

# Nike de Chile Ltda in Apparel and Footwear (Chile)

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## Abstracts

Nike de Chile's strategy involves focusing on the most popular and attractive sports in Chile: football and running. In this sense, it continues advertising using successful Chilean football players such as Alexis Sánchez and Arturo Vidal and organising sports events such as Nike 10K ([www.werunsantiago.com](http://www.werunsantiago.com)). In addition, Nike de Chile is focusing on innovation and it was distinguished as one of the 50 most innovative companies in Chile in 2014 by Best Place to Innovate.

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