

# CAMPAIGN OF THE YEAR NIKE ZOOM

NIKE'S MIX OF OUT OF HOME, MOBILE TECHNOLOGY AND STREET EVENT LAUNCHES THE ZOOM TRAINER IN CHINA BY MAKING CONSUMERS RACE TO WIN SHOES

➤ PICKING ONE CAMPAIGN out of the 2,500 or so we've looked at in the past 12 months might seem like an unenviable task. Fortunately, good work stands out and in a room full of great innovations this campaign for Nike shone brightest of all.

The appeal is the mix of old and new, the sense of event, the product relevance as well as the fact that Nike has used its own assets – the store – as a focal point.

In essence, for three weeks in August and September 2007, Nike set up an urban race for consumers to participate in at a time of their choosing in order to win a new pair of the Zoom high-performance shoes.

The race started at an illuminated outdoor site – featuring a line up of up to 21 of the new Zoom trainers – and ended at the local Nike premises up to 400 metres away. Consumers with a Bluetooth-enabled mobile could race from



**“THE SIGHT OF RUNNERS RACING FROM AN OUTDOOR SITE TO THE NIKE STORE ADDED AN ELEMENT OF PUBLIC THEATRE TO THE CAMPAIGN”**

the start at the site to the store with their time and speed measured via their phones.

At the end of each day the fastest runner was given a pair of new Zooms and got their name placed in the illuminated site as the number of shoes was reduced day by day.

The activity took place in Shanghai, Beijing and Guangzhou, and relied on strong word of mouth to create a sense of discovery as consumers spotted the distinctive light boxes in high-traffic public spaces. The sight of runners added an element of public theatre.

The campaign also featured a WAP site where consumers could receive product information, event updates and results as well as registering to run.

In total, 250,000 Bluetooth messages were delivered and more than 15,000 runners took part.

Congratulations to MindShare and Wieden + Kennedy.

