



MMA CASE STUDY

SMARTIES

Win the Hour

Campaign Summary

Performance science has shown that a sedentary lifestyle is unhealthy. To encourage consistent movement throughout the day, Nike built the “Win the Hour” program into its Nike+ FuelBand SE wearable device. The program encouraged, reminded, and rewarded user movement, and in doing so, strengthened the brand’s one-on-one relationship with millions.

Strategy

Objective and Context:

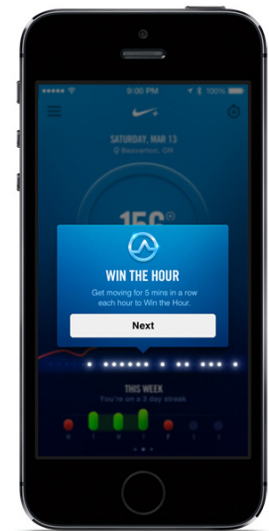
Decades of research have shown that true fitness is achieved by moving consistently throughout the day. In spite of this, most people do intense workouts followed by long periods of sitting — a trend exacerbated by the modern workplace. The Nike+ FuelBand SE is a wearable fitness product designed to both track fitness and help fundamentally improve it. Through its wearable, Nike introduced a simple new feature to get people moving throughout the day: Win the Hour. Move for five minutes an hour and a user will win the hour; win a few hours in a row for special rewards.

Target Audience:

Win the Hour was designed for everyday athletes.

Creative Strategy:

Win the Hour was a solution rooted in decades of medical research showing the negative impact of being sedentary. Nike wanted to bring the program to life in its FuelBand SE as well as in its mobile app and online. The feature rewards every win and offers a gentle push when needed. It also features minichallenges, trophies, and social motivation to get people moving every hour.



Execution

Mobile Execution:

The mobile experience of Win the Hour includes move reminders from friends, trophies, and a real-time readout of hours won. This mixture of inspiration, wit, and innovation is at the center of the Nike brand. The Win the Hour campaign was actually built as a core part of the Nike FuelBand SE mobile app. Rather than launch the program as a marketing initiative that would fade out, Nike built something core to the experience itself. The goal was to give people something simple and achievable every hour, give them a push to do it, and reward them when they did.

Unlike traditional campaigns that rely on one-way communication, Win the Hour relied on more innovative media channels: the mobile phone notification tray and the FuelBand itself.

Results

In just the first few months since Win the Hour's launch, millions of hours have been won. The program has been embraced by athletes of all ages and in dozens of markets around the world. The program has also built and reinforced an every day, every hour relationship between the Nike brand and athletes.

Source

"Win the Hour." 2014 MMA Global Bronze Winner Wearables Impact on Marketing; North America Silver Winner Wearables Impact on Marketing. Brand: Nike. Lead Agency: R/GA New York.