



Client: Nike

Type: Sales Team Training

PROBLEM

The 2006 World Cup brought with it a new range of Nike products, including footballs, boots and related apparel. In order to maximize sales of the new range, Nike needed to create engaging, informative material with which they could train all staff working in their sports outlets around the UK. With costly workshops already in place for key management, this interactive DVD really needed to reach the general staff - communicating product benefits in a memorable and inspiring way.

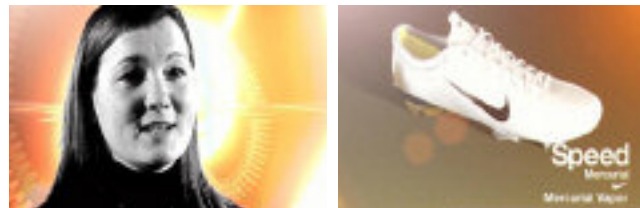
SOLUTION

Working with the London based Nike team as well as the latest Nike TV commercial footage (including some amazing footage of Rooney, Ronaldinho and Henry), we decided to incorporate some of the key learning from the workshop day, along with real footage of Nike staff playing football and some highly stylized graphics that we created in house. The idea was to blend all of this footage into a piece that would excite the viewer and leave them with really simple, key sales messages that would then be used on the shop floor...all with a look and feel that you would expect from Nike. A simple but stylish Q&A section at the end was designed to create a level of interactivity that would engage and challenge the viewer to absorb as much information as possible.

BENEFIT

"I am thrilled at the film you pulled together for us; it definitely fitted the brief and had a huge impact on the shop floor. Although it was hard in parts to get the necessary footage, and the timing's were tight, you managed to pull it off. The team was so professional and easy to work with, that it made the whole process seamless".

As a result of the success of the DVD we were commissioned to create similar pieces for the Nike+ range the following year.



MARKETING AND DIGITAL COMMUNICATIONS

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ONLINE VIDEO & VIRAL

DIGITAL & WEB TV

ADVERTISING

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STRATEGIC DESIGN

DIRECT MARKETING

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