



Brief set by
Nike

In collaboration with
Dana Stevens (VCCP Kin)

Make NikePlus Membership the #1 community for 14-19 year old girls in 2020

Related Disciplines
Marketing
Product Development
Campaign

Deadline
4 May 2020, 5pm GMT

The back story

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

Their mission is what drives them to do everything possible to expand human potential.

Nike believe 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 NikePlus members. NikePlus membership is the digital loyalty program behind Nike's retail and fitness apps, creating a personal relationship between consumers and the brand (see *Further Information* for a full list of offerings).

You can get the full Nike experience across the 4 apps: Nike, Nike Run Club, Nike Training Club, Nike Sneakers.

What's the challenge?

Expand the NikePlus membership offer in 2020 to make it more appealing to 14-19 year old girls in London.

Explore the current NikePlus membership model and establish new and exciting ways to draw in female membership and retain it.

What sort of offerings could their membership model offer to make it even more exciting for this audience, and importantly, how can you get your audience to find out about it?

Consider how you will make NikePlus membership 'unavoidable in her path' and something that she deems 'useful' and will sign up to as a result.

Who are we talking to?

All 14-19 year old females based in London.

From the sports obsessed, to the sneaker obsessed. From the ones leading style and culture in the city, to those in the front row of fitness classes. From those who are interested in their style and self expression, to those have just found sport and are just starting out on their journey with it.

Nike want to speak to all girls in London and invite them into the world of Nike.

Things to think about

How to be on brand

Behind all elite athletes is a team of coaches and supporters. Nike want to provide consistent support and an inclusive community for all females, what ever their interests, style and ambition.

Your vision for the NikePlus membership offer in 2020 should tie in with this messaging of inclusivity and support.

How to connect with NikePlus offering

Currently anyone who signs up to Nike, through their website or through their apps, becomes a NikePlus member. If you have a log in, you're a NikePlus Member.

How can you build on the current benefits (see *Further Information*) to make membership an exciting proposition for 14-19 females in London? And, how can you keep them engaged on a regular basis?

How to be relevant

Really consider your audience and ensure that whatever you come up with, it can resonate. Bear in mind how this audience could engage with offerings in different scenarios. For example, whilst they might have excellent transport links, their age might limit their ability to access central London activations.

Also consider where your audience spend their time in both the physical and the digital sphere. What social media do they use, where do they go in their spare time? How can you incorporate NikePlus into their daily lives?

And avoid a new app. Nike already have multiple app offerings that are part of people's everyday habits. How can you utilise these to further enhance NikePlus?

The important stuff

It's up to you what form your idea takes, from a digital takeover to a physical activation.

Your response should cover how you'll reach your audience, what developments you'd implement and how this ties in to the Nike brand promise.

What and How to Submit: Read *Preparing Your Entries* before you get started for full format guidelines.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).