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'We analyzed Nike's marketing in our MBA program - best decision ever.'

- Rami, MBA student, Class of 2024

Rami and his group were assigned a competitive brand analysis for their marketing strategy course. While most teams went for trendy startups or luxury fashion brands, his group went old-school and picked Nike. Their focus? How Nike connects with Gen Z through social media and storytelling.

'We broke down the 'Dream Crazier' campaign and tracked its engagement across platforms,' Rami says. 'We compared it to Adidas and New Balance, looked at audience perception, and even surveyed students on campus.'

Their project didn't just earn top marks - their professor asked to use it as an example for future cohorts. *'I didn't expect Nike to feel that relevant,'* Rami added. *'But once we started digging, there was just so much to work with.'*