

WOOOT!

MEDIA



CASE STUDY – LONDON ON:AIR

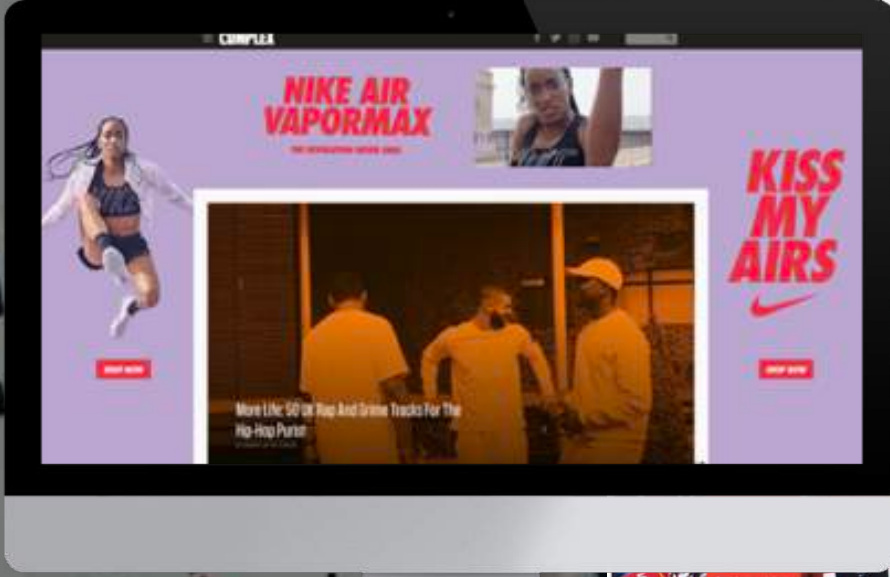


## MENTOR PROGRAMME

Leveraging Nike's London event space, Complex UK hosted a week-long workshop for 10 aspiring journalists, designers and creatives in London including discussion panels, lectures and hands-on workshops with established creative talent such as Kanye West affiliated graphic designer, Geo Owen

Together with the participants, we created a 36 page Nike Air Max fanzine celebrating 30 years of Nike Air Max, with bespoke content from cover to cover

- ★ Influencer mentor recruitment
- 📄 Interviews & daily event coverage
- 📖 Exclusive print 'zine
- 🖱️ High impact display



## RESULTS

The campaign delivered strong reach and engagement throughout and 5,000 exclusive 'zines were distributed across key Nike and cultural outlets

6m+

Content Impressions

121k+

Article Views

2.1%

CTR to Nike Platforms



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