



NIKE / JORDAN BRAND

CREATIVE STRATEGY / INTERACTIVE / EXPERIENTIAL

CASE STUDY

CAMPAIGN OVERVIEW:

NIKE / JORDAN BRAND | TAKE FLIGHT XX9

To celebrate the release of Jordan Brand's latest sneaker, The Air Jordan XX9, we created the ultimate dunking experience.

Over the course of 8 days between Chicago and New York City, we helped consumers create and share some of the most epic dunking GIFs we've ever seen, and served them up a custom branded XX9 4" x 6" photo to ensure they remember the moment forever.



WORLD BASKETBALL FESTIVAL CHICAGO

We worked with our friends at Mosaic XM to create a shoe trial obstacle course ending with our **#TAKEFLIGHT** dunk experience. After receiving a pair of XX9 shoes to trial, consumers used our iPad web app to sign up, run through the course, and then line up to dunk.

After running through our laser trigger, an array of 8 cameras fired off, capturing the consumer's every step leading up to their dunk. It then took the mid-air money shot and printed it out automatically. After dunking, consumers made their way over our iPad station, enter their name, and be able to immediately share out an animated GIF of their dunk by texting, emailing, or tweeting it out.





TERMINAL 23

NEW YORK CITY

Hidden in a renovated ballroom and back area behind Hotel Pennsylvania in Manhattan. This space focused mainly on hosting influencers and select consumers to play ball on their full-size basketball court.

Off to the side was another variation of our **#TAKEFLIGHT** dunk experience. Visitors could pick up a pair of XX9s at the front desk, shoot around for a bit, and end by going up for a dunk.







FLIGHT 23

NEW YORK CITY

Our buddies over at Tangram decked out the Foot Action store on 34th street for the on-sale of The Air Jordan XX9 sneaker. Inside? A bunch of sneaker memorabilia, an interactive look at the making of the XX9, and of course, our **#TAKEFLIGHT** dunk experience. Consumers were able to try on, run around, and dunk in the sneakers before deciding to purchase.







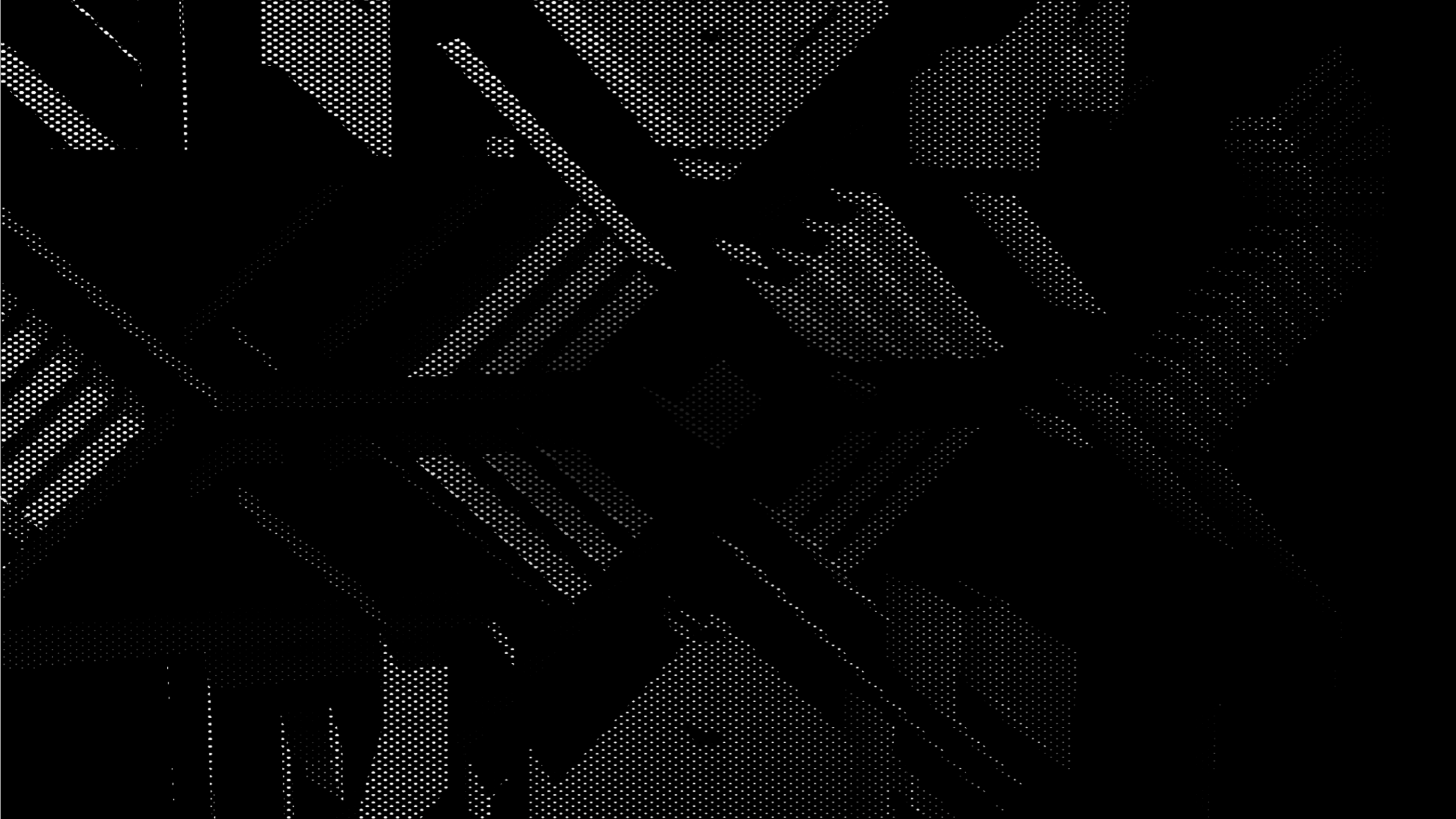
UNIQUE USERS



GIFS CREATED



UNIQUE VIEWS



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THANK YOU

The End