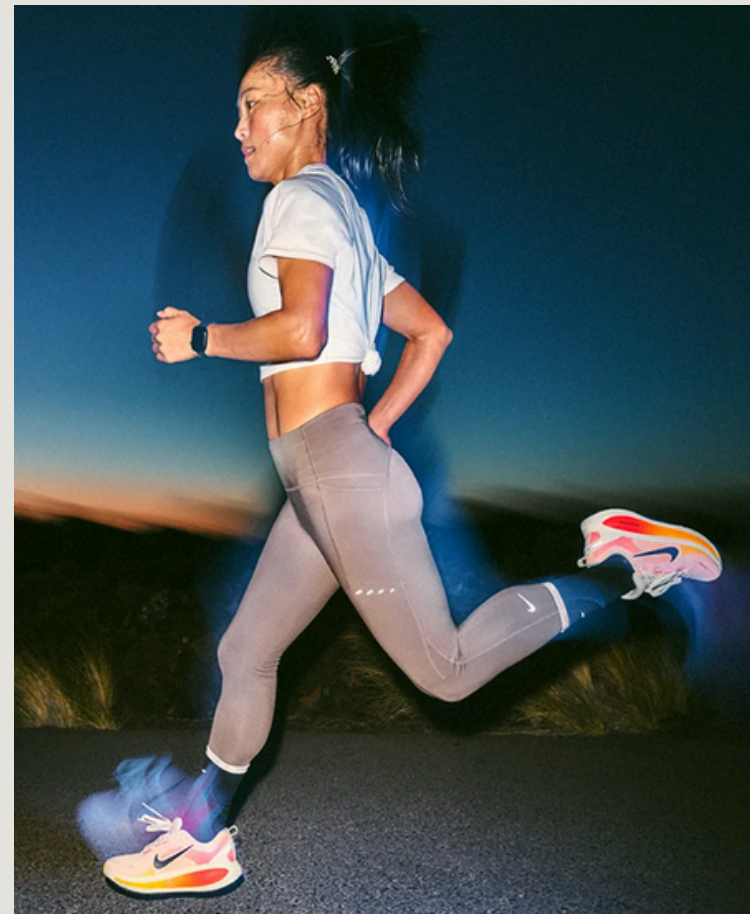


A black and white photograph of a running track in a forest. The track is a standard 400m track with multiple lanes, curving through a dense forest of tall, thin trees. Sunlight filters through the canopy, creating a bright spot in the upper center. The Nike logo, consisting of the word "nike" in a script font and a swoosh, is overlaid in white in the center of the image.

nike

Movement is a right, Not a privilege.

Seen, supported, and inspired to choose *Nike* first—every time.



2 Part Campaign

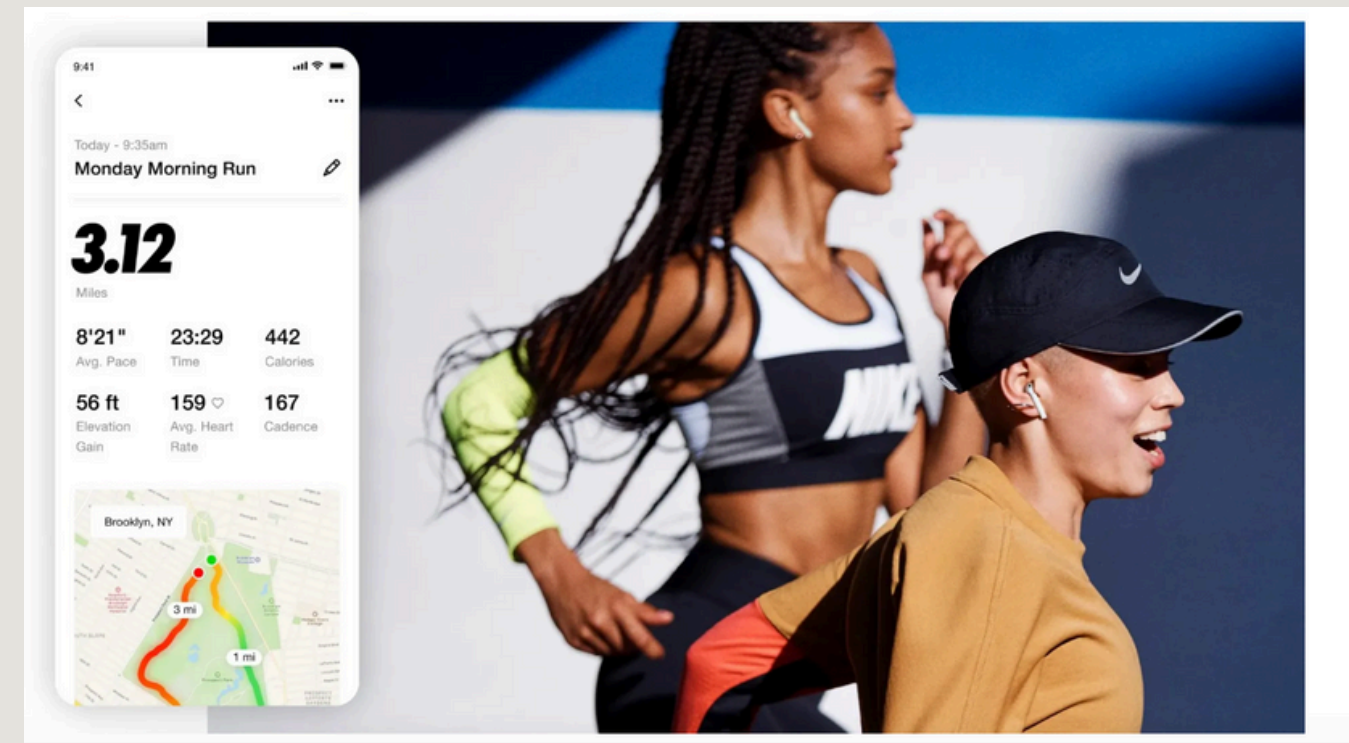
1

Social Media Launch



2

Grassroots Activation
with Nike Run Club



Understanding Gen-Z: *Love of Nostalgia*



Appeal to the *young* by rediscovering the *old*.
Use new technology to tell timeless stories.

Step Into Your Power

- Feature retired athletes who overcame discrimination in their athletic careers.
- Document them sharing their stories - and their shoes - with their kids/grandchildren.
- Promote Nike as a historic brand that transcends generations.



The Tommie Smith Series



Grassroots Activation

with Nike Run Club

WHO Partner with local NRC chapters and run clubs in inner city communities.

WHAT Organize guided runs led by athletes of all background and activists to share personal stories of resilience.

WHY In 2023, over 48 million individuals engaged in running activities in the U.S., indicating a robust and growing interest in the sport.

ROI **Campaign Duration: 1 Year**

- Investment: \$5 Million (marketing, events, gear, partnerships)

Expected Outcomes:

- 10% Increase in NRC App Sign-Ups
- 5 million new users × \$50 Customer Lifetime Value = \$250M
- 20 million interactions (based on campaign reach and digital amplification)



A provocative campaign that aims to push boundaries

societally, generationally, and physically





*Thank You
questions?*