

NIKE:
AIR MAX DAY

OBJECTIVE

Partner with leading sneaker environments to create a wealth of original and engaging content building up to Air Max Day 2015

STRATEGY



We delivered a series of original editorial, visual and audio content and user competitions around Air Max heritage which tapped into the various passion points of Complex's audience



EDITORIAL PROGRAM

- › Top [Air Max Instagram](#) accounts to follow
- › Air Max Day event user ticket competition
- › Sneaker head [Andy Knight's](#) Air Max Collection
- › Air Max [Moments in UK Music](#)
- › Custom [Air Max Day mix](#) produced by Faze Miyake
- › Skepta x Novelist [exclusive video](#)
- › 5 custom Air Max inspired [artworks](#) by artists with user competition
- › Interviews with [Football's](#) biggest sneaker heads

SUCCESS

- › 5x Estimated page views driven within the 2 week campaign period
- › 5.6x Estimated engagement rate across all features

WOOT!
MEDIA