

# How to create Brand heat in emerging markets



# Movie



# Nike REM - Countries



Russia



Turkey



South Africa



Distributors

# Nike REM – Headquarters in Holland



# Why Nike REM?



**Consumer**



**Focus**



**Speed**

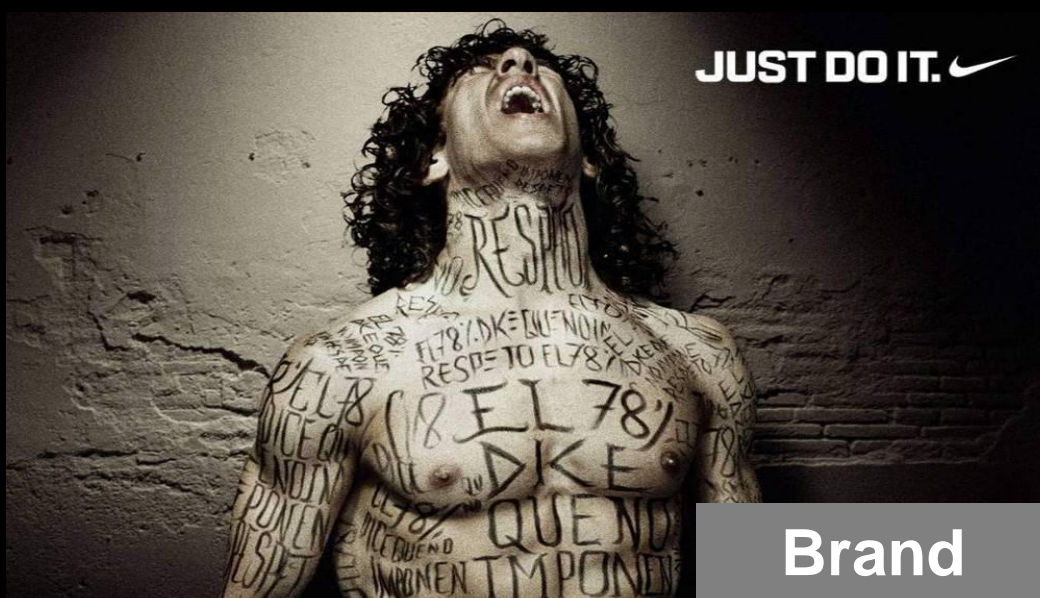


**Volatility**

# How to create Brand heat in emerging markets

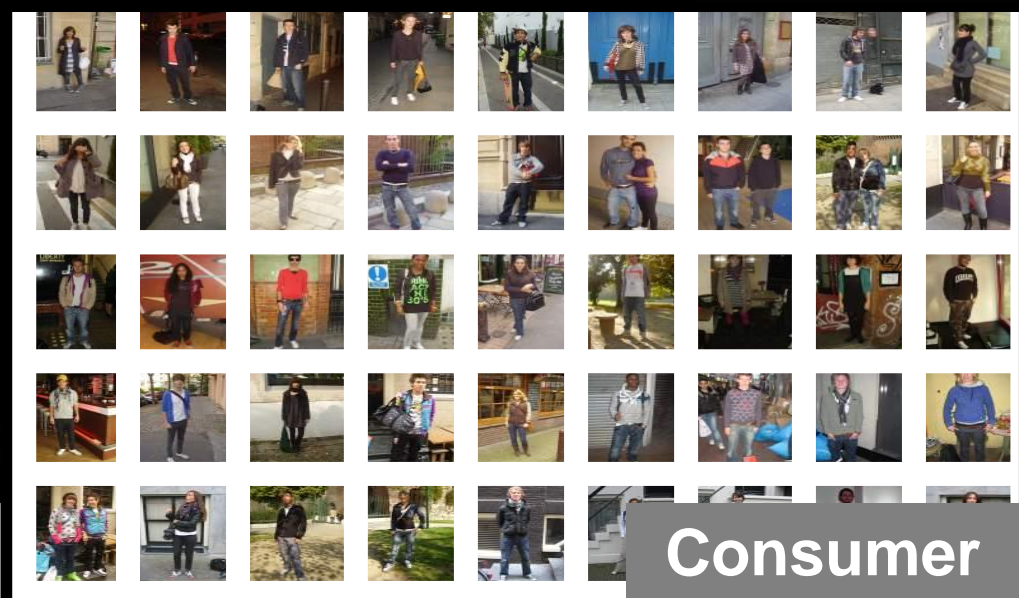


# How to keep Brand heat in current economic climate

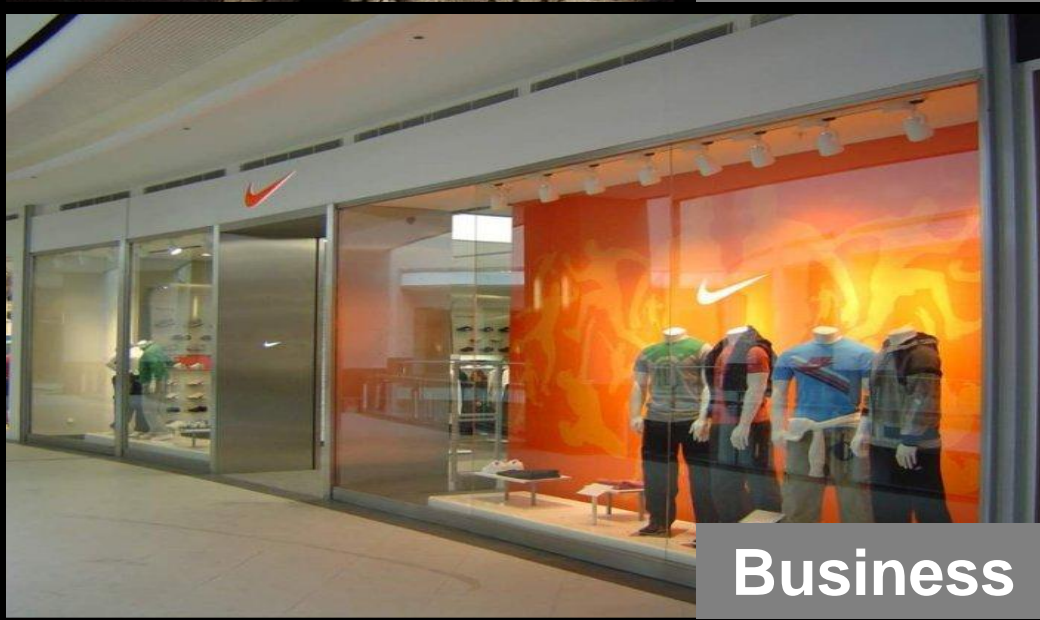


JUST DO IT. 

Brand



Consumer



Business



People

# Movie





Nike**REM**