

Case Study | Nike | Here I Am



1. Challenge

Our challenge was to create buzz and 260.000 clip views with 5 Nike videos within 60 days at a low costs per contact, among a target audience of 18-34 year old women in Germany, Italy, Spain and Russia.

4. Use of Media

In stage 1 we earned attention by seeding the 5 videos to social influencers at relevant blogs, forums, communities, 55 video sharing sites and large social networks. In stage 2 we used paid seeding to spread the reach and buzz.

2. Strategy

Insights: our targets are sports loving, crazy girls. Their purchase decision is influenced by opinion leading peers within blogs, communities, forums, social networks and video sharing sites. We need to identify Nike fans and opinion leading women and connect to them in a relevant but pleasant way in order to ignite buzz and viral spread.

5. Results

The seeding campaign lead to 350 blog postings with a PR and buzz value of € 170.000, rated by the PR agency. The campaign reached over 325.000 women in 60 days. The total costs per contact were extremely low: € 0,04 per viewed video. The online video ROI was *proven* by ViralTracker.

3. Concept

The specially created online Nike community offered participants interaction with Nike athletes and training schedules. The concept consisted of 5 videos which featured stories about great heroic sports women who stand out in their sport achievements. Concept was created by Wieden + Kennedy.