

Finding a young, upcoming athlete to sponsor, and to build a business around.

It worked in 1972 with their running shoe business and Oregon runner, Steve Prefontaine. I think it's safe to say that it worked again in 1984 when they decided to sponsor a young basketball player by the name of Michael Jordan, who now happens to have the most popular line of basketball shoes in the world. In 2004 Nike found their next star—Paul Rodriguez Jr., a young skateboarding talent with mass appeal. Nike signed the young skater, nicknamed “P-Rod” and son of comedian Paul Rodriguez, in 2004 and his signature “P-Rod” shoes have become a global hit (with some even infusing elements of the original Air Jordan’s).

