

SECTION 2 - GROUP 5

NIKE

CAMPAIGN



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■ INTRODUCTION

Nike's mission is to bring inspiration and innovation to every athlete in the world. If you have a body, you're an athlete.

Their mission is what drives them to do everything possible to expand human potential. Nike believes in the power of sport to change lives and that their greatest opportunity to inspire, help and guide their consumers on the journey to being a better athlete, is to convert all consumers into Nike members.

Nike membership is the digital loyalty programme behind Nike's retail and fitness apps, creating a personal relationship between consumers and the brand. You can get the full Nike experience across the 4 apps: Nike, Nike Run Club, Nike Training Club, Nike Sneakers.



■ TARGET AUDIENCE

We aim to target 14-19 year old females in London. Across this demographic, consumers are:

- **Adolescent** – they are young, much of their day-to-day involves finding themselves and finding “their people”; aspects we aim to speak to in our campaign and copy
- **Digital natives** – gamification in marketing is successful as it mirrors apps and digital interfaces they grew up with
- **Social media natives** – they are accustomed to interacting with algorithms that personalize their user experience
- **Digital communicators** – much of their socialization has been digitized by means of social media and messaging services



INSIGHT

Gen-Z girls are at a stage where they're discovering their style, interests, and identity. But they're constantly exposed to curated lives, trends, and online communities that can make it hard to stay true to themselves.

Traditional loyalty programs treat everyone the same, giving girls no room to explore who they are or where they belong. They feel rigid, outdated, and disconnected. Girls don't want to "join" a program; they want spaces that see who they are now, welcome who they might become next, and connect them with people who feel like their community.

For them, belonging isn't a subscription — it's something you grow into and share with others.



- GOAL

Our goal is to increase **London girls'** memberships by empowering them to embrace that discovery journey confidently. To explore freely and belong authentically, without fear, pressure or comparison.
To be themselves proudly.

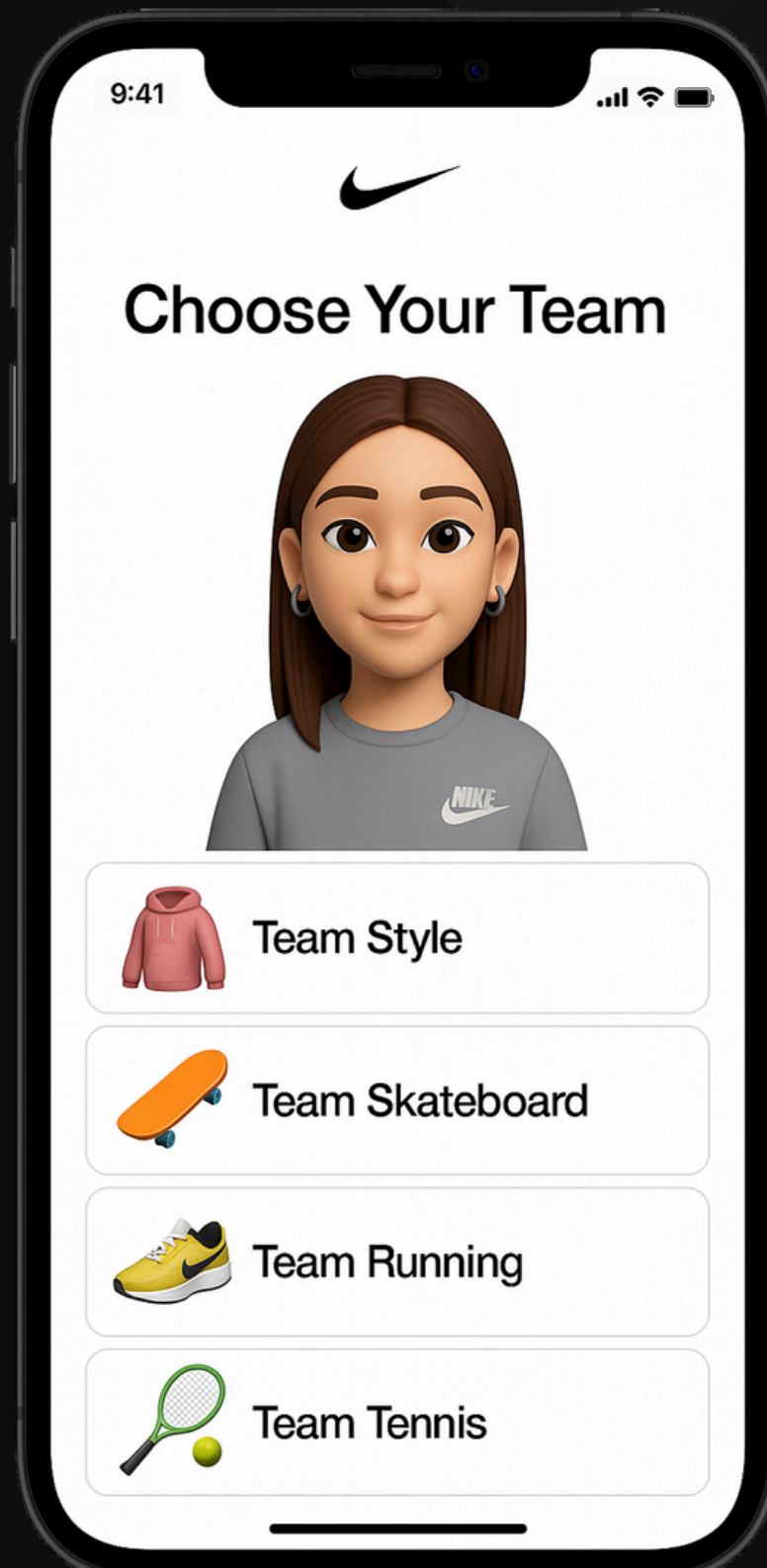
A photograph of four young women laughing together outdoors. They are wearing blue athletic tops. The woman on the far left has braces. The woman in the center has her eyes closed and is laughing heartily. The woman on the far right is also laughing. The background shows a grassy field and some trees. The word "SOLUTION" is overlaid in large, pink, bold letters across the middle of the image.

SOLUTION

YOU DO YOU.

Unlock Your World With Nike.





AVATAR

We propose a new Avatar feature in the Nike suite of apps with a beta roll-out in Greater London. As is the case with Instagram/Meta accounts, the Avatar is linked to your profile, a mere new feature of Nike memberships:

- 01 Users need to include their email as a first step in the process, automatically becoming members.
- 02 After setting up their membership via email, they will then be prompted to select one or more "Teams," for their Avatar to reflect their interests.
- 03 They then create their "Outfit" through a digital wardrobe of Nike apparel and footwear options.
- 04 Users can connect with, or "friend request," other users to share in-app products, services, and events.

CUSTOM-TAILORED APP RECOMMENDATIONS

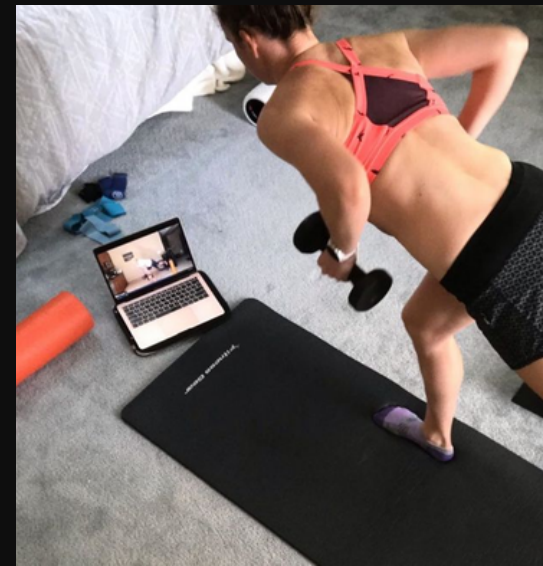
After creating their Avatars, users will be provided custom-tailored recommendations of in-app features based on their “Team” and “Outfit”:



Nike Products



Local activities and
pop-up events



Online training
sessions



Community
challenges



Other Member Perks

YOU DO YOU.

- Modern colloquial idiom.
- Meaning: 'Be yourself', 'Do what feels right for you', 'Don't worry about others' expectations'.
- Second meaning: You do you literally because you build your avatar.
- You DO you. Just DO it.
- Diacope ("You" repeated with one word in between).
- Epizeuxis ("You" immediately repeated for emphasis).
- Assonance ("U" vowel sound).



A photograph of four young women laughing together outdoors in a park setting. The image is overlaid with a semi-transparent dark blue filter. The women are wearing athletic clothing; one has a blue headband, another has an Adidas logo on her shirt, and another has a Nike logo on her jacket. The background shows a grassy field and some trees.

TONE OF VOICE

STRAIGHTFORWARD

CASUAL

INCLUSIVE

EMPOWERING

LONDON-SPECIFIC

This approach creates a sense of belonging and **energy**, encouraging all Gen Z girls - regardless of background or ability - to bring their authentic selves to the “game.”

The tone delivers the message in plain, honest language. There are no empty promises or exaggerated claims—just **direct** communication that meets the audience where they are, using the **everyday speech** of real 14–19-year-old Londoners.

This campaign recognises the city’s **diversity** and champions the different ways our target audience express themselves through sport and style. By emphasising “YOU DO YOU,” the tone welcomes all girls within the target age group and actively celebrates their **individuality**.

We want to encourage our audience to embrace their choices and move forward with confidence. Every message is crafted to spark **action** (“Join the Nike community by creating your avatar in your image and likeness”) and empower Londoners to “come as they are”, aligning with Nike’s broader tradition of bold, motivating communication.

References, language, and energy are distinctly **urban** and **neighbourhood-specific**, echoing the restless, creative spirit of London. Overall, “YOU DO YOU” is about self-expression, **confidence**, and community— inspiring Londoners to show up fearlessly as themselves, on their own terms.

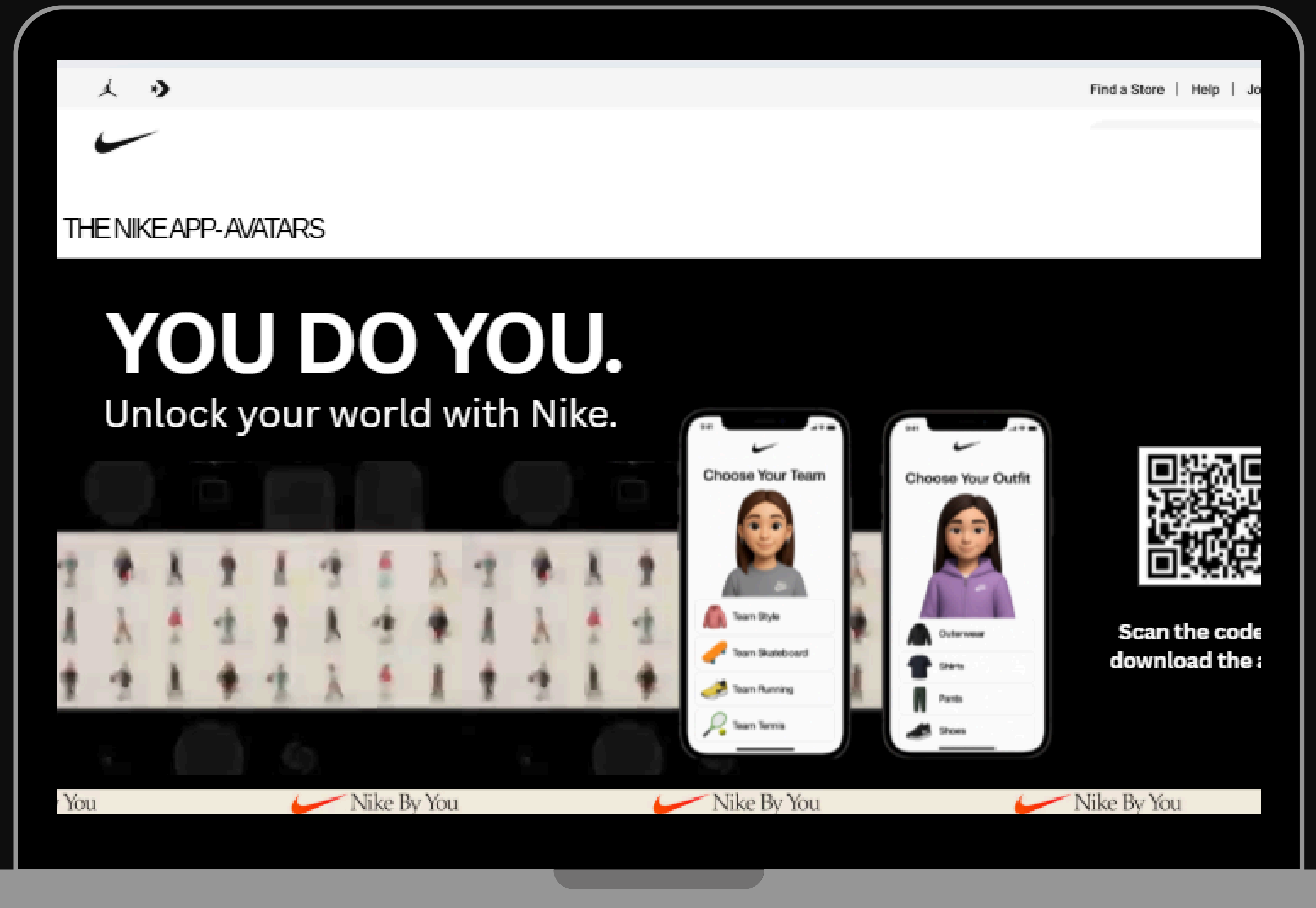
ACTIVATION



01

LANDING PAGE

YOU DO YOU.
Unlock your world with Nike.



02

A4 FLYERS

Gym & Community Centers

YOU DO YOU.
Unlock Your World With Nike

MEET NIKE AVATARS

Nike Avatars are another way Members get the best of Nike's suite of apps. Expressing your identity online is just the beginning of your personalised experience.

BUILD YOUR DREAM YOU

Be authentically you. Create your character to match your lifestyle — from your looks and clothing style to your interests and activities.

DISCOVER YOUR WORLD

Your avatar is the start of your journey in the Nike apps, where you'll find the latest gear, stories, and a worldwide community — all picked uniquely for you.

JOIN THE COMMUNITY

As a Member, connect with others, join teams, and access community challenges, new products, birthday rewards and free shipping on orders \$50+.

SHOP & DISCOVER MORE

Get recommendations based on what you love, fast checkout, 60-day returns, and access to exclusive events and releases.

Discover more at: www.nikeapp-avatars.co.uk

03

INSTAGRAM

CAPTION:

Introducing Nike's first digital expression of YOU.

Create your avatar based on your style and lifestyle.

Connect with others and join teams that move like you.

Chase what's next through members-only recommendations, from fitness to easier shopping, local activities, exclusive releases, and more.

Start here: www.nikeapp-avatars.co.uk



03

INSTAGRAM AD

CAPTION:

Calling all girls in Clapham, Camden, Croydon.
YOU DO YOU. Literally.

Unlock your style, your team, and your world with Nike's new
Avatar feature.

Start here: www.nikeapp-avatars.co.uk



04

TIKTOK

CONTEXT:

This TikTok video showcases real London girls and their avatar counterparts. It jumps between everyday moments across London neighborhoods and their digital versions, highlighting how each girl's avatar is completely unique — different fits, different lives, different versions of who they are

CAPTION:

London girls, every one of YOU is unique, and there's always place for YOU with Nike.

Create your Nikeself with our new avatar feature for a more personalized experience—from fitness to easier shopping, local activities, exclusive releases, and more.

Start here: www.nikeapp-avatars.co.uk

05

Oxford Street Billboard

YOU DO YOU.
FROM OXFORD STREET
TO THE PITCH.



06

Billboard in Central London

YOU DO YOU.
FROM BRICK LANE
TO THE GAME.



07

Wimbledon Bus Stop Ad

YOU DO YOU.
FROM WIMBLEDON
TO STARDOM.



08

Wembley Park Tube Station

YOU DO YOU.
LIONESSE.



YOU DO YOU.

Unlock Your World With Nike.



RATIONALE

Nike's brief asked us to increase membership among 14–19-year-old girls in London. Our starting insight is that Gen-Z girls are actively discovering their style, interests, and identity, but constant exposure to curated lives, trends, and online communities makes it hard to stay true to themselves.

Traditional loyalty programs don't speak to this reality. They treat everyone the same, feel rigid and outdated, and offer no space for self-expression or exploration. This makes them unappealing to a generation that wants platforms to see who they are now and support who they're becoming. For these girls, belonging isn't something you sign up for — it's something that grows with you. To get them to join and stay, Nike needs to offer a space that adapts and feels personal from the very first interaction.

That's why we introduce Nike Avatars: a new feature within Nike's existing apps. Each avatar becomes a girl's "Nikeself", built from her interests, activities, and style. This creates an immediate sense of ownership and identity, making membership feel personal rather than generic. The avatar then drives a personalised experience across different local events and pop-ups, product recommendations, and community challenges, among others — giving our audience real reasons to join and engage.

Nike Avatars resonate with this demographic because Gen-Z already uses them to explore identity and connect with communities. They offer a playful way to express themselves and find belonging — solving one of the biggest barriers to entry for new members.

Our campaign line , *YOU DO YOU. Unlock Your World With Nike.*, captures the emotional and functional promise. It empowers girls to stay true to themselves while signalling that membership unlocks a personalised Nike ecosystem built around them. The tone is bold, direct, and true to Nike, while feeling authentic to Gen-Z.

This idea answers Nike's challenge by:

- Making membership more appealing and relevant from the start
- Giving girls a personalised reason to join and stay
- Building on existing apps without adding friction
- Reflecting Nike's values of inclusivity, support, and empowerment
- Speaking to all types of girls because they define their avatar