(Brand Communications Audit - Discussion Board)

(Institutional Affiliation)

(Your Name)

(Instructor Name)

(Course Number)

(Due Date)

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There are several different mainstream and highly publicized brands to choose from when evaluating the potential for a communications audit. What makes the decision unique is that many businesses, who operate within the same industry, have distinctly different brand communication strategies and methods. For this discussion, I will evaluate the brand Nike. I will discuss the company’s communication strategies in gaining popularity and maintaining a solid reputation with consumers. First, it is essential to understand what Nike is and how it created the brand today.

With its distinct Nike Swoosh logo, the Nike brand is by and large the most reputable athletic sportswear and shoe company of all time. It has played a prominent role in maintaining the status of athleticism while finding an avenue in the modern urban fashion and hip-hop scene due to the rise in popularity of the company’s shoes and association with sports organizations. Nike’s mission is to “bring inspiration and innovation to every athlete,” while its corporate vision is to “remain the most authentic, connected, and distinctive brand” (Nike, 2021). There is no denying Nike’s connection to modern fashion, street culture, and professional sports organizations, but what makes Nike unique is the various communication platforms they utilize to promote their brand.

After conducting an audit, Nike actively engages in all social media platforms (i.e., Facebook, Twitter, Instagram, Linked In, etc.). This is an absolute necessity in maintaining brand awareness merely because of the volume of users who utilize these services and potential Nike consumers. Similarly, the company is engaging with athletes and endorsing prominent stars to boost brand image and demonstrate their confidence in supporting top athletes who believe, at least one assumes, that they enjoy the product they are sponsoring and think it to be ‘top-tier' in comparison to other notable brands. Multinationals like Nika have incorporated the values of teamwork and perseverance and adopted them into the company culture” (Yadav, 2018).

Nike is also actively engaged in procuring valuable advertisement space on significant cable networks like ESPN, ABC, NFL Network, etc.

Similarly, the company has actively purchased billboard spaces in prominent American cities to demonstrate a local athlete who has adopted the Nike logo and remains a viable Nike athlete. What is arguably the most comprehensive communication strategy the company implores is the Nike Community Ambassador Program which “allows Nike employees from all around the world to go out and give to their community” with over “3,900 employees from various Nike stores having participated in teaching children to be active and healthy” (Yadav, 2018). Overall, the company maintains an efficient and accessible website, has prominent brand ambassadors, and is a namesake in its relationships with professional sports organizations.

All of the strategies mentioned above indicate a thriving and prominent business that understands the complexities of consumers and the factor of competition that plays a role in executive decision-making. There is a considerable amount of attention paid to multinationals like Nike, who have a strong brand image and reputation but are constantly scrutinized for various practices or supporting athletes with controversial viewpoints. Nonetheless, in terms of communication and brand strategy, Nike is up there as one of the most formidable and recognizable brands globally and will remain so for the foreseeable future.

**References**

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