



 **FLY EASE**

Kirsta Krivoshein



# THE PROBLEM?

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

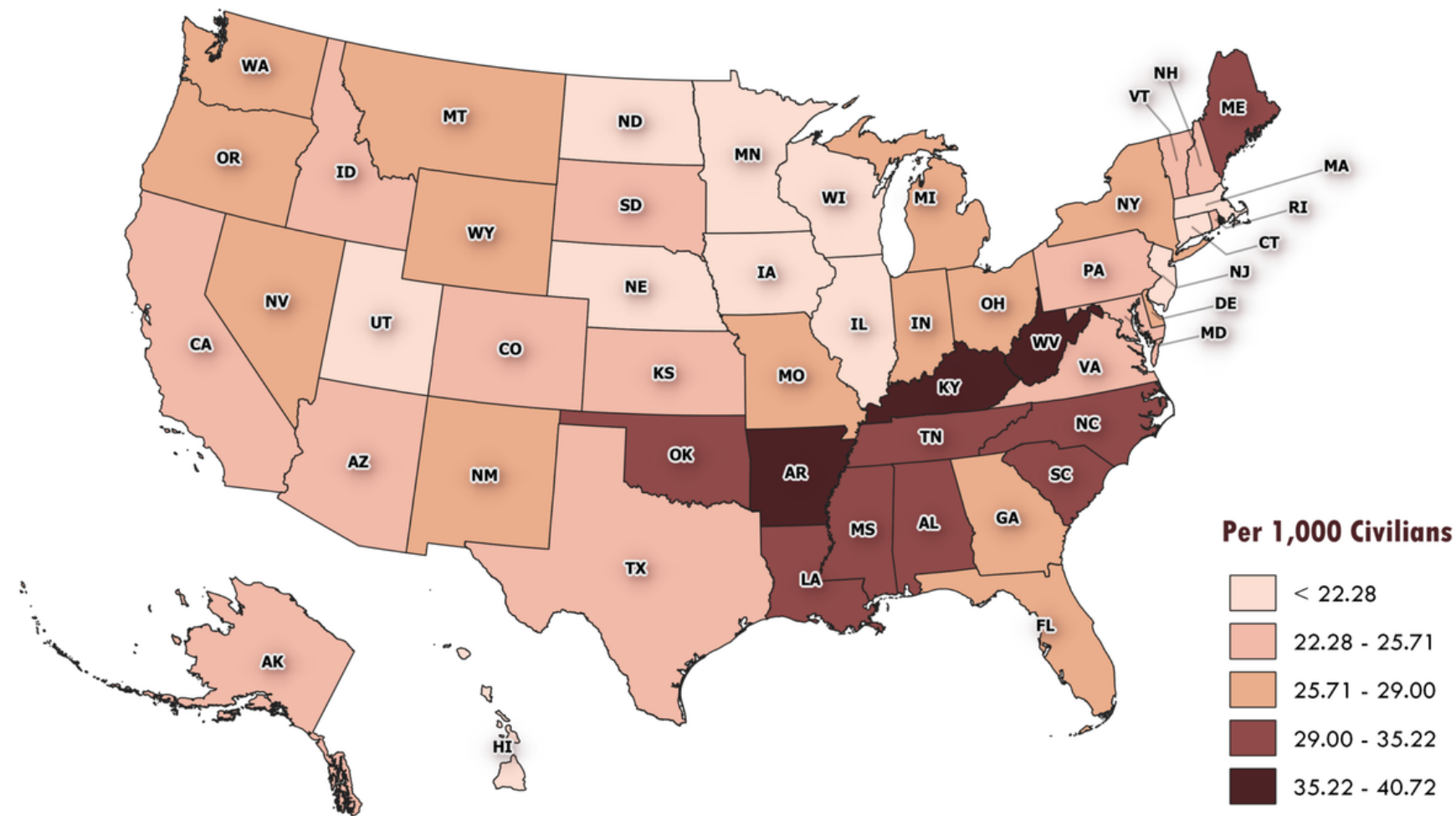
# THE SOLUTION?

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



**www.SoundingMaps.com**

**➔ 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!



 **FLY EASE**

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





A woman with long brown hair, wearing sunglasses, a black leather jacket, and olive green cargo pants, is sitting in a wheelchair. She is positioned next to a small, white and pink airplane. The side of the airplane features a large black checkmark logo followed by the text 'FLY EASE' in bold, black, sans-serif capital letters. The background is a clear blue sky with a few white clouds. The woman is looking off to the side with a slight smile.

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!



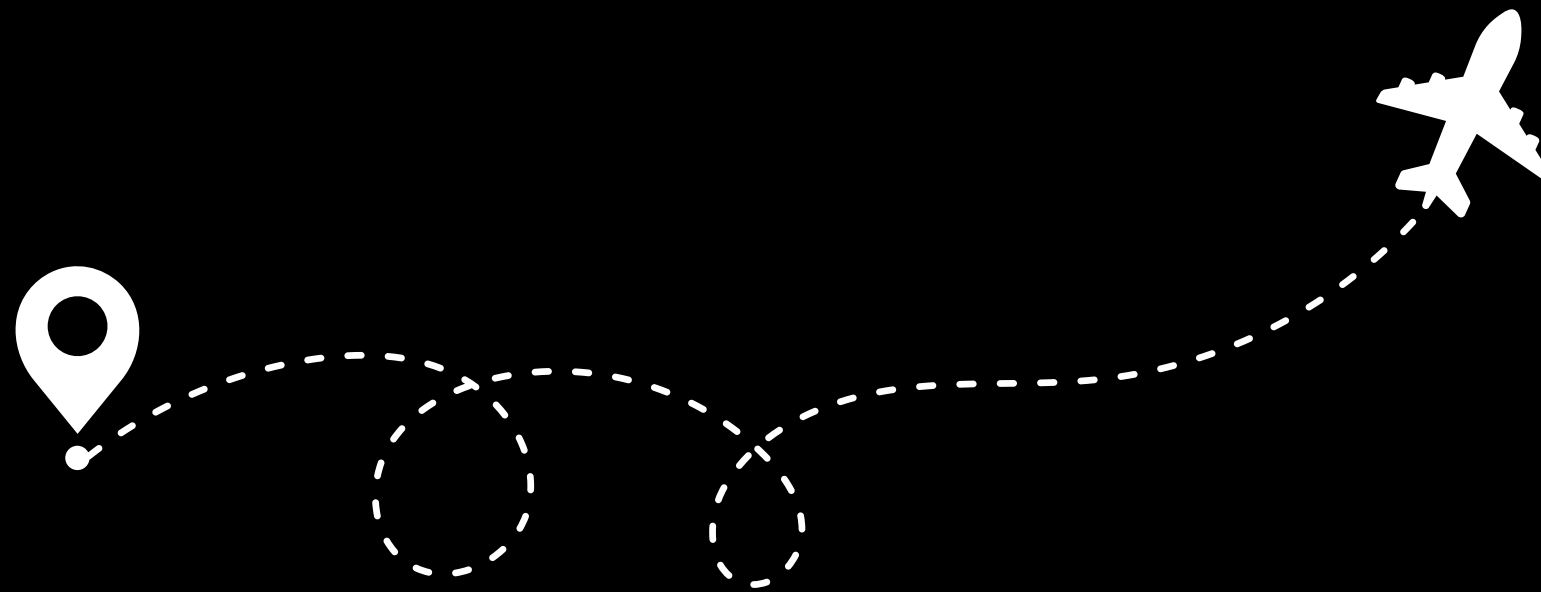
## It's Time To Takeoff!

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 #nationaldisabilityawarenessmonth




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 #nationaldisabilityawarenessmonth



 Like

 Comment

 Share







nike



FOLLOW



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](#) [#flywithease](#) [#gofly](#)  
[#nationaldisabilityawarenessmonth](#)



# 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.



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.>

