

ECO-CLOTHING NIKE ECOM COPYWRITING

Producing copy for an example spec Nike project

This portfolio details an example spec project for Nike on a new clothing range. This project focuses on advertising for a well-known brand on a new product line with a new unique selling point; environmentally friendly clothing. This project includes:

- Email marketing - sales email, newsletter email
- social media posts
- social media advertisements and insert ads
- Article "Nike news" post
- website copy

NOTE: this is a spec project and not affiliated with Nike in any way or related to actual products.



To view the project content, click the links in the button below.

[Social Media posts](#)

[Social Media Adverts](#)

[Website copy](#)

[Email copy](#)



Skills used:

- Producing website copy
- Web design
- SEO research
- On-page SEO

BACKGROUND

Project scope & Introduction

This project was to create a marketing scheme and produce the copywriting for a new Nike product line launch. It was important to match Nike's existing brand voice and tone, while combining the new USP of this fictional clothing line. The first step was to thoroughly research Nike's existing marketing techniques, strategies and tone. Nike's marketing is heavily reliant on product positioning and athlete endorsement; they promote their products by showing them in use by professionals. Nike has also mastered storytelling, so the idea behind this campaign was to focus on the stories you can create with the product and the stories behind the products. Nike often uses highly visual ads, which was replicated in this marketing campaign example. Something Nike does well is segment its target audiences, which will also be reflected in this marketing campaign.

The process →

Social Media Content and Ads

The main marketing formats for this project were social media posts and adverts. Nike often use simple graphics and minimal text for their social media and advertising, so this concept was replicated with the ads and posts created for this project. It was important to ensure that styles and fonts were kept unanimous and constant throughout.

Email and Article

Two different emails were produced for this campaign, one simpler and shorter than the other. Nike also runs a blog/article element on their site called "nike news", so an article fitting this style and tone was produced which promoted this product line a similar fashion to what Nike post their news page.

Work Breakdown →



Writing Process



NIKEeco

NikeEco: helping you look better, perform better and do better

Every step taken in Nike's new environmentally conscious range is a step towards a better you and a better planet.

We're pledging 10% of profits to environmentally-focused charities and planting trees with every purchase.

We're also making sure our products aren't causing any further harm to the environment by using 99% sustainably sourced materials in NikeEco, including organic cotton and recycled plastics.

The environment is meant for enjoying, not destroying. That's why NikeEco is our most durable product line yet. Designed to last in all conditions, our waterproof, breathable materials ensure maximum comfort in any environment.

Join the Eco-revolution today.

nike.com



The focus of the copy for the emails and article was highlighting the new features and USP of the new clothing line. This was mainly the durability and the sustainability elements as well as charitable donations. Nike style and tone of writing was mimicked to keep brand voice continuous

Slogans and short phrases were used in the social media posts. The aim for these was to create eye catching slogans that would catch readers eyes and were readable even when quickly scrolling thorough social media

The landing page was also kept simple, with a largely graphic focus and minimal text, which is inline with Nikes other landing and webpages. Throughout the marketing material motivational style slogans are used, as these are common with Nikes marketing, particularly the Nike classic "just do it".

CONTENT

This project was an excellent opportunity to further develop my social media and copywriting skills. This provided an opportunity to study and analyse Nikes existing brand voice and image and then incorporate this into my own marketing material. Overall I would say that this project has been a success, especially the social media content and email copy

E-mail Address

cpy.digitalm@gmail.com
pat.page.99@gmail.com

Official Website

<https://cpydigitalm.wixsite.com/cpy-digital>

Social Media

@cpydigital



Full portfolio

To view a full portfolio of my work, click the button below

Full Portfolio

To view the project content, click the links in the button below.

[Social Media posts](#)

[Social Media Adverts](#)

[Website copy](#)

[Email copy](#)