nike and tried to overtake the market leader but failed to defeat Nike this year in Global 500 and remained on 139th in ranking. The brand value of Adidas has grown from previous year to 6.8 billion US\$. Adidas, who has been official kit sponsor of Olympic Games for the Great Britain Team, declared in 2010 that Adidas would work to design kits stylish with **Stella McCartney a British designer**. In spite of Adidas became the official sponsor for the event, Nike applied several marketing strategies especially online to generate and develop brand awareness. When Nike introduced its world cup advertisement presented by **Cristiano Ronaldo** with **Wayne Rooney**, it was viewed by 14 million people in just one month. Adidas came in competition and composed Star Wars subjected advertisement featuring the football star David Beckham and it got 2.8 million views initially in first week. In comparison with Nike and Adidas

#### PUMA:

Puma is still far behind. In 2012, the brand value of Puma fell down to 1.5 billion US\$, but has grown up in recent years. In 2014, the company has achieved its top Global 500 brand value figure of 2.3 billion US\$. When Usain Bolt, the Jamaican athlete strolled to 100 and 200 meters record breaking in **2012** in Puma kit, the company alone got media value over 105 million US\$. In 2010, Bolt signed a sponsorship deal with Puma and it was comparable to Nike's four years deal with **Cristiano Ronaldo** that worth 32.5 million US\$. Puma was placed on 492nd rank in Global 500 in that year and declared that Bolt will perform an important role in company's marketing up to London 2012 run. Puma employed digital marketing techniques and raised its revenue and brand position.

### 5. Analysis & Comparison of ADIDAS, NIKE and PUMA

YEAR	ADIDAS	NIKE	PUMA
2011	13.32	18.08	3.17
2012	14.88	20.97	3.27
2013	14.2	22.75	2.99
2014	14.53	24.99	2.97
2015	16.92	27.51	3.39
2016	18.48	29.1	3.63
2017	21.22	30.57	4.14



#### NIKE:

The Nike company yielded 24 millions as profit in the year 2014, and in the 2012 this company yielded 15 millions as profit, and in the year 2013 this company yielded 17 millions as profit, and in the 2014 this company yielded 18 millions as profit. The Nike company achieved to this high level and outstanding level competitive market because of the public watched this company's history through social medias like Facebook, twitter, and YouTube.

#### Adidas:

This Adidas company earned less margined the next to Nike company this company yielded 7 millions as profit in the year 2014, and in the 2012 this company yielded 5 millions as profit and in the year 2013 this company yielded 5 millions as profit, and in the 2014 this company yielded 5 millions as profit. In competitive market the public watched this company's history through social medias like Facebook, twitter, and YouTube.

#### Puma:

This puma company earned less margined the next to Adidas company this company yielded below 5 millions as profit

in the year 2014, and in the 2012 this company yielded below 5 millions as profit, and in the year 2013 this company yielded below 5 millions as profit, and in the 2014 this company yielded below 5 millions as profit. In the competitive market the public watched this company's history through social medias like Facebook, twitter, and YouTube.

#### 6. Conclusion

Digital marketing is a rising trend in this era. As From 2000 to 2015, Nike has made expenditure on digital marketing and in return, Nike has left far behind its competitors in revenue generation. Adidas is the 2nd leader after Nike in sportswear but still there is a lot of difference in their revenues. These three companies are using direct as well as digital marketing to boost their sales and in return, they are getting market share. Nike used one of best ways of mobile marketing and has captured the sportswear market. Adidas also used it and generated huge revenue. Puma also worked on it, it could not use as much strategies and spent percentage of revenue as its competitors do.

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