

Kirsta Krivoshein



NIKE
FYEAZE

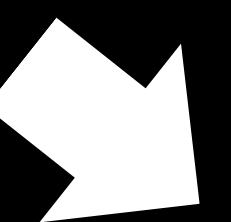


THE PROBLEM?

Individuals living with various forms of physical handicaps can face difficulty putting on, tying, or untying their shoes.

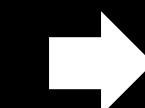
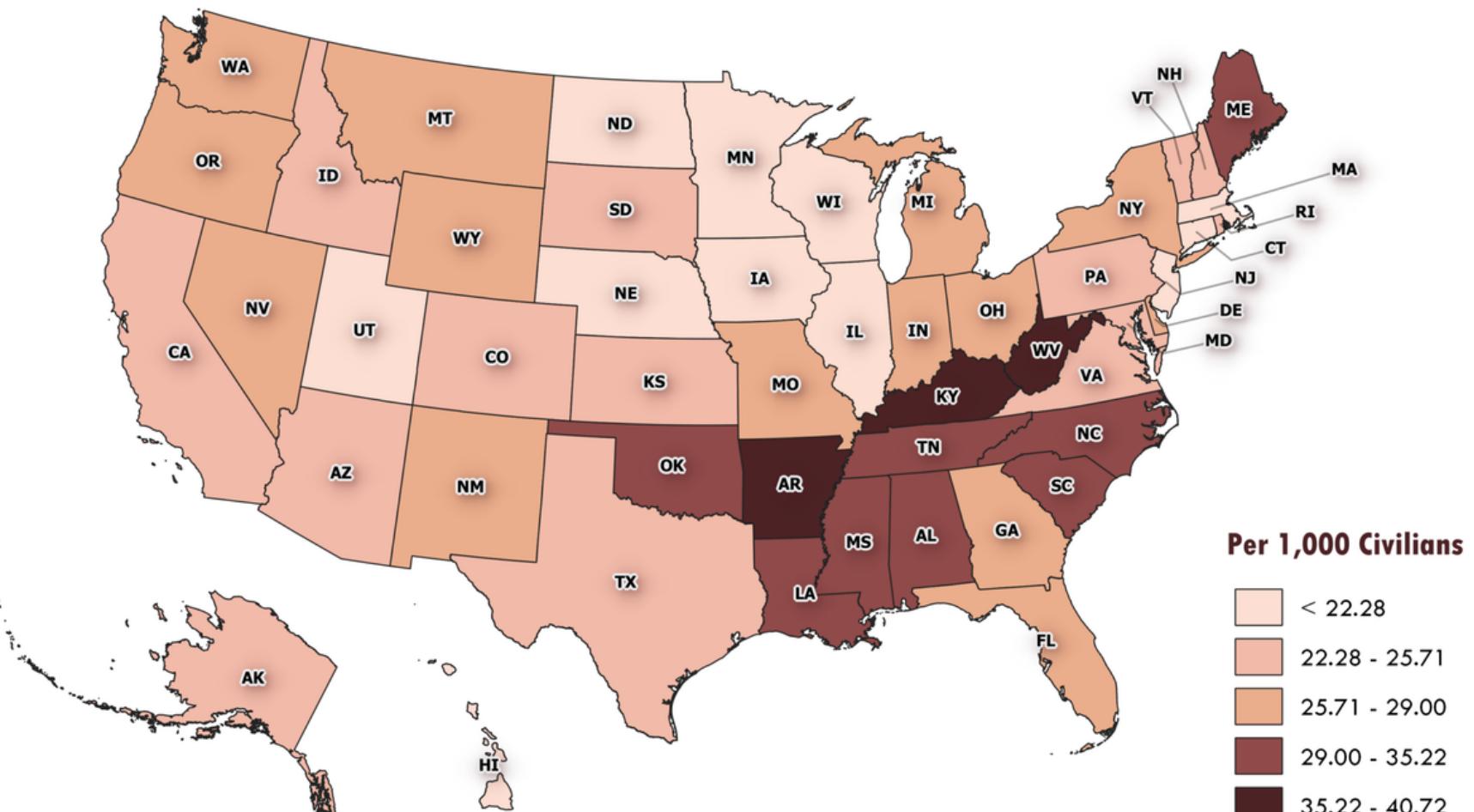
THE SOLUTION?

Offer this demographic an intuitive hands-free sneaker with "easy on" and "easy off" technology: the Nike Go Fly Ease.

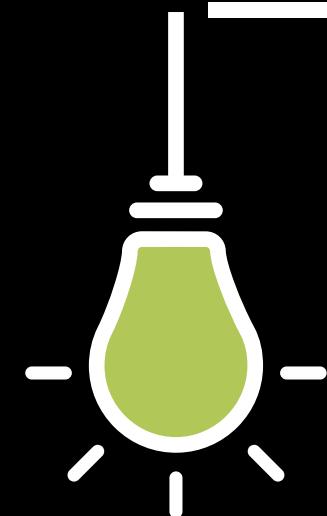


THE TARGET AUDIENCE?

Physical Disabilities Per Capita, 2000



18-40-year-olds living with a physical handicap in the United States.



1 in 4 adults have a form of disability, with 13.7% having a mobility disability.



THE GO FLYEASE CAMPAIGN



Marketing Objective:

To build awareness of the hands-free Nike Go FlyEase technology among 18-40 year olds living with a physical handicap, while encouraging them to soar to new heights and achieve the "impossible".

Slogan: "Never Limit Yourself."



THE GO FLYEASE CLAIM

Key Messages:

- We're the first to create an inclusive, hands-free slid-on shoe, meant to solve a need for the disabled community in a market that hasn't offered stylish footwear options from popular brands.
- The Go FlyEase sneaker offers a comfortable, yet fashionable shoe that will stand out on the street or fully support you in the 5-mile run you want to embark on - the opportunities are limitless.
- This campaign will aim to push the target audience to live in an "anything is achievable" mindset, by never limiting their potential despite underlying conditions/limitations.



THE GO FLYEASE SMART OBJECTIVES

We hope to...

1

Increase product awareness 10% among the target audience by May 13, 2022.

2

Increase website clicks by 5% on the VR Reality headset giveaway landing page by May 13, 2022.

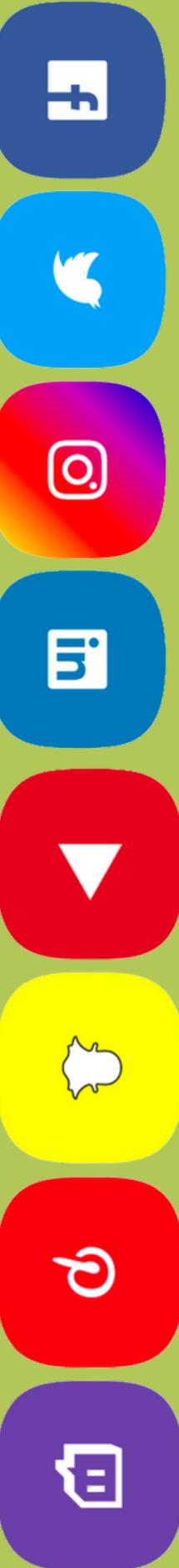


CREATIVE APPROACH

Tone: Inspiring + Uplifting

Strategy

- 1 Craft creative content that increases product awareness
- 2 Share inspiring and compelling visuals and stories of the target audience overcoming obstacles despite their physical limitations
- 3 Encourage the target audience to fully immerse themselves in the Go FlyEase experience. This isn't just any shoe - this shoe can change their mindset and lifestyle.



PRINT STRATEGY

Purpose

- Push past comfort zone - “Never Limit Yourself”
- Despite living with a physical handicap... inspire them to take on new adventures and embrace an active lifestyle.

Elements

- Interactive, tear-off wristband with QR code to track the miles you walk/run

Target Medium

- Sports Illustrated and New Mobility Magazine

Dimensions + Lifespan

- 7" x 4.75", a ½ page horizontal ad.
- 3 months to test the effectiveness





Rip off to track your miles!



 **FLYEAZE**

Never
Limit
Yourself.

DIGITAL STRATEGY

Purpose

- A VR Reality Headset giveaway to offer the experience of taking flight and experiencing the unimaginable
- Inspirational female pilot testimonial

Elements

- Inspiring Pilot Jamie Peterson background story
- Interactive button leading to landing page

Target Medium

- Nike's website
- Mobility Works blog (covering events and products related to the disabled community)

Dimensions + Lifespan

- Resembles a common webpage, with dimensions of 1366 x 768 px.
- 1 month to maximize reach, allow giveaway realistic timing





Pilot Jamie Peterson, who has lived with physical impairment her whole life, hasn't let this obstacle stop her from pursuing her lifelong dream of flying.

[ENTER NOW!](#)

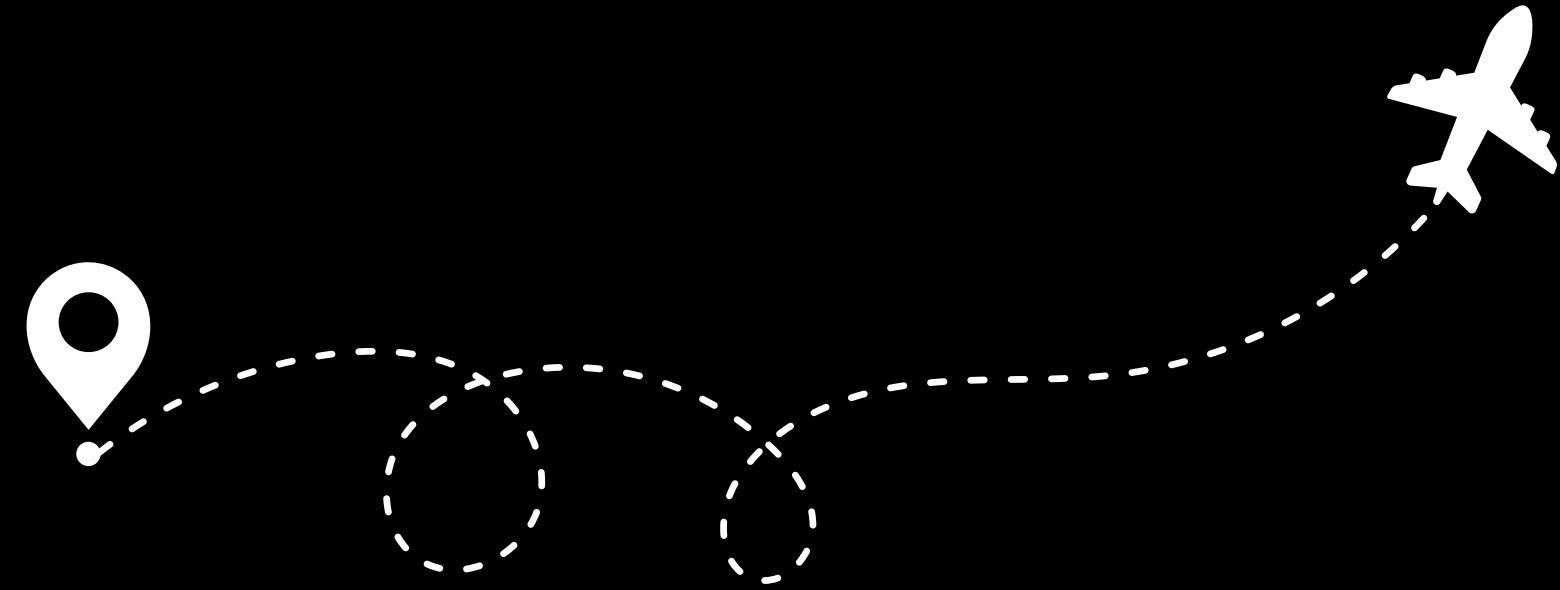


**It's
Time
To
Takeoff!**

CLICK the button below
for the chance to win a FREE virtual reality
headset to experience
"flying with ease"!

Nike Flight Simulator Landing Page

<https://uwosh-20775562.hubspotpagebuilder.com/vr-headset-landing-page>



SOCIAL STRATEGY

Platform Overview



Twitter: "Design Your Own Go FlyEase" challenge.

Winner receives a free pair of their customized shoe, and Nike donates \$10,000 to the Special Olympics.



Facebook: Close-up shot of sneaker with unique product features, with a prosthetic leg ("intuitive, inclusive, and innovative" message).



Instagram: Touching story of a female disabled athlete who overcame a snowboarding accident and achieved gold medal status playing basketball in a wheelchair.

Posting Schedule/Timeframe

- Instagram: Tuesday (11 AM – 2 PM)
- Facebook: Wednesday, or Friday (9 AM – 1 PM)
- Twitter: Tuesday, or Thursday (9 AM – 11 AM)
- March (National Disability Awareness Month)





Nike.com  @nikestore

...

Fly out of your comfort zone by customizing your own Go FlyEase shoe!

Submit a picture of your shoe design with the hashtag ➡ #goflychallenge

Winner will receive a FREE pair of their personalized design and we will donate \$10,000 to the Special Olympics!

#nike #goflyease #neverlimityourself #flywithease #gofly #nationaldisabilityawarernessmonth



42

36

379





nike

...

Intuitive. Innovative. Inclusive.

Go FlyEase: step outside of your comfort zone with the advanced hands-free technology!

The world is at your fingertips as you effortlessly slide into this shoe.

#nike #goflyease #neverlimityourself #flywithease #gofly #nationaldisabilityawarernessmonth



Like

Comment

Share



Meet, Alana Nichols:

After a snowboarding injury at the age of 17, she was paralyzed from the waist down. Today, at the age of 30, her main focus is participating in wheelchair basketball.

She's achieved success by earning a gold medal with the U.S. team in Beijing!

Anything is achievable with persistence and determination!

Never Limit Yourself.

#nike #goflyease #neverlimityourself #flywiththease #gofly
#nationaldisabilityawarernessmonth



OOH STRATEGY

Purpose

- Add ease to the disabled community in low income neighborhoods with sponsored parking meters
- Two weeks of free parking – "Put your mind and wallet at ease. (Go FlyEase)"
- "People with disabilities live in poverty at more than twice the rate of people without disabilities."

Elements

- Nike Sponsored parking meter – "Don't let a disability define your life. Never Limit Yourself"

Target Medium

- Low income, cities with high rates of disability
- Philadelphia, San Antonio, Chicago and New York

Dimensions + Lifespan

- Traditional size of a parking meter
- 2 week span





Put your mind and wallet
at ease...

Enjoy free parking from
May 13th - May 27th,
on behalf of
Nike Go FlyEase.



NIKE
FLY-EASE

There are unlimited
opportunities to get
yourself out of
your standard
day-to-day
"parking zone".

Don't let a physical
handicap hold
you back.



Thank you for your time!

Questions/Comments?



Sources

- ➡ <https://ncd.gov/newsroom/2017/disability-poverty-connection-2017-progress-report-release#:~:text=People%20with%20disabilities%20live%20in,living%20in%20long%2Dterm%20poverty.>

