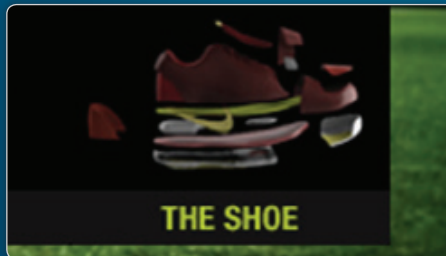
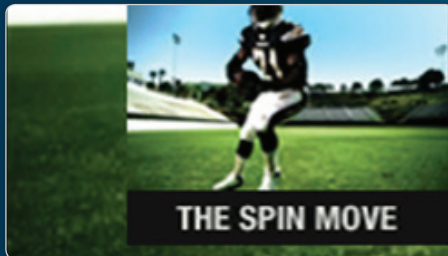


Nike Zoom

Interactive TV Advertising Campaign

“We’ve gotten to the point where all media needs to be interactive.”

- Joe Staples, Associate Creative Director, Wieden + Kennedy



RESULTS:

- › Viewers interacted for **3:15 MINUTES** on average.
- › Video and DVR components **INCREASED ENGAGEMENT TIME BY 60%**.
- › Subsequent viewer interactions focused on **PRODUCT AND LOCATION INFORMATION.**

OBJECTIVES:

Nike's advertising agency, Wieden+Kennedy, sought innovative ways to engage consumers and optimize the Nike Zoom campaign using exclusive long-form video content of athlete LaDainian Tomlinson. This campaign used advanced video capabilities in a fresh and interesting way to provide the deepest, most engaging interactive television experience possible.

EXPERIENCE:

This cutting edge interactive television campaign was available to DISH Network customers and delivered more than 20 minutes of new and exciting content. When a viewer began watching the Nike Zoom commercial, an on-screen prompt appeared on their television inviting them to press SELECT to 'Become LT' and enter the experience.

This allowed viewers to:

- › Learn about LT's training moves
- › See him demonstrate them in action
- › Play a game to test their 'quickness'
- › Learn more about the shoes
- › Find local stores