


Nike – An In-store Sporting Engagement


Brief




- Innovative method** of engaging its consumers across brand touch points.
- Help consumers make choices based on their favorite sports and athletic attributes.
- Looking for a platform that can adapt to changing product lines and brand objectives.

Solution


- Nike** deployed POINT in its communication strategies to help consumers interact through brand creatives.
- Nike deployed POINT in retail, activations and mass media environments to extend their brand story.
- Nike deployed distribution and activation strategies to distribute settings to consumers' mobile phone.



Phase 1: As part of NSW launch POINT enabled consumers to get product information along with tips from their favorite athletes.



Phase 2: Nike wanted to help consumers make the choices based on their favorite sports and athletic attributes. Using POINT, Nike augmented the posters of celebrities across various sports, that were on store displays. Every augmentation delivered rich consumer engagement pertaining to Nike's respective Merchandise.



- A **cricket enthusiast** can capture the poster of the Indian cricket team to browse through Nike cricket bat, cricket attire and shoes.
- An **athlete** could capture his/her favorite celebrity poster in store to check out Nike running shoes, Nike running jerseys, product catalogues, images, videos and more!

Case Study – Retail/in-store experience

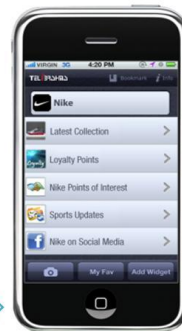
Phase 3: Store on demand: Nike augmented Nike swoosh logo to present the complete line of products to wherever consumers are, by simply scanning the product logo.



This can be a poster, product(barcode) or print



Capturing the Nike logo



Set of engagements that can be contextualized and added on demand

Results

- ✓ More than **1.5 lakh engagements** till date, with more than 35000 repeat users.
- ✓ Engagement through **220+ handsets** with **70%** of scans achieved from phones that cost **USD 250** or more. **95%** of the scans from top 3 metro cities in India

Highlights

- This was the **first ever real object recognition** based in-store experience.
- Consumers could focus on any of the existing posters in the outlet to understand the product offerings and select what suits them best.
- Ensured **seamless integration** where real posters could be scanned by the users instead of cryptic codes

Learning

- Relate the engagements to context and interest of the consumers.
- New technology with **simple user experience** can enhance quality of engagements
- Integrating application delivery with the engagement delivers higher result