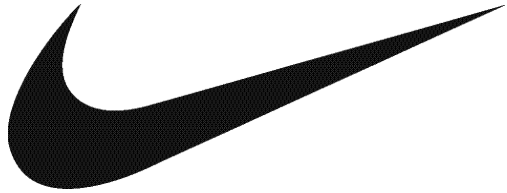


Nike



Online Advertising

With a wide variety of product offerings tailored to specific sports, genders and activities, Nike must deliver authentic messaging to effectively market its brand and product among a fragmented consumer base. With this in mind, Nike regularly turns to Active Marketing Group to leverage our unique access to active consumers and develop targeted campaigns that support key products and initiatives.

Active's portfolio of online media properties provide an exceptional platform for Nike to reach its target audiences. In addition to run-of-site advertising, Active



develops focused campaigns for specific sections of Active.com including community pages, eteamz team sites, calendar searches and local newsletters.

A wide spectrum of products and initiatives including women's wear, soccer, baseball, ice hockey, soccer, running and basketball have been featured on various sections of Active.com. Nike has also utilized its campaigns to feature athlete spokespersons (Derek Jeter), involvements with international non-profit organizations (ninemillion.org), and sponsored race series (Nike Run Hit Remix).

These tactics allow Nike to penetrate and capture each of its markets in targeted online settings, amplifying awareness and increasing purchase potential. Active continually matches Nike's brand initiatives with ideal placement and coverage throughout The Active Network guaranteeing that, regardless of theme, Nike receives an optimal solution to reach niche audiences!

Results

In 2006, Nike was able to generate over 20 million quality impressions for its brand and product messaging. Active and Nike are currently developing new initiatives for the coming year, proving once again that Active Marketing Group is an effective and committed partner for brands that want to gain access to passionate and recreational participants of all

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Take your coaching online

By Dana Villamagna
Her Sports Magazine
November 29, 2005

You may not have heard of Blandine Baritaud, but odds are you've heard of her coach. Baritaud, a 50-year-old marathon and ultra runner from British Columbia, trains under the tutelage of U.S. Olympian and world-renowned marathon guru Jeff Galloway.

Baritaud is among a growing number of everyday folks turning to expert coaches on the Internet simply because they can. While she works with Galloway from two time zones away -- he lives in the southeastern United States, she in Canada's Columbia Mountain Range -- expert advice is never more than a few mouse clicks away. Baritaud uploads her training results via the Internet, and Galloway keeps her fueled with regular training advice by e-mail.

The longtime runner turned to online coaching a year ago after a hamstring injury sidelined her from training and competing. Uninspired by "one size fits all" training plans, Baritaud came across Galloway's approach online and decided he was the coach for her.

It was a leap of faith that paid off, but one that challenged her to shift her training focus from the beginning. "When Baritaud first received her personalized plan from Galloway, she was shocked to see it called for much less running than she was accustomed to.

"What do you mean I'm not going to run every day, twice a day?" she remembers thinking. "But it came down to a matter of trust. And who doesn't trust Jeff?"

Thanks to her cyber training with Galloway, Baritaud, a full-time park ranger, is injury-free and gearing up for a 50-mile Canadian wilderness ultra.

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Online coaching offers athletes an opportunity to train with world-class coaches.

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