

## Challenge

Nike partnered with Brickfish to promote their SPARQ Training initiative, leveraging social networks in conjunction with traditional TV advertising and offline promotions. The goal of the campaign was to build awareness and create brand advocates among the target audience, males 18-35.

## Solution

The Brickfish solution for Nike was to launch the “Show Us Your Better” campaign that engaged consumers by asking them to share their inspirational athletic achievements. Consumers created and submitted their own videos, utilizing a Nike SPARQ Training Video Kit that provided branded video clips and the Saul Williams soundtrack, “List of Demands.” The campaign was hosted on the Brickfish.com® site, featured on the Nike Web site, promoted through email marketing to the SPARQ customer database and through PR blog outreach.



## Results

The campaign generated 68 inspirational athletic videos which were virally shared across the social web to over 1,000 URLs, including MySpace, Tagged, Facebook and myYearbook. The campaign resulted in 625,000+ consumer engagements or more than 9,000 per entry. The average time spent with the brand campaign was 9.8 minutes.

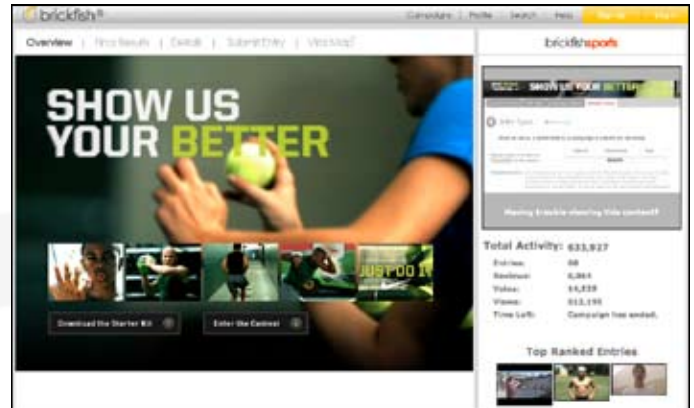
“I am a trainer who truly believes in practicing what he preaches. I train every day as if the scouts are still watching. The business I am in is about changing lives through exercise. The Nike SPARQ training package will be a vital tool in doing so.”

- Campaign Participant  
“Show Us Your Better” Campaign



# Campaign in Action

Campaign is launched on Brickfish.com®, featured on the Nike.com site, and promoted through an email campaign to the SPARQ customer database.



PR outreach generates coverage in sports blogs such as NC Soccer, Cal Hi Sports, Missouri Sports Online and Velocity Sports Performance.



The campaign generates 68 inspirational athletic videos which then generated an average of 9,000 consumer engagements each.

The campaign reaches over 1,000 URLs and spreads across the country, generating 625,000+ consumer engagements.

