



Nike Global bags was suffering from a fragmented product line (too many sku's) and needed to simplify their offerings to a few core products.

In order to maximize the allure of these products, focus groups with homework (design their ideal bag, catalog their current bags and why they bought them) was conducted with heavy bag purchasers in Shanghai, China; Mexico City, Mexico; Los Angeles, CA; and Manchester, UK.

Insights revealed that regardless of country, people carried much of the same items in their bags (water, music, snacks, jacket, smartphones) and had the same needs (ability to leave hands free, access headphones, zip, etc.) A thorough cataloging of all their bags showed a desire to find the perfect bag with all these elements, but none had found the ideal style or brand.

This opportunity and learning about their needs, desires and lifestyles led to a consolidation of products globally and providing new styles that were closer to ideal for a wide swatch of these people who lead active lifestyles but still want to be stylish.