

## Campaign Summary

Nike Primetime is a tablet app that connects NBA fans with their favorite basketball players. When a fan tweets to a player using the @Nikebasketball handle, NBA players, who are sponsored by Nike, are able to respond to the fans via custom videos. Pro athletes have always been part of the Nike brand, but with social media fans are now able to get even closer to their sports heroes.

## Strategy and Execution

When a NBA player logs into Nike Primetime, all the posts and tweets that have been collected by Nike are waiting for them. The lucky fans who receive video responses from their favorite players can share them on Facebook, encouraging more fans to join in.

The players are also able to record more generic videos that feature training tips, invitations to challenges/competitions, or motivational messages. In one such message, fans were invited to submit videos of their best dunks, and LeBron James selected the winner. This allows the fans and players to connect in a more authentic and relevant way than they have been able to previously.

## Source

“Nike Primetime.” 2013 MMA Smarties Silver Winner, NA, Tablet Campaign. Brand: Nike. Lead Agency: R/GA.

