THIS BRAND STUDY PRESENTS AN OVERVIEW OF NIKE’S SUBSIDIARY BRAND, NIKE ACG. BY INVESTIGATING INTO THE MARKET AND THE CHALLENGES THE BRAND IS CURRENTLY FACING, IT PROPOSES A NEW BUSINESS OPPORTUNITY, WHICH LAYS THE STRATEGIC FOUNDATION FOR MY CREATIVE CONCEPT.
Nike evolved from a small running label to the world’s leading sportswear brand.

The success story leads back to founder Bill Bowerman and his vision – to bring innovation and inspiration to every athlete in the world.

Today, Bowermans’ spirit prevails in the brand’s commitment to serve the athlete, rethink material and push boundaries.

Nike ACG (All conditions gear) is the brand’s niche outdoor label. ACG produces high energy products, which serve as the essential uniform for the urban explorer.

Innovation & collaboration are the essence of the Nike Lab label, which functions mainly as a retailer. All Nike collections developed in collaboration with the brightest designers drop in limited editions under this line.
Nike launches ACG as subsidiary line to provide high quality outdoor gear.

ACG MEANS ALL CONDITIONS GEAR.
AND ALL CONDITIONS MEANS ALL CONDITIONS.

ACG is relaunched in collaboration with Acronym designer Errolson Hugh as the essential brand for urban exploration. With greatest precision for detail the label provides highly functional gear for all climates. All products were launched in limited drops under the Nike LAB retailer.

After Errolson Hugh ends the collaboration in Fall 2017, Nike launches the SU18 collection with a revival of the ACG’s earliest era, bringing back vintage inspired outdoor products.
NIKE ACG SETS OUT TO DEFINE SPORTS UTILITY FOR URBAN EXPLORATION.

ADAPT. MOVE. PROTECT.

FUNCTIONAL
PROGRESSIVE
URBAN
INDESTRUCTABLE
NOVEL
PRECISE

THE ESSENCE

VALUES

THE PRODUCT

INTERSECTED
LAYERED
DETAILED
ARCHITECTURAL

THE PRODUCTS MERGE FUNCTIONALITY WITH DESIGN – CONSTRUCTED TO GUARANTEE MOVEMENT AND PROTECT THE WEARER FROM THE ELEMENTS.

NIKE ACG SERVED AS A MARKETING TOOL FOR NIKE TO INTRODUCE INNOVATION AND LEAD THE HYPE. THEY PRODUCED HIGH ENERGY PRODUCTS, WHICH GUARANTEED NIKE IT’S POSITION AS PIONEERING SPORTSWEAR INNOVATION.
WITH ACG, THE ADVENTURE BEGINS THE MOMENT YOU STEP OUTSIDE THE FRONT DOOR.

GO OUTSIDE!

THE ESSENCE

ACTIVE
FUN
URBAN
DARING

COLLECTIVE

THE PRODUCT

OUTDOOR
OVERSIZED
RETRO
FUNCTIONAL

THE NEW COLLECTIONS REVIVE NIKE ACG’S PRE ERROLSON PRODUCTS AND CELEBRATE THE RETRO LOOK.

THE REVELATION OF THE OUTDOOR FOCUSED ACG, POSITIONS ACG IN THE STREET STYLE MARKET. COMPETING WITH BRANDS LIKE PATAGONIA, NAPARIJRI AND COLUMBIA ACG CONTRIBUTES TO THE CURRENT STREET STYLE TREND, AIMING TO DRIVE SALES.
THE STREET STYLE MARKET is currently over saturated – especially in the outdoor niche. With the revival of ACG Nike faces powerful & well established competitors.

SPORTSWEAR AND OUTDOOR BRANDS are investing increasingly in new technologies and innovative textiles, thriving the future of the sports wear market.
THE PROBLEM

WITH ACG’S CURRENT POSITIONING THE BRAND HAS TO INVEST HEAVILY INTO A NEW SECTOR WHICH IS ALREADY HIGHLY PENETRATED BY COMPETITORS.

PREVIOUSLY, ACG WAS SEEN AS TRAILBLAZER IN SPORTSWEAR INNOVATION. THE BRAND’S PROGRESSIVE AND FUNCTIONAL APPROACH WAS FOLLOWED BY COMPETITORS, VISIONARIES AND SNEAKERHEADS ALIKE, MAKING ACG AN IMPORTANT MARKETING TOOL FOR NIKE.

WITH THEIR NEW-OLD OUTDOOR FOCUS, THE LABEL DROPPED IT’S INNOVATIVE AND FUNCTIONAL CORE AND RUNS THE RISK OF LOSING IT’S THRIVING ROLE AS GAME CHANGER TO THE BUSTLING COMPETITION.

REVITALIZE NIKE ACG AS MARKETING TOOL, TO SECURE NIKE’S LEADING POSITION AS TRAILBLAZER BY LAUNCHING A RADICAL PRODUCT INNOVATION.
Based on the challenge constituted in this study, Nike Evolution present a creative solution to achieve Nike’s strategic goals.
ACG

DESIGNED IN THE U.S.A.

NIKE ACG

ACG MEANS ALL CONDITIONS GEAR AND ALL CONDITIONS MEANS ALL CONDITIONS