

Nike Türkiye AS in Apparel and Footwear (Turkey)

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Abstracts

Nike Türkiye AS endorses various sports, such as the Nike Run Istanbul and Nike Turkey Made by Movement campaigns in 2013. Nike used Nike Run Istanbul to get a non-running nation thinking and talking about running, creating a base for upcoming running campaigns and activities and building a direct association between the sport and the Nike brand. The company increases its sales from year to year adding new sponsorships, such as being the new official strip supplier of Galatasaray in 2012. The...

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