



# NIKE PUSH



The future of sports technology



# GOAL

To develop a campaign for the Nike Push and Nike Push Pods to garner coverage from multiple publications and increase audience awareness to increase sales.





# TACTICS

Multimedia Press Release  
Targeted Media Pitch



# TECH

Mashable  
TechCrunch  
Wired

Who's your target audience?

What is the expected daily usage of the product?

Why is it interesting/ different?

What is the price point?

How does this watch address the concerns of too much screen time?

How will the watch address privacy concerns?

# FITNESS

ESPN  
Sports Illustrated  
GeekWire





# CONTENT



**Media Relations:** Write contributed articles to be placed in publications like Cosmopolitan, AARP, and Women's Health to showcase the Nike Push products as innovative.

**Contributed:** Perspective pieces from those who are at the start of their fitness journey and those who are reaching their peak.



# AWARDS

CES

iF Design Awards

The Society for Information Display

TIME Magazine: Best Invention of 2020

