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The future of sports technology







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.





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Mashable TechCrunch Wired

ESPN
Sports Illustrated
GeekWire

Who's your target audience?

What is the expected daily usage of the product?

Why is it interesting/ different?

What is the price point?

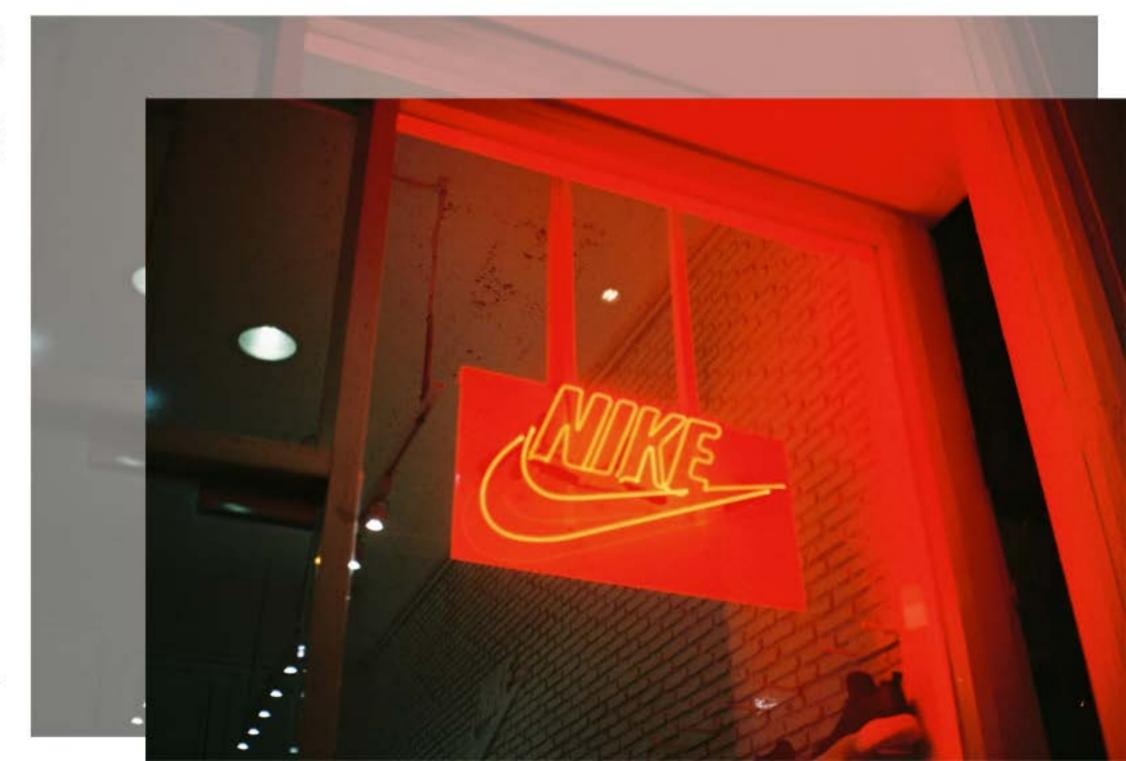
How does this watch address the concerns of too much screen time?

How will the watch address privacy concerns?



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.



## **CES**

iF Design Awards

The Society for Information Display

TIME Magazine: Best Invention of 2020

