

Using skateboarding magazines as the only medium of traditional advertising.

Instead of huge billboards and SuperBowl commercials, Nike SB only advertises to the skateboarders and extreme sports fans that have a sincere interest in the sport. Not only does this further gratify the skaters that built the business, but also keeps the shoes from becoming too mainstream, which is huge in the skateboarding community that is known for steering clear from “sell-outs” and traditional fads.

