



# HO'12 NA RBP HYPERWARM **RECAP**



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## WELCOME TO HOLIDAY '12

A SEASON DEDICATED TO HELPING OUR ATHLETES WIN AGAINST THE ELEMENTS. REGARDLESS OF CATEGORY OR EGO, EXTREME WEATHER PREVAILS.

OUR BRAND PROPOSITION REMAINS THE SAME  
- WE MAKE ATHLETES BETTER AND ENABLE THEM TO UNLEASH THEIR POTENTIAL.

EVERY HOLIDAY WE ASK OURSELVES THE SAME QUESTION: *HOW DO WE GET PEOPLE TO GEAR UP FOR EXTREME WEATHER?* YET IT ISN'T JUST ABOUT THE WEATHER. IT'S ABOUT YOU... THE ATHLETE... AND NIKE COMING TOGETHER TO WIN IN THE COLD, THE HEAT, THE RAIN, OR THE DARK. NIKE PERFORMANCE FROM THE INSIDE OUT, OR THE OUTSIDE IN. READY TO HANDLE ANYTHING NATURE DISHES OUT!



NIKE PRO  
**COMBAT**

# KEY PRODUCTS

# KEY PRODUCTS



NIKE PRO COMBAT HYPERWARM DRI-FIT MAX MOCK



NIKE PRO COMBAT HYPERWARM DRI-FIT MAX SHIELD MOCK



NIKE PRO COMBAT HYPERWARM DRI-FIT CREW



NIKE PRO HYPERWARM DRI-FIT MAX CREW



NIKE PRO HYPERWARM SHIELD HALF-ZIP



NIKE PRO HYPERWARM DRI-FIT HALF-ZIP

A blue-tinted photograph of an empty stadium. The seating area is visible in the foreground and middle ground, curving around a central field. The upper tiers of the stadium are visible, showing a grid-like structure. A bright light source is visible at the top center, creating a lens flare effect. The text "DOOR COUNTS" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

# DOOR COUNTS

# KEY ACCOUNTS

2,190 DOORS

**DICK'S SPORTING GOODS**     **522 DOORS**  
 HYPERWARM IN-STORE.....09/24 - 10/01

**SPORTS AUTHORITY**     **315 DOORS**  
 HYPERWARM IN-STORE.....10/08

**ACADEMY**     **160 DOORS**  
 HYPERWARM IN-STORE.....10/05

**MODELL'S**     **152 DOORS**  
 HYPERWARM IN-STORE.....10/29

**HIBBETT**     **836 DOORS**  
 HYPERWARM IN-STORE.....10/10

**LADY FOOT LOCKER BOC\***     **205 DOORS**  
 HYPERWARM IN-STORE.....11/15

# REGIONAL ACCOUNTS

433 DOORS

**DUNHAM'S**     **184 DOORS**  
 HYPERWARM IN-STORE.....10/09

**SCHEELS**     **23 DOORS**  
 HYPERWARM IN-STORE.....10/09

**MC SPORTS**     **76 DOORS**  
 HYPERWARM IN-STORE.....10/15

**SPORT CHALET**     **53 DOORS**  
 HYPERWARM IN-STORE.....11/05

**CITY SPORTS**     **21 DOORS**  
 HYPERWARM IN-STORE.....10/29

**OLYMPIA**     **76 DOORS**  
 HYPERWARM IN-STORE.....10/11

# WINDOWS

211 DOORS

**BETTER**     **44 DOORS**  
**SPORTS AUTHORITY**     **44 DOOR**

**GOOD**     **167 DOORS**  
**SPORTS AUTHORITY**     **49 DOORS**  
**MODELL'S**     **8 DOORS**  
**MC SPORTS**     **13 DOORS**  
**CITY SPORTS**     **21 DOORS**  
**OLYMPIA**     **76 DOORS**

\* WOMEN'S TRAINING ONLY

# ELEVATED IN-STORE

47 DOORS

**DICK'S SPORTING GOODS**     **16 DOORS**  
 HYPERWARM IN-STORE.....10/29 - 11/14

**SPORTS AUTHORITY**     **18 DOORS**  
 HYPERWARM IN-STORE.....11/05 - 11/07

**MODELL'S**     **1 DOOR**  
**TIMES SQUARE**  
 HYPERWARM IN-STORE..... 11/05

**MACY'S**     **5 DOORS**  
 HYPERWARM IN-STORE..... 11/14

**DILLARDS\***     **5 DOORS**  
 HYPERWARM IN-STORE..... 11/5

**LADY FOOT LOCKER\***     **2 DOORS**  
 HYPERWARM IN-STORE..... 10/15

# ELEVATED WINDOWS

07 DOORS

**PINNACLE**     **7 DOORS**  
**DICK'S SPORTING GOODS**     **1 DOOR**  
 WASHINGTON SQUARE..... 11/01

**SPORTS AUTHORITY**     **2 DOORS**  
 3RD AVENUE ..... 11/14  
 CLARK STREET ..... 11/06

**MODELL'S**     **1 DOOR**  
 GRAND CENTRAL/EAST 42ND ..... 11/07

**MACY'S**     **1 DOOR**  
 HERALD SQUARE ..... 11/13

**LADY FOOTLOCKER\***     **2 DOORS**  
 STATE STREET..... 10/01  
 MARKET STREET..... 10/15

\* WOMEN'S TRAINING ONLY

\* WOMEN'S TRAINING ONLY



# NA SALES RESULTS\*

WEEK ENDING 11.24.2012

	LW SLS UNITS	% TO CHG TO LY	LW SLS \$	% TO CHG TO LY	STD SLS UNITS	% TO CHG TO LY	STD SLS \$
<b>WOMEN'S HYPERWARM</b>	41,173	23%	\$1,709,137	33%	129,759	47%	\$6,413,697
<b>MEN'S HYPERWARM</b>	27,657	21%	\$1,043,294	29%	101,879	33%	\$4,661,380
<b>YOUNG ATHLETE'S HYPERWARM</b>	6,428	90%	\$177,155	74%	35,224	81%	\$1,163,117
<b>TOTAL</b>	<b>75,258</b>	<b>26%</b>	<b>\$2,929,585</b>	<b>33%</b>	<b>266,862</b>	<b>45%</b>	<b>\$12,238,193</b>

	FOOT INC	WK 1 SLS U	WK 1 ST%	4 WK SLS U	4 WK ST%	6MO SLS U	6MO ST%	6MO SLS \$
<b>HYPERWARM (MT/WT/AT)</b>		443	5%	1,304	13.4%	3,969	30.6%	\$157,905

\*EDIFICE REPORTING DATA INCLUDES DSG, SA, ACADEMY, MODELL'S, HIBBETT AND OTHER ACCOUNT THAT SOLD HYPERWARM THAT REPORT INTO EDIFICE.





LOCKER ELEVATION



MEN'S TABLE



MANNEQUIN PLATFORM



LOCKER ELEVATION



MANNEQUIN PLATFORM





GAME DAY PAD



MANNEQUIN PLATFORM



LOCKER ELEVATION



MANNEQUIN PLATFORM



GAME DAY PAD



LOCKER ELEVATION



APPAREL PAD OVERVIEW





MANNEQUIN PLATFORM



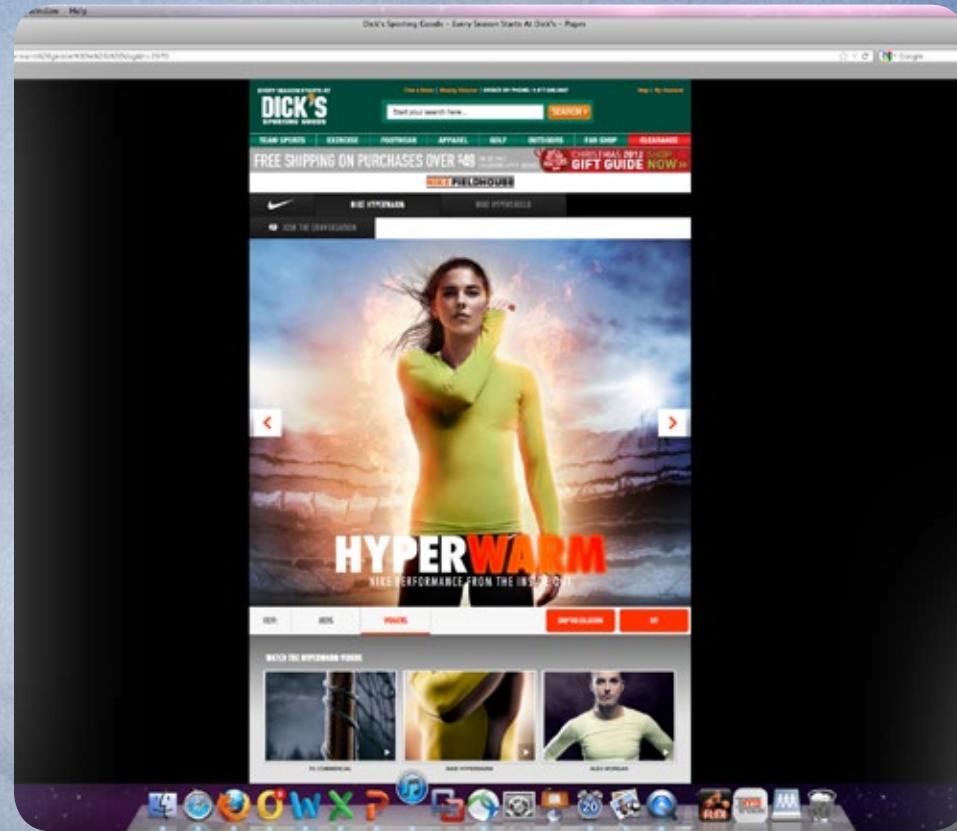
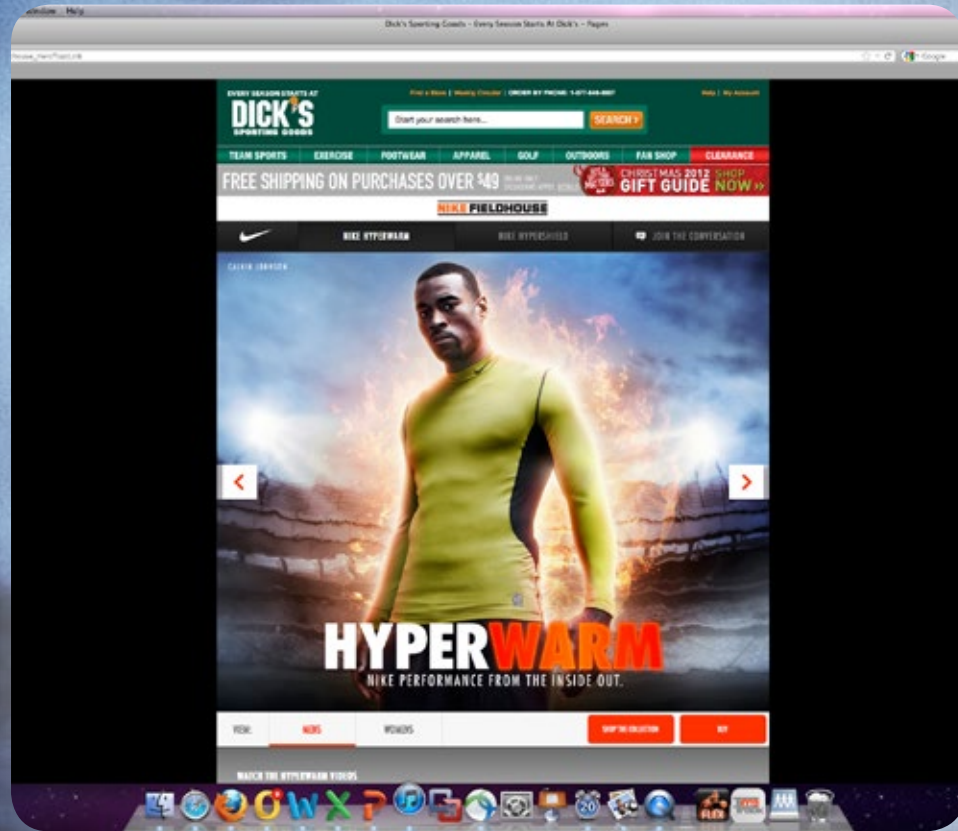
MANNEQUIN PLATFORM



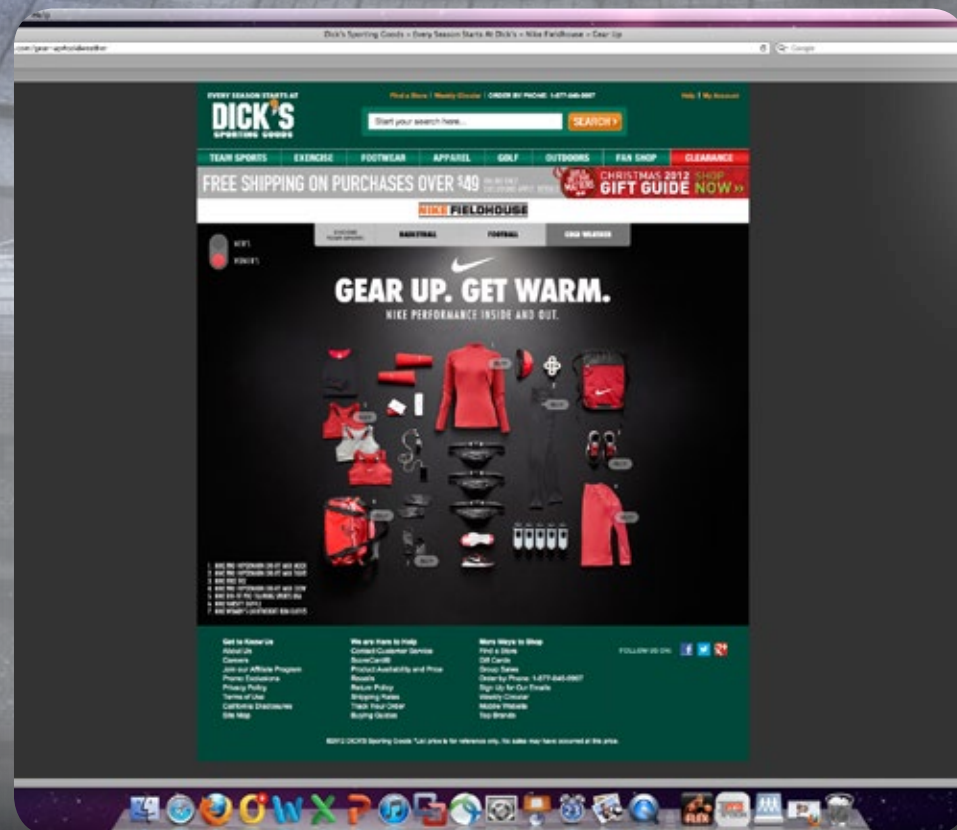
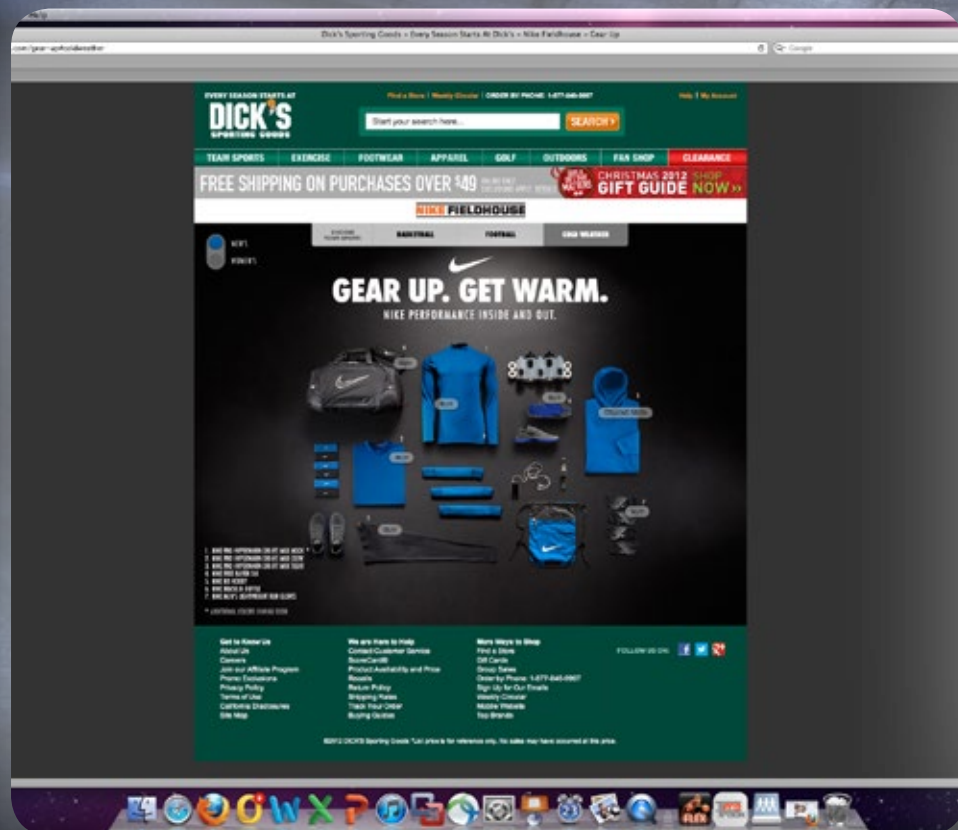
LOCKER ELEVATION



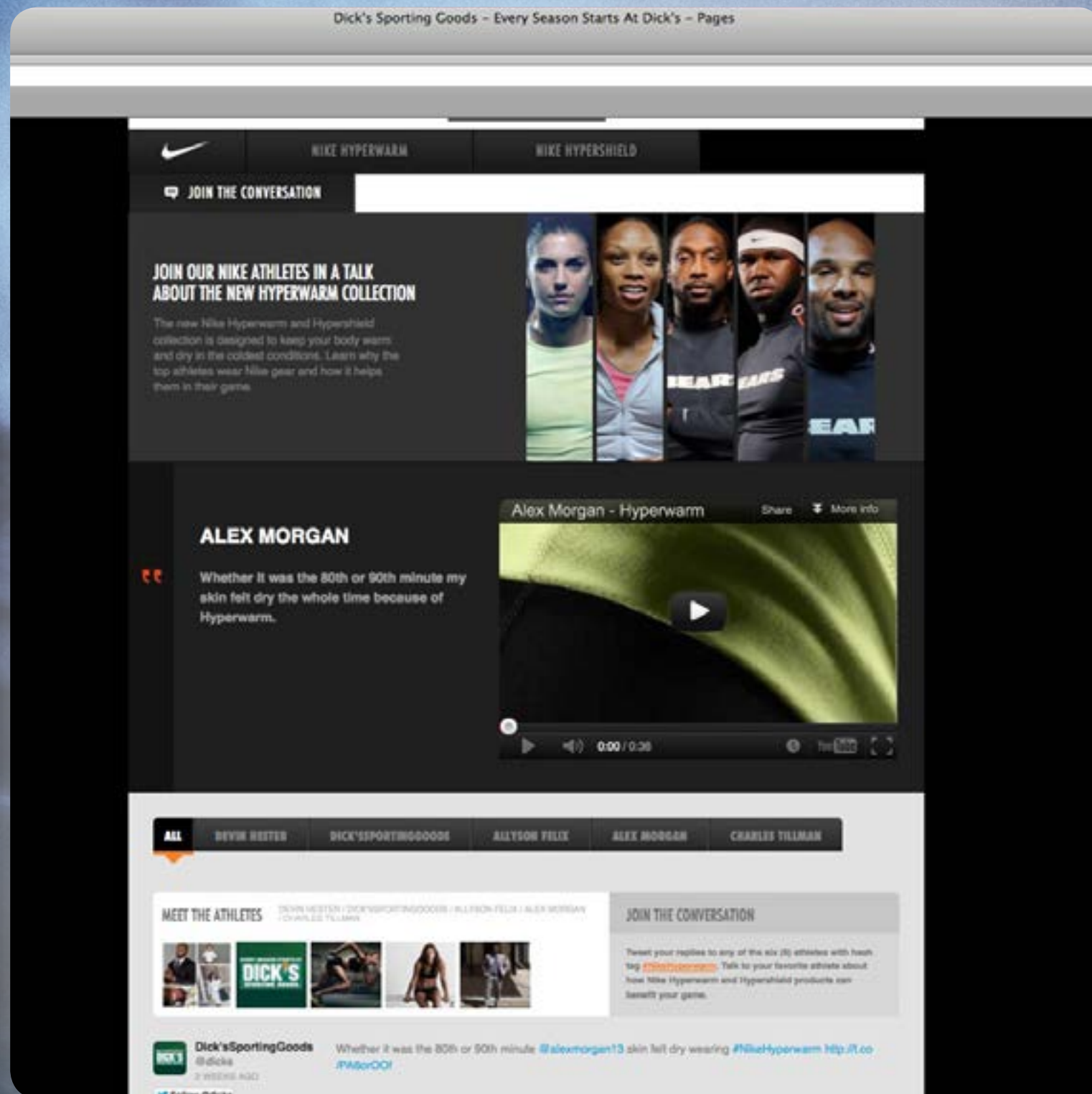
LOCKER ELEVATION



WWW.NIKEFIELDHOUSE.DICKSSPORTINGGOODS.COM LEADS TO HYPERWARM EXPERIENCE WITH TECH AND ATHLETE VIDEOS ALONG WITH IN-DEPTH EXPERIENCE



GEAR UP CONTENT CREATED FOR MEN'S AND WOMEN'S COLD WEATHER

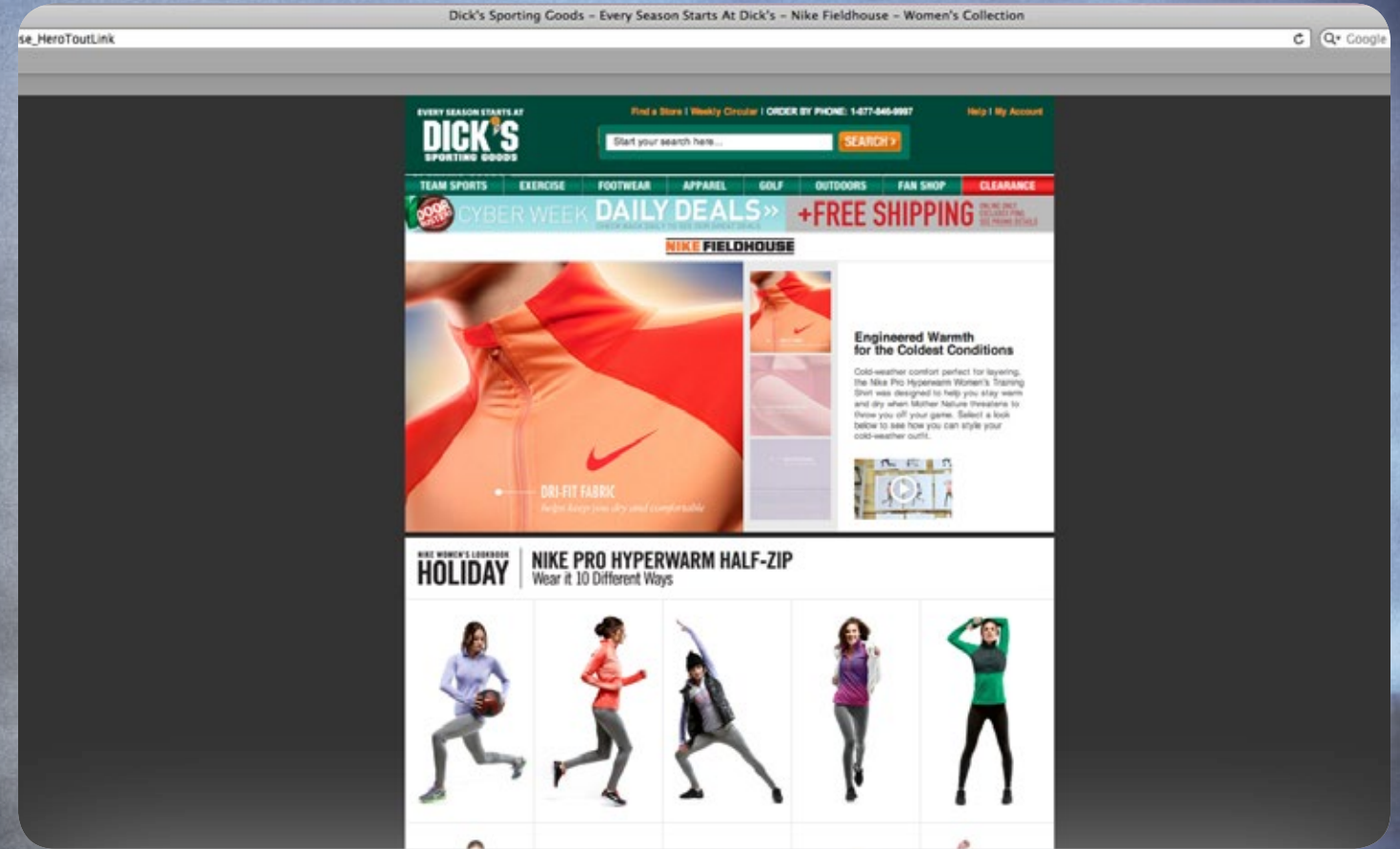


CLICK ON THE "JOIN THE CONVERSATION" TAB TO SEE WHAT OUR ATHLETES ARE SAYING AND HOW WE ARE USING THE #NIKEHYPERWARM TO AGGREGATE ALL SOCIAL MEDIA MENTIONS AT NIKEFIELDHOUSE IN DSG.COM.

HEAR WHAT OUR ATHLETES ARE SAYING ABOUT HYPERWARM AND HOW IT HELPS THEM TRAIN AND COMPETE NO MATTER WHAT THE WEATHER BRINGS.

BEHIND THE SCENES COLD WEATHER WOMEN'S LOOKBOOK  
VIDEO EXCLUSIVE TO DICK'S SPORTING GOODS

DELIVERED EXCLUSIVE ALEX MORGAN VIDEO  
CONTENT FOR DICKSSPORTINGGOODS.COM





LIGHTBOX WINDOW LEFT OF DOOR



LIGHTBOX WINDOW RIGHT OF DOOR



LIGHTBOX WINDOW AROUND THE CORNER



FLOOR OVERVIEW



MEN'S MANNEQUIN STAND



WOMEN'S TABLE



WOMEN'S MANNEQUIN STAND



INITIATIVE PAD





GAME DAY PAD



MEN'S TABLE



MEN'S MANNEQUIN PLATFORM



WOMEN'S TABLE



WOMEN'S MANNEQUIN PLATFORM



MEN'S RUNNING



WOMEN'S RUNNING



BOY'S PLATFORM



GIRL'S PLATFORM



OVERALL WINDOW



INDIVIDUAL WINDOW DETAIL SHOTS



CASHWRAP



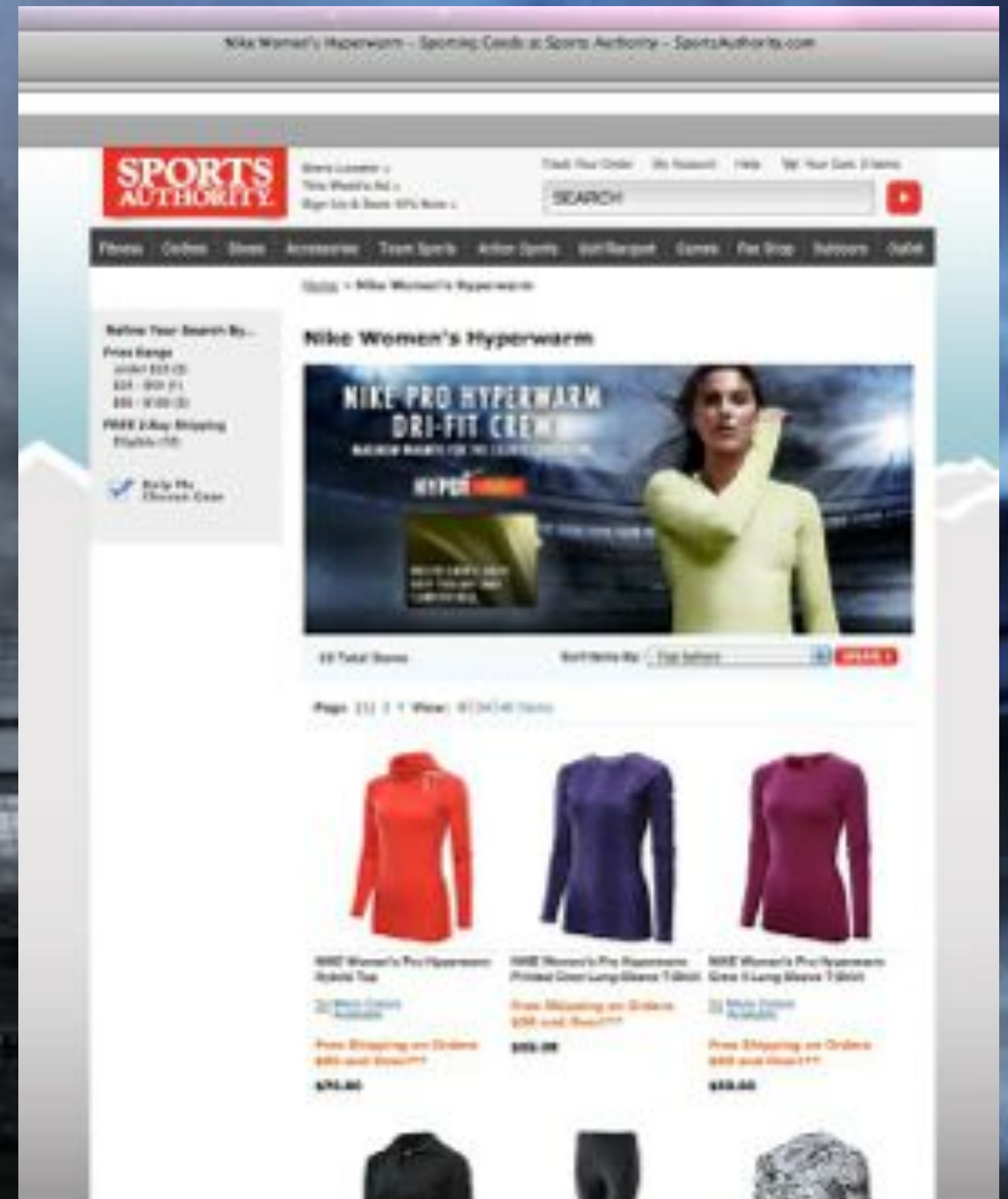
DETAIL SHOT 1



DETAIL SHOT 2

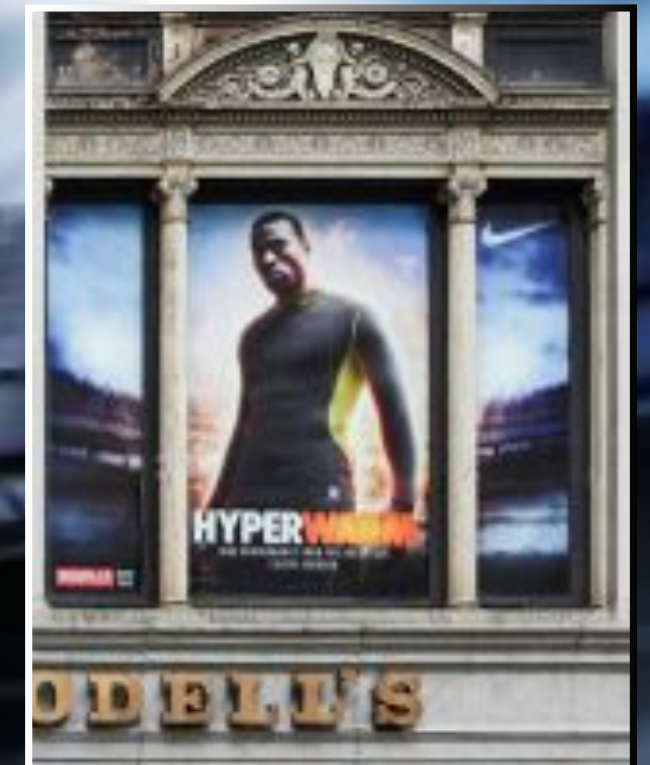


NIKE LANDING PAGE / MEN'S COLD WEATHER



NIKE LANDING PAGE / WOMEN'S COLD WEATHER





LEFT WINDOW

CENTER WINDOW

RIGHT WINDOW

VANDERBILT AVE WINDOW



MANNEQUIN PLATFORM



CAGE GRAPHIC





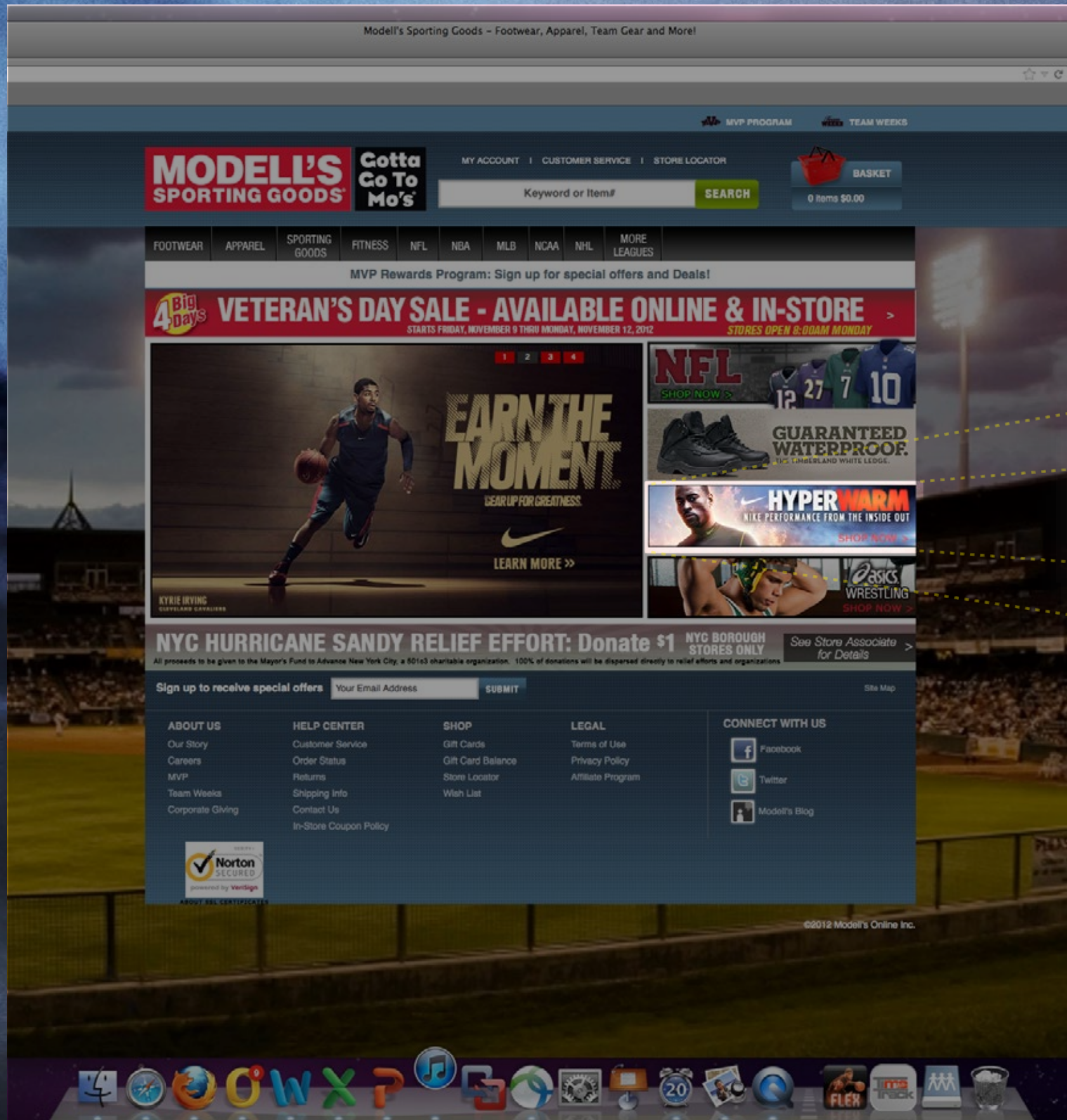
CAGE GRAPHIC



MANNEQUIN PLATFORM



WOMEN'S TABLE



HOMEPAGE / LANDING PAGE BANNER BUTTON

# EWS2 EASTBAY

IN-HOME: 10.22.12

CIRCULATION: 4.2 MILLION

ADVERTISING SPACE: 2-PAGE SPREAD

# EWR2 EASTBAY

IN-HOME: 11.05.12

CIRCULATION: 2.4 MILLION

ADVERTISING SPACE: 2-PAGE SPREAD (PICK-UP)

# EHL2 EASTBAY

IN-HOME: 11.26.12

CIRCULATION: 3.8 MILLION

ADVERTISING SPACE: 2-PAGE SPREAD

VICTOR CRUZ

ALEX MORGAN

## HYPERWARM

NIKE PERFORMANCE FROM THE INSIDE OUT.

**HYPERWARM DRI-FIT MAX MOCK**  
 MAXIMUM WARMTH FOR THE COLDEST CONDITIONS.  
 Athlete cut mock provides a low, streamlined fit.  
 Mesh fabric on sides enhances breathability and range of motion.  
 MATERIALS IMPORTED 479925-701 \$84.99 SIZES S-XXL

**HYPERWARM SHIELD 1/2 ZIP**  
 ENGINEERED WARMTH WITH WATER RESISTANCE.  
 Brushed interior for exceptional warmth.  
 Dri-FIT fabric helps keep you dry and comfortable.  
 MATERIALS IMPORTED 485728-635 \$84.99 SIZES S-XXL

Zoned overlays offer lightweight, key area wind and water resistance.

479925-012 479925-061 479925-064 479925-082 479925-537 479925-425 479925-477 479925-600 479925-701

DUAL GENDER SPREAD - EWS2 & EWR2

LESEAN MCCOY

BRIAN URLACHER

CALVIN JOHNSON

VICTOR CRUZ

## HYPERWARM

NIKE PERFORMANCE FROM THE INSIDE OUT.

485728-701

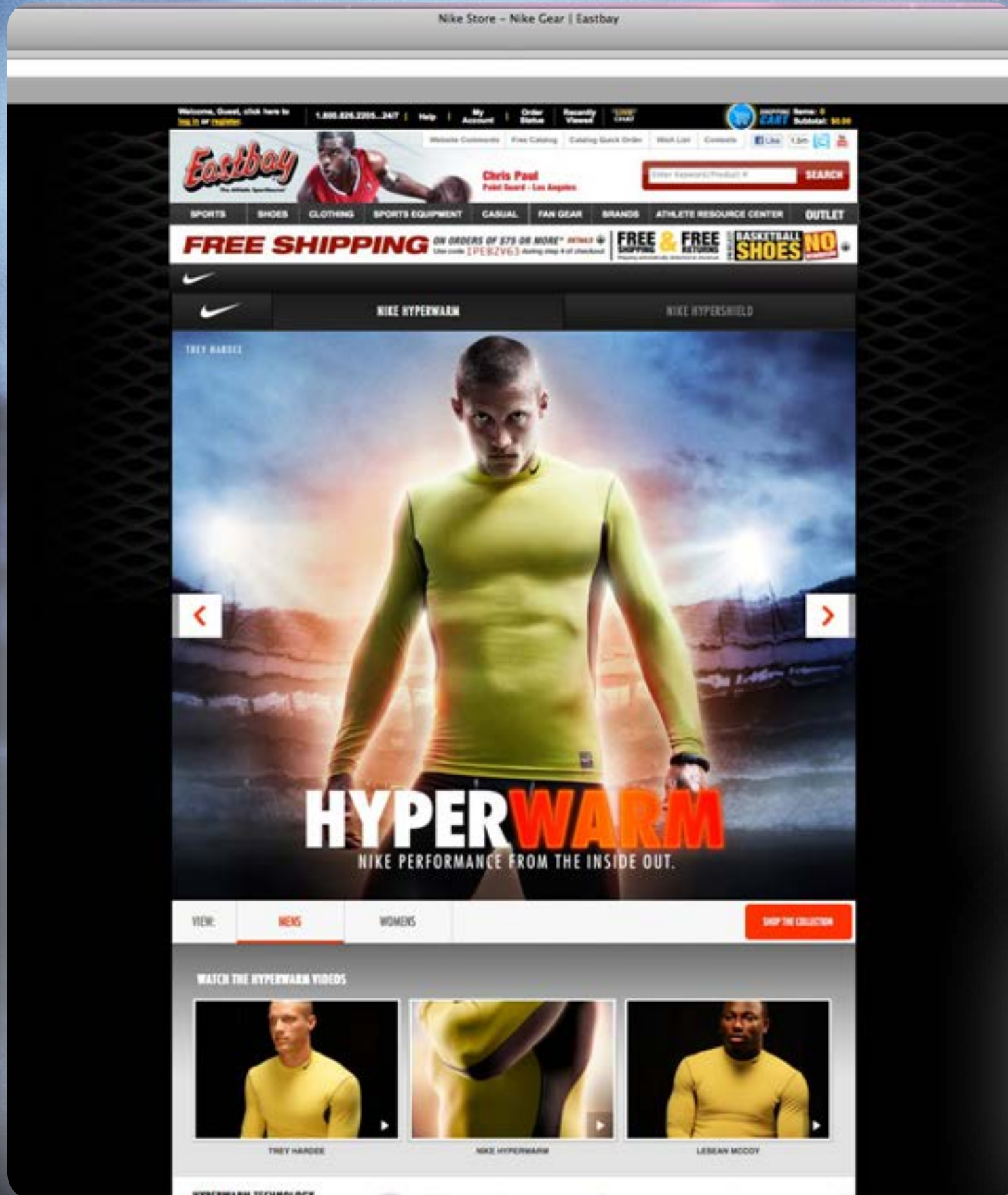
**NIKE PRO COMBAT HYPERWARM DRI-FIT MAX MOCK**  
 MAXIMUM WARMTH FOR THE COLDEST CONDITIONS.  
 MATERIALS IMPORTED \$84.99 SIZES S-XXL

COLORS  
**11**  
 AVAILABLE

PULLS SWEAT OFF SKIN • ELIMINATES CHILL • DRY INSIDE — WARM TO THE CORE

EXPERIENCE HYPERWARM TECHNOLOGY AT [EASTBAY.COM/HYPERWARM](http://EASTBAY.COM/HYPERWARM)

MEN'S COLD WEATHER SPREAD - EHL2



HOME PAGE / NIKE HYPERWARM

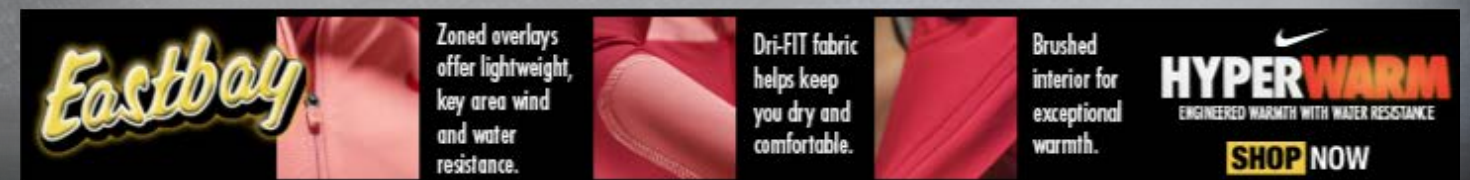
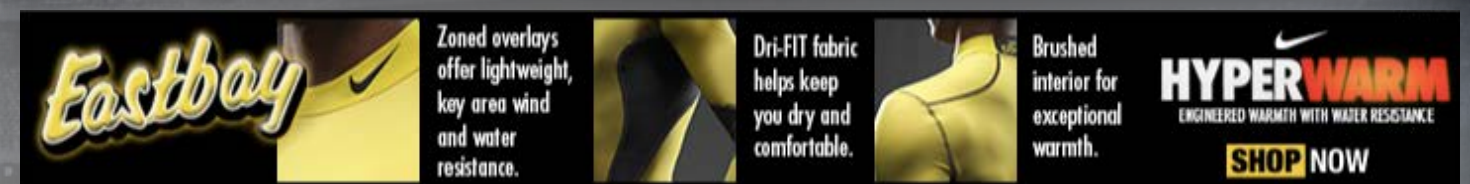
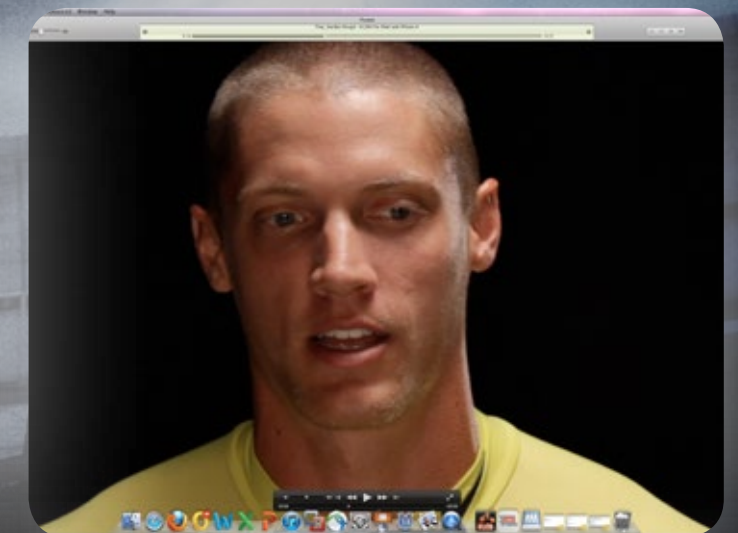
BUILT A HUB OF TECHNOLOGY AND ATHLETE VOICE CENTERED AROUND BOTH HYPERWARM AND HYPERSHIELD

DELIVERED EXCLUSIVE HYPERWARM VIDEO CONTENT WITH TREY HARDEE AND LESEAN MCCOY FOR EASTBAY.COM

PARTNERED WITH ACCOUNT FOR TARGETED COMMUNICATIONS MEDIA BUY LAUNCHING NOVEMBER 16 ACROSS OVER ONE MILLION SITES.



EXCLUSIVE VIDEO CONTENT



MEN'S AND WOMEN'S BANNERS



DESCRIPTION:  
**ONE PAGE AD**

CIRCULATION:  
**1.25 MILLION**

PUBLICATION:  
**SOCCER.COM  
CATALOGUE VOL.12**

IN HOME:  
**NOVEMBER 5TH, 2012**



DESCRIPTION:  
TWO PAGE SPREAD

CIRCULATION:  
EIGHTY THOUSAND

PUBLICATION:  
HEROSPORT

IN HOME:  
NOVEMBER 5TH, 2012



LEFT WINDOW



RIGHT WINDOW



IN-STORE



STREET VIEW



STREET VIEW





WOMEN'S TABLE 1



WOMEN'S APPAREL PAD



WOMEN'S TABLE 2



HYPERWARM TABLE



HYPERSHIELD TABLE



WOMEN'S PAD

A blue-tinted photograph of an empty stadium. The stands are visible, and a bright light source is at the top center, creating a lens flare. The text 'FPP TRAINING' is overlaid in white, bold, sans-serif font.

# FPP TRAINING

PROVIDING EDUCATION AND TRAINING ON THE H012 ATHLETIC TRAINING, WOMEN'S TRAINING AND RUNNING PRODUCT PRESENTATION DIRECTION TO ENSURE THE HIGHEST LEVEL OF EXECUTION IN THE MARKET AROUND HYPERWARM AND HYPERSHIELD PRODUCTS.

## ATTENDEES:

\_ 18 FPP TEAM MEMBERS FROM THE EAST, CENTRAL, WEST AND CANADIAN TERRITORIES

\_ 12 PP TEAM MEMBERS FROM NA RBP CATEGORY TEAMS

\_ 9 PRODUCT MERCHANTS, BRAND MANAGERS AND PACERS FROM NA CATEGORY TEAMS

\_ 14 MERCHANDISE COORDINATORS FROM NIKE'S 3RD PARTY MC PARTNERS



# EKIN HYPERWARM UNIVERSITIES AND TRAININGS

## 2,346 TOTAL INTERACTIONS

### EAST

D.C. UNIVERSITY  
11.4.2012 ..... 65 ATTENDEES  
EKIN FIELD INTERACTIONS ..... 1076 ASSOCIATES

### CENTRAL

CHICAGO  
11.1.2012 ..... 35 ATTENDEES  
DALLAS  
11.1.2012 ..... 80 ATTENDEES  
EKIN FIELD INTERACTIONS ..... 793 ASSOCIATES

### WEST

DENVER  
10.23.2012 ..... 31 ATTENDEES  
L.A. UNIVERSITY  
(WEEK OF DEC. 2ND) ..... 000 ATTENDEES  
EKIN FIELD INTERACTIONS ..... 221 ASSOCIATES

### CANADA

TORONTO UNIVERSITY  
10.14.2012 ..... 75 ATTENDEES  
EKIN FIELD INTERACTIONS ..... 286 ASSOCIATES

\* THE EKIN TEAM WILL CONTINUE TO EDUCATE AND ENERGIZE THE SALES STAFF IN THEIR MARKETS AS THE HOLIDAY SEASON NEARS.

## EKIN UNIVERSITIES



**"THIS WAS A VERY FUN AND INFORMATIVE EVENT, I HOPE IT CONTINUES FOR YEARS TO COME. GOOD JOB AND EXCELLENT ORGANIZATION EKIN TEAM. I'LL BE SORE TOMORROW!"**  
**- STORE ASSOCIATE**

CANADA TEAM- TORONTO UNIVERSITY WITH SPORT CHEK - 10/14/2012

**"I UNDERSTAND THE PRODUCT SO MUCH BETTER. I KNOW WE CAN SELL MORE NOW IN OUR STORE."**  
**- STORE ASSOCIATE**



EAST TEAM - D.C. UNIVERSITY WITH NIKE FACTORY, DSG, MODELL'S, CITY SPORTS AND SA 11/4/2012



**"ONLY NIKE COULD HOLD AN EVENT LIKE THIS. I HAD SO MUCH FUN!"**  
**- STORE ASSOCIATE (NBA)**

CENTRAL TEAM: DALLAS UNIVERSITY WITH DTC, DSG, SA AND ACADEMY -11/1/2012

## EKIN UNIVERSITIES

**"THANKS FOR THE GREAT EXPERIENCE. IT WAS A FUN WAY TO LEARN ABOUT THE PRODUCT AND AT THE SAME TIME KEEP EVERYONE ENGAGED!"**  
**-STORE ASSOCIATE**



CENTRAL TEAM: CHICAGO UNIVERSITY WITH DTC, DSG AND SA -11/1/2012



**"IT WAS COOL TO HEAR FROM AN NFL PLAYER HOW IMPORTANT THIS APPAREL IS TO HIS GAME."**  
**-STORE MANAGER**

WEST TEAM- DENVER UNIVERSITY WITH SPORTS AUTHORITY-10/23/2012 (GUEST SPEAKER BRONCOS SAFETY #20 MIKE ADAMS)

## 36 EKin TOOLKITS

ARM OUR EKIN ARMY WITH THE TOOLS THEY NEED TO GET OUT THERE AND EDUCATE THEIR ASSOCIATES AND CONSUMERS ABOUT HYPERWARM. THIS TOOL WILL BE USED IN EKIN UNIVERSITIES, IN-STORE CLINICS, EVENTS AND IN-STORE CONSUMER INTERACTIONS.

### INCLUDES

NIKE BACKPACK WITH HYPERWARM TAG.

ATHLETES POSTERS.

BACKROOM POSTERS.

LANYARD TECH CARDS FOR HYPERWARM AND HYPERSHIELD PRODUCTS.

FABRIC SWATCH CARDS WITH WATER DROPPER BOTTLE TO EDUCATE ON PRODUCT BENEFITS OF ALL LEVELS OF HYPERWARM PRODUCTS.





## 228 SEEDING TOOLKITS

GET SALES ASSOCIATES EXCITED TO  
EXPERIENCE HYPERWARM DRI-FIT MAX.

**INCLUDES**

HYPERWARM PRODUCT.



# 178 XCAT TOOLKITS

MODELLS: 29 DOORS

SPORTS AUTHORITY: 149 DOORS

# 69 WT TOOLKITS

NORDSTROM: 50 DOORS

LUKE'S LOCKER: 9 DOORS

DILLARDS: 5 DOORS

MACY'S: 5 DOORS

## INCLUDES

FABRIC SWATCH CARDS -  
WATER BOTTLE DROPPER FOR HYPERWARM DRIFIT,  
HYPERWARM DRIFIT MAX & HYPERWARM SHIELD.

TECH LANYARD CARDS -  
DETAIL ALL PRODUCTS IN THE HYPERWARM AND HYPERSHIELD  
FAMILY WITH FEATURE BENEFIT DETAILS FOR EACH PRODUCT.

BACKROOM POSTER -  
FULL HYPERWARM APPAREL GOOD/BETTER/BEST  
PRODUCT STORY WITH FEATURE AND BENEFITS.



FABRIC SWATCH CARDS



TECH CARDS ON LANYARDS



SALES ASSOCIATE BOX