

## Nike Air Max Day 2017

### Problem

How does Nike spread the Air Max Day message in a way that creates buzz and excitement?

### Solution

By executing a Times Square takeover to immerse consumers in the brand.

### Background

Nike's Air Max Day became a widely recognized and celebrated annual event for sneakerheads, athletes, and general consumers worldwide. Air Max Day recognized the original release of Nike's Air Max shoe, and 2017 represented the 30th anniversary! The brand had a great opportunity to excite its consumers and engage new audiences. There were also challenges presented with the project. The initial brief came just three weeks prior to the event date and the types of formats desired typically took six to 10 weeks to execute. In addition, it was hard to legally execute many of the requested activations in the target market, New York City (NYC).

### Objective

The objective of this project was to spread the Air Max Day message in a way that created buzz, excitement, and disruption to the NYC Market. The 2017 Air Max Day also introduced a new shoe technology, the Nike Vapormax. The company was tasked with creating a plan that not only celebrated the legacy of the Air Max, but also introduced the new technology and style.

### Strategy

Both traditional and non-traditional partnerships were utilized to brainstorm quick-turn, impact opportunities. The creative teams ultimately settled on executing the first and largest Times Square takeover of 2017. Nike purchased every single digital screen in Times Square that was not either permed or under construction for a total of 16 units. Due to the scale, the company had to navigate working through many different vendors. This required complex coordination to make sure that all the screens were synced perfectly, even though they were on different clocks. The team was live on the ground during the roadblocks to ensure all the screens were timed right and visually flawless. The four hour roadblock was divided into two segments, one overnight and one during the day, to catch separate audiences. This provided strong visibility for the creative



and resulted in a fully immersive Nike brand presence that completely dominated the area. Nike had a video production team on site to capture the takeover and share it through social media with the athletes and influencers featured by the DOOH. Additional placements were purchased to spread and support the Air Max Day message to consumers that were targeted. To reach the trendy and heavy retail neighborhood of SoHo, a station domination was purchased at the largest subway station serving its residents. It also happened to neighbor a major competitor, which was just a few blocks from Nike's largest NYC store.



## Plan Details

Markets: New York City, NY

Flight Dates: March 16 - March 30, 2017

OOH Formats Used: Digital signage, subway station domination

Target Audiences: NYC consumers, visitors, and non-locals through press and social sharing

Budget: \$1.5 million

## Results

The Times Square initiative made a huge impact and added to the overall Nike Air Max Day campaigns taking place across the world. It was featured in Nike Air Max Day celebration content and garnered over three million interactions across various social platforms.



## Testimonials

Feedback from Nike's clients included, "Amazing work and execution under such tight timelines. Speed and precision! Thank you, thank you! And the consumer and internal Nike response has been awesome."

## Additional Information

[AMD Video Link](#)

[Odell Beckham Jr Twitter Post](#)

