

WPPED CREAM 2008

MEDIA | WINNER | MINDSHARE CHINA
NIKE | NIKE ZOOM 'QUICK IS DEADLY'

INNOVATIVE MEDIA STRATEGY

For the launch of Nike Zoom in China, the brief was to introduce a new generation of competitive athletes to the performance benefits of Zoom technology.

Understanding our target audience's preference for new technology and the fact that 70% of all new handsets on the market include blue tooth technology, an integrated Bluetooth, mobile, outdoor system was developed to actively engage the audience. Outdoor and retail Bluetooth points were installed. The audience was then engaged through this media to participate in a time trial race to run between these two points. Race route details were delivered to the participant's mobile. Participants accepted the challenge to race against the clock, and compete against other participants to clock the fastest run of the day.

The Bluetooth points would sense the presence of participants, runtimes were automatically recorded and updated via mobile and online. The campaign was supported via online, print and outdoor.

CREATIVE EXECUTION

For three weeks, Nike set up an urban race that consumers could participate in to win a new pair of the Zoom high performance shoes. The Bluetooth-enabled race started at an illuminated outdoor site up to 400m from the store featuring a line up of 21 new Zoom shoes and ended at the Nike stores.

The fastest runner was given a pair of new Zooms and got their name placed in the illuminated site.

TARGET AUDIENCE

Core target is sports active, competitive youth, aged 16-20 with a secondary broader audience of 18-24 year old sports focused youth, who want lightweight, fast and responsive shoes, to be used in the context of training and competition.

The campaign relied on strong word of mouth to create a sense of discovery as consumers spotted the light boxes in high traffic public spaces, within regional local press and online.

EFFECTIVENESS

Across three cities in three weeks: 250,000 Bluetooth messages delivered, 15,000 participants and 63 pairs of Nike Zoom shoes awarded, 1.7 billion online impressions, 19 million print impressions and 17 million OOH target audience impressions.