

Nike Membership Campaign - Team A

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How do we use Nike to help girls feel more confident about themselves?

Introducing “The Shot We Deserve”.

In this campaign we empower girls by using the image of that moment when we look in the mirror after a workout. The moment when we can stare at our sweat, our heavy breath and our red skin, appreciate our hard work and take pride in what we achieved. As girls have complexities with this moment because of outside noise and self judgement, we want to help them reclaim what they deserve.

The campaign suggests an alternative to the vanity girls see everyday on social media, and invites them to be part of mutual empowerment by spreading an image with a meaning behind it.

TOV:

Inclusive
Resilient
Courageous

Steps of the campaign:

Emma Raducanu IG video

Lately, the 19 yr old US Open champion was knocked out from the Miami open, and has been blamed and criticised for taking on too many distracting sponsorship deals. In response, Emma declared that she trains 12 hours a day, and that she becomes insensitive to the unfair noise she receives.

In this 1 minute manifesto, Emma uses self reflection through a mirror, and declares how girls can stand tall and define themselves amidst the surrounding noise of the world's oppressing expectations. The manifesto relates to things Emma has said in her past, and the video jumps between footage of the mirror, her personal life and moments in her career.

After the video's promotion, Emma posts on Instagram and Tiktok. On Instagram, she posts herself, after workout, in front of a mirror. In the caption she describes why she deserves this shot. On Tiktok, she posts a video that shows where she was before her “change”, and where she is now after it - the mirror. In both posts, she invites other girls to tell and shout out why they deserve this shot.

The praising mirror

Nike sets up mirror stalls outside of girls locker rooms in school and university gyms. The viewer can go to the mirror after a workout and answer a few questions about her exercise. It then analyses and shows the training stats on its integrated digital display, and invites the viewer to take a picture to keep and share; "Take the shot you deserve". It offers to help her sign up for the International Women's Day Event, and if needed, open a new account.

Schools that follow will receive a print to hang on the gym's wall, a collage of all students' photos from the Woman's Day Run. This campaign also promotes London City Mayor's strategy in fighting against violence towards women.

Nike X BeReal

Nike collaborates with BeReal app to push the value of real life images as a replacement for the overly thought vanity found on other apps. The apps integrate so that when training in nike apps, BeReal surprises to take your shots during workout. The taken photos will automatically integrate stats of the chosen training program. The timing of these prompts considers the amount of usage of nike apps, and won't prompt you everytime you train on nike. The photo will automatically post when BeReal prompts the rest of the world.

International Women's Day

Collaboration of Nike X London city mayor X Glamour UK magazine. 8th of March is International Women's Day. Nike holds a non-competitive running event in Westminster, with routes for every level. The runners wear the same colored clothing, and together, out on the routes, they form the female symbol. Straight after the finish line, located at Waterloo bridge (Ladies Bridge), runners catch their breath while walking through an elevated model runway with a cheering crowd. They will later receive their "modelling photos" to the email they signed up with. This is a documented event. The footage from above the female symbol is distributed as a GIF for personal use on social media, and the footage from the runway features on a Glamour UK article, from the magazine's "Empowerment" section.

The routes spread between London's monuments for women from history who deserved or took their shot:

Agatha Christie
Edith Cavell
Anna Pavlova
Emmeline Pankhurst
Millicent Garrett
Waterloo Bridge (Ladies Bridge)

* The campaign aligns with and promotes the Mayor's strategy against violence towards women and girls in the city.

Rationale

We use the mirror as our theme to create the change. It is a source of insecurity for the target audience, and it is also something else; a winning moment. We help bring the audience from A to B by making it meaningful and interactive. Every step in the campaign is connected to the next. It's important to cover several platforms (online and offline) and meet the audience where they are to create interest and involvement. Promoting the global message helps us reach more audience and collaborators, such as school and the city mayor.

Regarding content, we connect with our targets emotions with help of a strong influencer they relate to, create an engaging trend so they can contribute themselves and celebrate them. We do all this by acting in their most used apps and physical location - schools.

“The Shot We Deserve” refers to:

- A camera shot, in front of the mirror.
- A shot in life.
- A shot in sports (as in tennis).

Emma's Video Script

Script

Sometimes it's hard to take a glimpse in the mirror.

We're afraid to see what others might think.

We think of moments when we go out and face the world on our own.

We feel alone.

We are expected to perform and focus, even when we're going through times of change.

We are expected to explain.

Let them complain.

We work hard.

We put effort into what we believe.

We achieve.

We are the newcomers who came to prove, and we won't give in.

We go to that mirror to claim our win.

We pant, we sweat, and we show our skin.

We don't take a glimpse.

We stay there and stare.

We take pride in what we see.

We take a picture to cherish and preserve.

We take the shot we deserve.

#TheShotWeDeserve

Celebrate us on International Women's Day

~Event URL~

Audio/Video Script

Audio	Video
MUSIC: Dramatic, soft. Intensifies along the video. Sometimes it's hard to take a glimpse in the mirror.	Open on bathroom mirror, no one there.
We're afraid to see what others might think.	
We think of moments when we go out and face the world on our own.	
We feel alone.	Zoom in on empty player's entrance in Hard Rock Stadium.
We are expected to perform and focus, even when we're going through times of change.	Out on the tennis court, from behind Emma's back. She stands still.
We are expected to explain.	She misses a shot.
Let them complain.	Press part. A reporter is standing and asking. Emma is frowning.
We work hard.	Close up on Emma. Her frown turns into a subtle smile.
We put effort into what we believe.	Emma skips training benches on court.
We achieve.	She holds her head and cries on court. (Footage from '21 Indian Wells)
MUSIC: Turning point. We are the newcomers who came to prove, and we won't give in.	She hits the ball. (Footage from '21 US Open matchpoint)
We go to that mirror to claim our win.	She holds the cup and smiles on podium. (Footage from '21 US Open)
We pant, we sweat, and we show our skin.	CUT back to bathroom mirror, no one there.
We don't take a glimpse.	She enters frame from left to right. Panting, sweaty and red.
We stay there and stare. We take pride in what we see. We take a picture to cherish and preserve.	She looks at herself in mirror. Zoom in.
MUSIC: Climax. We take the shot we deserve.	Continue zoom in.
SFX: Simultaneous sounds of swoosh, tennis hit, camera shutter.	CUT TO BLACK
	SUPER: #TheShotWeDeserve Celebrate us on International Women's Day ~Event URL~

Recording: On website

Emma's IG Post

Copy

[Emma takes a photo of herself in the mirror, with phone in hand. She's sweaty, red and smirks]

Media can be unfair sometimes, but only I know the effort I put into it.
I focus on what's important, and filter out the outside noise.

I deserved this.

#TheShotWeDeserve

TikTok

Emma's TikTok Script

Uses original recording from Emma's video, with tweaks.

Audio	Video
MUSIC starts. VO: Sometimes it's hard to take a glimpse in the mirror. VO: We're afraid to see what others might think.	Open on Emma. She lip syncs and look around. In the background - montage of the articles written about her sponsorship deals (green screen).
VO: But I take the shot I deserve. MUSIC beat drop.	Emma lifts eyes to the camera and lip syncs.
	CUT to Emma in the mirror. She is sweaty and red. She pants, nods her head, and smirks.
MUSIC stops. SFX: Simolatrnoes sounds of swoosh, tennis hit, camera shutter. (the campaigns sound effect)	CUT to black.

User Generated Video: On website

The Praising Mirror

[home screen]

HEADING: STARE RIGHT BACK AT ME.

/girl stares, screen is activated by presence of more than 2 seconds/

[automatic second screen]

HEADING: WHAT DO YOU SEE? (select all that apply)

- SWEATY (pop up when selected: That "I just killed that" Glow)
- RED (pop up when selected: Natural Blush- looking ALIVE!)
- BREATHING HEAVY (pop up when selected: Breathe out the negativity, Breathe in the pride)
- EXHAUSTED/TIRED (pop up when selected: You're only tired when you work your hardest)
- MESSY HAIR (pop up when selected: Messy is the new beautiful)
- SORE (pop up when selected: Pain means you're growing.)

(1/4) NEXT→

[third screen]

HEADING: WHAT DID YOU WORK OUT TODAY?

- Basketball (pop up: _____ baskets)
- Boxing/Martial Arts (pop up: _____ hits)
- Circuit Training (pop up: _____ reps)
- Cycling (pop up: _____ kilometres)
- Football (pop up: _____ goals)
- Golf (pop up: _____ points)
- Gym (pop up: _____ reps)
- High Intensity Training (pop up: _____ reps)
- Hiking (pop up: _____ kilometres)
- Pilates/Barre (pop up: _____ reps)
- Rugby (pop up: _____ tries)
- Running (pop up: _____ kilometres)
- Sport (misc.) (pop up: _____)
- Studio (misc.) (pop up: _____)
- Swimming (pop up: _____ laps)
- Tennis (pop up: _____ serves answered)
- Weight Training (pop up: _____ stones)
- Yoga (pop up: _____ vinyasas)

*{*from Nike Training App}*

(2/4) NEXT→

[fourth screen]

HOW LONG DID YOU WORK OUT TODAY?

[input time]

(3/4) NEXT→

[fifth screen]

HEADING: HOW HARD DID YOU WORK TODAY?

[Bar Slider (*like in Nike Training App)]

- 1 **EXTREMELY LIGHT:** like light stretching
- 2 **VERY LIGHT:** like walking slowly
- 3 **LIGHT:** moving around, but breathing easy
- 4 **MODERATE:** light workout, but can talk
- 5 **CONSIDERABLE:** heavier breathing, heart rate up
- 6 **CHALLENGING:** breathing hard, not talking much
- 7 **HARD:** tough workout, hard to talk
- 8 **VERY HARD:** breathing very hard, whole body tired
- 9 **EXTREMELY HARD:** almost maxed out, no talking
- 10 **MAX EFFORT:** hardest i can possibly work

GET RESULTS→

[sixth screen]

HEADING: CALCULATING.... /scanning girls face and body/
(While loading) **WHAT IS YOUR NAME? (OPTIONAL)**

[seventh screen]

HEADING: TAKE THE SHOT YOU DESERVE.

Get ready to take a picture or video.

Countdown: 5, 4, 3, 2, 1

[stats screen]

NAME

LOCATION/SCHOOL

[based on the quiz, and the girl's physical characteristics, there will be a combination of the following phrases of at least 4 phrases: 1 related to real stat, 1 related to time, 1 related to effort, 1 praising. The following are 10 examples of phrases that will be used, alongside different phrases related to each specific workout the girl chooses in screen three]

- 1) [Points to girls arms] **XX Stones Stronger. Stronger than any excuse.**
- 2) [Points to sweat on forehead/top of head] **XX% Resilient. That sweat means you don't stop when you're tired, you stop when you're done.**
- 3) [Points to chest/heart] **XX% Heart. That effort that you put out, you gain back tenfold.**
- 4) [Points to eyes] **100% Worth it. You are worth the time, the pain, the exertion it takes.**
- 5) [Points to legs] **XX Kilometres destroyed. Endurance is what you're made of.**

- 6) [Points to core] XX Reps tougher. It hurts now, but soon it'll be your warm up.
- 7) [Points to anywhere on body] XX minutes closer to what used to be impossible.
- 8) [Points to arm] XX serves answered in XX minutes. You're not just here to play, you're here to win.
- 9) [Points to mind] XX% Perseverance. You push yourself to the limit. No one else is going to do it for you.
- 10) [Points to anywhere on the body] XX% Invincible. You can and you will. That energy is fueling the rest of your day.

[subheading] **#THESHOTWEDESERVE**

[Times out after 10 seconds]

[call to action screen]

Enjoyed taking #THESHOTWEDESERVE? Share it with friends.

Sign Up for our

[button] London 2022 Nike International Women's Day Empowerment Run.

Save your stats and use your photo to

[button] Sign up for your Nike Membership today.

Email after signing up via the Mirror

[Google/iCal Invite Details to be easy to add to calendar]

Date: Sunday 8th of March 2022

Location: Waterloo Bridge

[Header over a photo of a Nike race]

Nike x Glamour UK x City of London

International Women's Day Run.

The self-confidence revolution starts on March 8th and you are now part of it.

#TheShotWeDeserve

[text/letter]

Hey athlete!

Congrats on your workout and thanks for joining the International Women's Day Run!

We can't wait to join forces and prove the world that courage and resilience is what truly makes us beautiful. We are most powerful when we show up as our true selves, and here's to the first step of a revolution. There's nothing that can stop us now.

Meet us on Sunday 8th of March at 8.00am at Waterloo Bridge. Stay tuned for upcoming information and surprises that we have prepared for you.

Keep up the training and see you at Waterloo! We are so grateful to have you in our community!

Nike London Team

Nike X BeReal

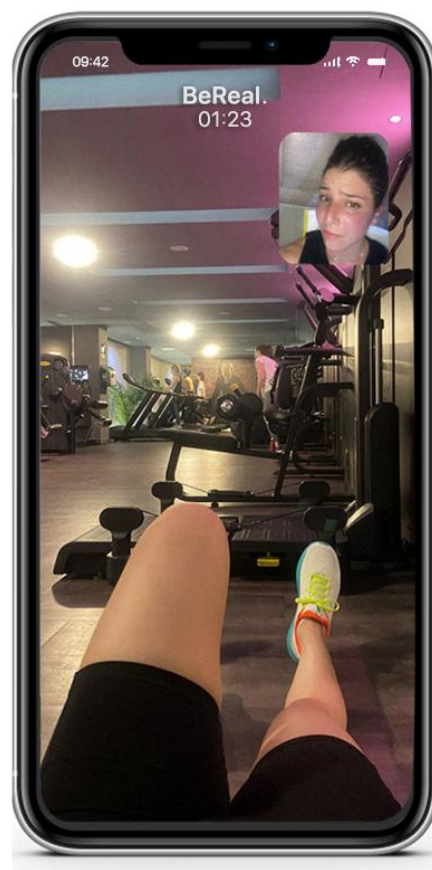
BeReal Notification copy

Header: Time to BeRealer

Body: Flex your sweat while you workout and show your friends how hard you work !

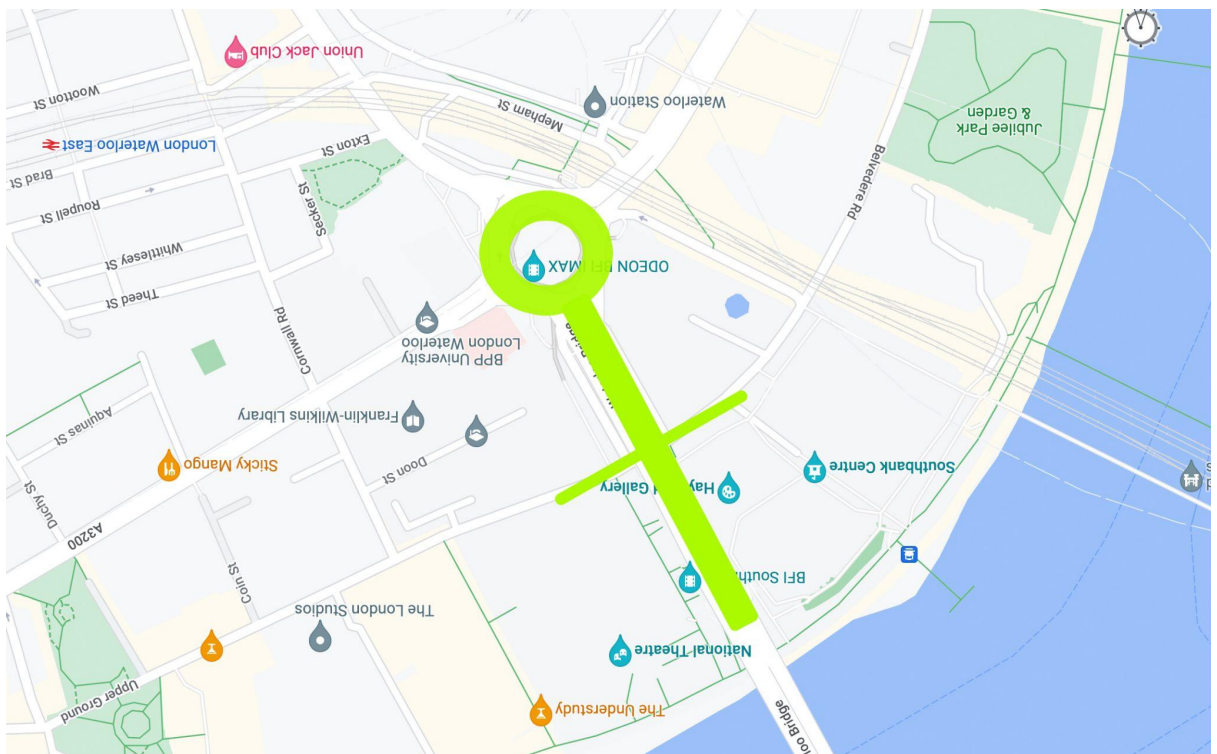
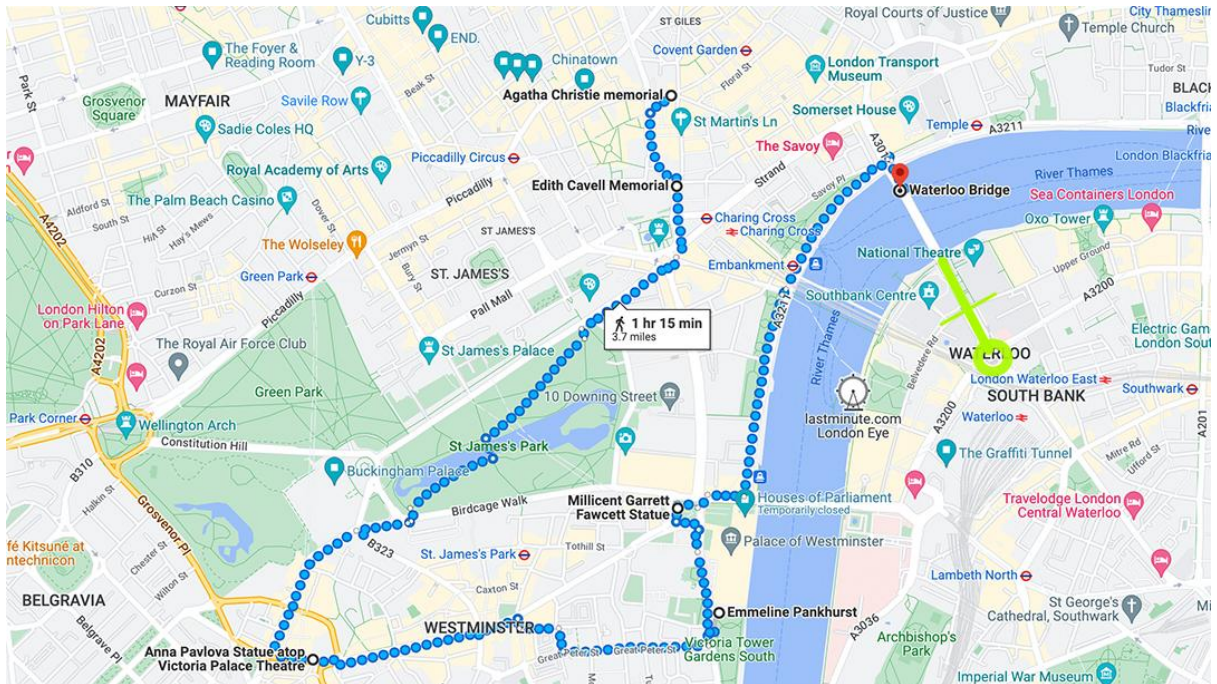
* Exclamation mark is spaced as in BeReal's existing notifications

Mockup



International Women's Day Run

Event Area + Female Symbol



Glamour UK Empowerment Page Copy

GLAMOUR

Section Opener: In Partnership with [Nike Logo]

[Image of catwalk at finishing line of the race]

Headline: Glamour Partnerships

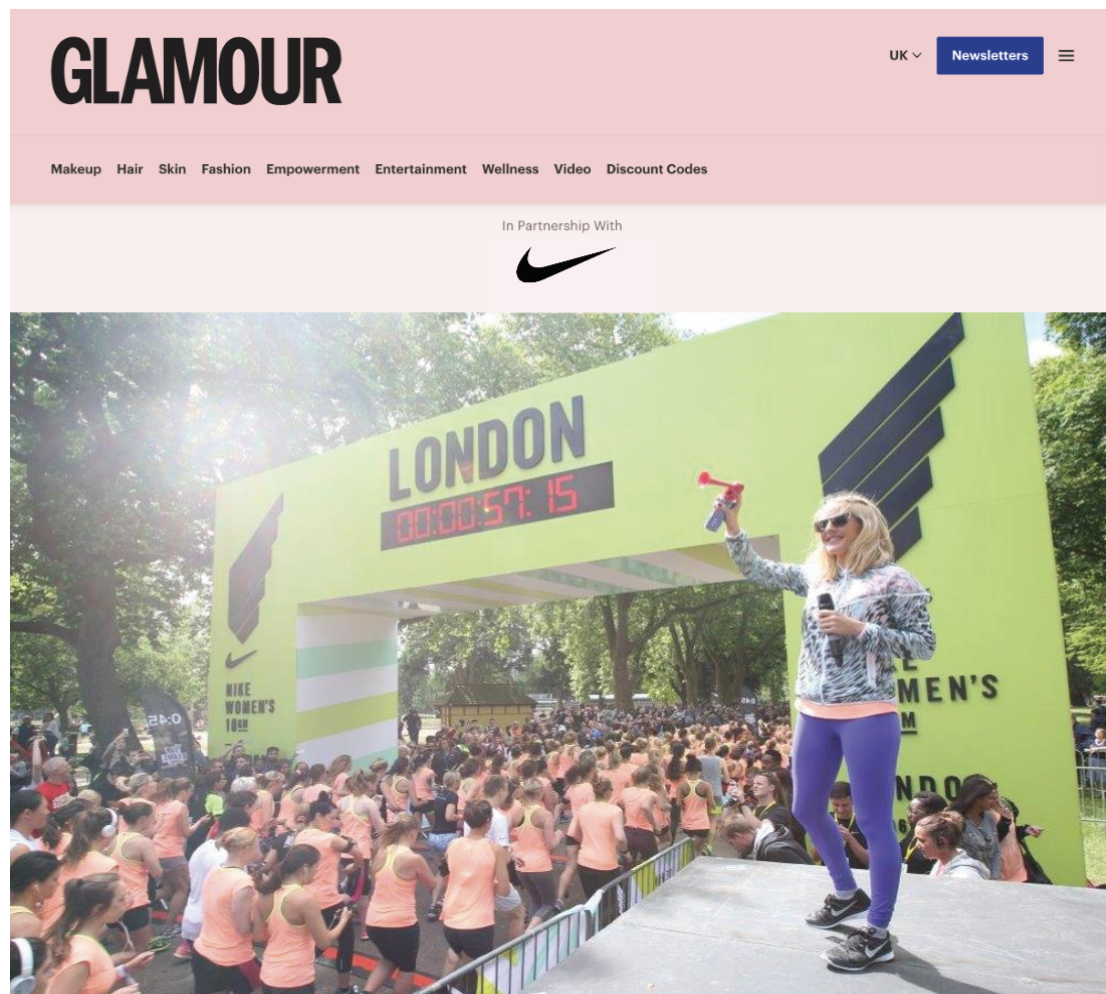
Main Header: 10 ways in which this weekend's running catwalk is paving the way towards the real self-confidence revolution

Subheader: #TheShotWeDeserve

By: XXX

Text: Sunday was epic. More than 40.000 celebrated at the Nike X Glamour UK running event that has put the superficiality paradigm on hold. Courage, resilience and empowerment have run through the streets of London in an event that proved that the most glamorous catwalk is that of effort. All women are beautiful and worthy, no matter what. Authenticity is here to stay, and this is how we can make it happen.

Button: Read More



GLAMOUR PARTNERSHIPS

10 ways in which this weekend's running catwalk is paving the way towards the real self-confidence revolution

#TheShotWeDeserve

BY LUCY MORGAN

Sunday was epic. More than 40,000 celebrated at the Nike X Glamour UK running event that has put the superficiality paradigm on hold. Courage, resilience and empowerment have run through the streets of London in an event that proved that the most glamorous catwalk is that of effort. All women are beautiful and worthy, no matter what. Authenticity is here to stay, and this is how we can make it happen.

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