



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to Rob and Julie Strasser Collection

NMAH.AC.0525

NMAH Staff

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Rob and Julie Strasser Collection
Date:	1970-1989
Identifier:	NMAH.AC.0525
Creator:	Strasser, Julie (Collector) Nike, Inc. (Creator) Strasser, Robert (marketing executive) (Collector)
Extent:	2.5 Cubic feet (9 boxes)
Language:	English .
Summary:	Collection of records about Nike's domestic and international promotions and marketing.

Administrative Information

Acquisition Information

Collection donated by Julie Strasser, 1995.

Related Materials

Materials in the Archives Center

Nike Advertising History Collection (AC0448)

Processing Information

Collection processed by NMAH Staff, undated.

Preferred Citation

Rob and Julie Strasser Collection, 1970-1989, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

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Biographical / Historical

Rob Strasser (19xx-1994), a sports fan and native Oregonian, began his association with Nike (then named Blue Ribbon Sports) in 1972 as the junior lawyer in the young company's gutsy, and successful, anti-trust suit against Japanese athletic shoe manufacturer Onitsuka Tiger. Rob Strasser was [title] at Nike from [197x] until his resignation in 1987. He played a major role in establishing an international presence for both the sale and manufacture of Nike athletic wear. After resigning from Nike in 1987, he worked as [title] for rival Adidas athletic shoes. Julie Strasser (b. 19xx) was Nike's first advertising manager. She married Rob Strasser in 1982. She is co-author of *Swoosh: The Unauthorized Story of Nike and the Men Who Played There*, published in 1991.

Scope and Contents

Videotapes, internal and external company publications, product catalogs and business files relating to Nike's domestic and international marketing and promotions.

Arrangement

The collection is arranged into three series.

Series 1: Videotapes, 1983-1992

Series 2: U.S. Marketing and Promotion, 1970-1989

Series 3: International Marketing and Promotion, 1979-1989

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Athletic shoes -- 1970-1990
- Marketing -- Asia
- Marketing -- U.S.
- Sporting goods industry
- advertising -- Sporting goods

Types of Materials:

- Business records -- 1950-2000
- Manufacturers' catalogs
- Sales catalogs
- Videotapes

Names:

- Blue Ribbon Sports

Container Listing

Series 1: Videotapes, 1983-08-23-1992

Box 1	Joanie/Sax/Moses/McEnroe, 1983-08-23
Box 1	5 Spots Tied, 1984-03-15
Box 1	Los Angeles KABC-V Ch. 7, JCPenney/Nike Shoes Commercial, Monday Night Football, 1983-09-05
Box 1	Walks of Your Life, 1988-07-28
Box 1	Oregon International Track Classic, 1992
Box 1	Brian Foster NTSC, 1992
Box 1	"I Love L.A." Helsinki" 4 commercial spots, 1992
Box 1	The World of Nike Christmas Edition, 1992
Box 1	McEnroe Music Video, 1992
Box 2	Nike Dallas NSGA, 1985
Box 2	Charles Barkley, 1985
Box 2	WCUB-Boston Joan Benoit feature, 1985
Box 2	Guns of August (2 copies), 1985
Box 2	Nike Olympic, 1985
Box 2	Rob's Reel NSGA, 1986
Box 2	Sonny Vaccaro on Good Morning America, 1990
Box 2	The Best of Nike Video for Macys, undated
Box 2	Jim Valvano: The Flag, undated
Box 2	Nike News/Nike Walls in Times Square WNEW-TV, 1984
Box 2	Sports Bloopers, undated

Box 2

Hill Street Shoes, undated

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Series 2: U.S. Marketing and Promotion, 1970-1989

Box 3, Folder 1	Footnotes, 1978 March
Box 3, Folder 1	Footnotes, 1978 October
Box 3, Folder 1	Footnotes, 1978 November-December
Box 3, Folder 2	Footnotes, 1979 February
Box 3, Folder 2	Footnotes, 1979 March
Box 3, Folder 2	Footnotes, 1979 Summer
Box 3, Folder 3	Footnotes, 1979 September/October
Box 3, Folder 3	Footnotes, 1979 January-1980 December
Box 3, Folder 4	Footnotes, 1980 March/April
Box 3, Folder 4	Footnotes, 1980 June
Box 3, Folder 5	Footnotes, 1980 October
Box 3, Folder 5	Footnotes, 1981 Spring/Winter
Box 4, Folder 1	Nike News Spring, 1978
Box 4, Folder 2	Track and Field newsletters/magazine, 1980
Box 4, Folder 3	Articles, 1983
Box 4, Folder 4	Footwear catalog, 1985
Box 4, Folder 4	Price list, 1985
Box 4, Folder 5	Cross Country Catalog, 1985
Box 4, Folder 6	Women's Apparel, 1987
Box 4, Folder 7	Shoes Illustrated Fall, 1987
Box 4, Folder 7	Fall Footwear Catalog, 1987
Box 4, Folder 7	Cross training, 1987

Box 4, Folder 7	Cycling fall, 1987
Box 4, Folder 8	Footwear Spring, 1988
Box 4, Folder 9	Nike Running, 1988
Box 4, Folder 9	Footwear Spring, 1989
Box 4, Folder 10	Sports Guide to Atlanta, undated
Box 4, Folder 10	How to Walk the Streets, undated
Box 4, Folder 10	Cycling Catalog, undated
Box 4, Folder 10	Nike X, undated
Box 4, Folder 10; Box 7, Folder 3	Track and Field, undated
Box 7, Folder 3	Nike Golf, undated
Box 7, Folder 3	Don't Even Think About It, Just Do it, 1989
Box 7, Folder 3	Nike Wear, circa 1980s
Box 7, Folder 3	All England Lawn Tennis and Croquet Club Wimbledon, 1986
Box 4, Folder 10	Just Do It Nordstrom, undated
Box 5, Folder 1	Promotional catalogs memo, 1983
Box 5, Folder 2	General promotion, 1977
Box 5, Folder 3	General promotion, 1981
Box 5, Folder 4	Nike News, 1977
Box 5, Folder 5	Ads, 1970
Box 5, Folder 6	Ads, 1981
Box 5, Folder 7	Ads, 1986
Box 5, Folder 8	Catalog, 1970
Box 5, Folder 9	Catalog, 1976

Box 5, Folder 10	Catalog, 1981
Box 5, Folder 11	Nike Christmas cards, undated
Box 5, Folder 12	Nike News, 1977 Summer
Box 8	The Nike Times, Volume 1, 1983-07-1983-12
Box 8	The Nike Times, Volume 2, 1984-01-1984-12
Box 8	The Nike Times, Volume 3, 1985-01-1985-12

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Series 3: International Marketing and Promotion, 1979-1989

Box 5, Folder 13	Strasser memos, Europe, 1981
Box 5, Folder 14	Japanese/Nike Japan, 1981
Box 5, Folder 15	Europe, 1980-1982
Box 5, Folder 16	Japan trip, 1980
Box 5, Folder 17	Nike international organization chart and international distributors list, 1984
Box 6, Folder 1	Globetrotter, 1980-10
Box 6, Folder 2	Globetrotter, 1981-01
Box 6, Folder 3	Globetrotter, 1981-03
Box 6, Folder 4	Globetrotter, 1981-04
Box 6, Folder 5	Globetrotter, 1981-05
Box 6, Folder 6	Globetrotter, 1981-06
Box 6, Folder 7	Globetrotter, 1981-10
Box 6, Folder 8	Globetrotter, 1981-11
Box 6, Folder 9	Globetrotter, 1981-12
Box 6, Folder 10	Globetrotter, 1982-01
Box 6, Folder 11	Globetrotter, 1982-02
Box 6, Folder 12	Globetrotter, 1982-04
Box 6, Folder 13	Globetrotter, 1982-07-1982-08
Box 9, Folder 1	General reference Japan, 1986
Box 9, Folder 2	Taiwan, 1987
Box 9, Folder 3	Thailand, 1988
Box 9, Folder 4	Europe Soccer, 1979-1980

Box 9, Folder 5 Nike England, 1979-1980

Box 9, Folder 6 Europe, legal, 1982-1983

Box 9, Folder 7 Nike Germany, 1983

Box 9, Folder 8 Nike Norway, 1983

Box 7, Folder 1 Photo notebook, London, 1982

Box 7, Folder 2 Photo notebook, Japan, 1989

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