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< p > any company at different stages have different marketing strategy, China's most international sports brands in the Olympic sports and the new tactics. Reporter was informed that after ending with the NBA China Partnership on September 30th, peak will start "Star Marketing" strategy, more star players and top events through the signing of the contract, to create the "star + star event + star product" of the "star strategy, opened a new marketing mode. PEAK sports CEO Xu Zhihua said: in the mobile Internet era, the star effect in the world is being infinitely magnified. Pick the next step plan is before the NBA season, signing at least one NBA all star player or team of the American dream star players, and within the next few years invested 2 billion yuan to promote the development and the design of the product, to the greatest extent play star effect. " NBA signed more top players leveraging star effect strengthen consumer interaction < p > in the past seven years, as NBA China official marketing partner and first will billboards erected in the NBA China sports brand, peak innovation "NBA star + + TV broadcast" three-dimensional marketing has been imitated by other Chinese brand marketing model. However, with the rise of social media, as well as the arrival of the era of mobile Internet, this traditional media based marketing model has been unable to the appetite of young consumers. Market research company that < p > pick and hired by the micro channel, microblogging platform a series of consumer surveys show that: in China, 80, 90, even after 00 young consumers pay more attention to the game star players, and the players wearing the professional equipment has a special love. "They have a deep memory of our star Parke and Battier." PEAK brand management center responsible person Liu Xiang said, NBA field star performance, as well as the accumulation of the team, more able to ignite the emotional resonance of the fans, and directly drive the sales of star series products. "This is the reason we put forward marketing 'star strategy' change." such research results have been confirmed in the practice of PEAK. With 5 players to achieve the "six six year" crown of success, "PEAK champion law" known. At the same time, PEAK also from the star China line, the star of the popular marketing model, and the fans to carry out close emotional exchanges. 2014 Star China line of the "Parke champions night" and Battier retired ceremony, it is through the experience + interaction model of rapid intervention in the market, and achieved good market response. according to data provided by PEAK sales center, PEAK China market sales in the third quarter compared to the second quarter sales have a certain degree of improvement. Among them, in Parke, Battier and other PEAK Star China line, PEAK star products Parke generation and Battier eight generation basketball shoes sales unusually hot, driven by PEAK basketball series product sales increased by 20%. therefore, Xu Zhihua stressed, and NBA China cooperation come to an end, does not mean that PEAK will distance and NBA distance. Future US >

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