



Camp.in

Strategy and Content Presentation

Agenda

- Understanding Nike Global Marketing Strategy
- Competition Analysis
- Market Understanding
- Consumer Understanding
- Social Media Approach
- Brand Zone
- Content Strategy
- Platform Strategy
- Content Plan for upcoming Months



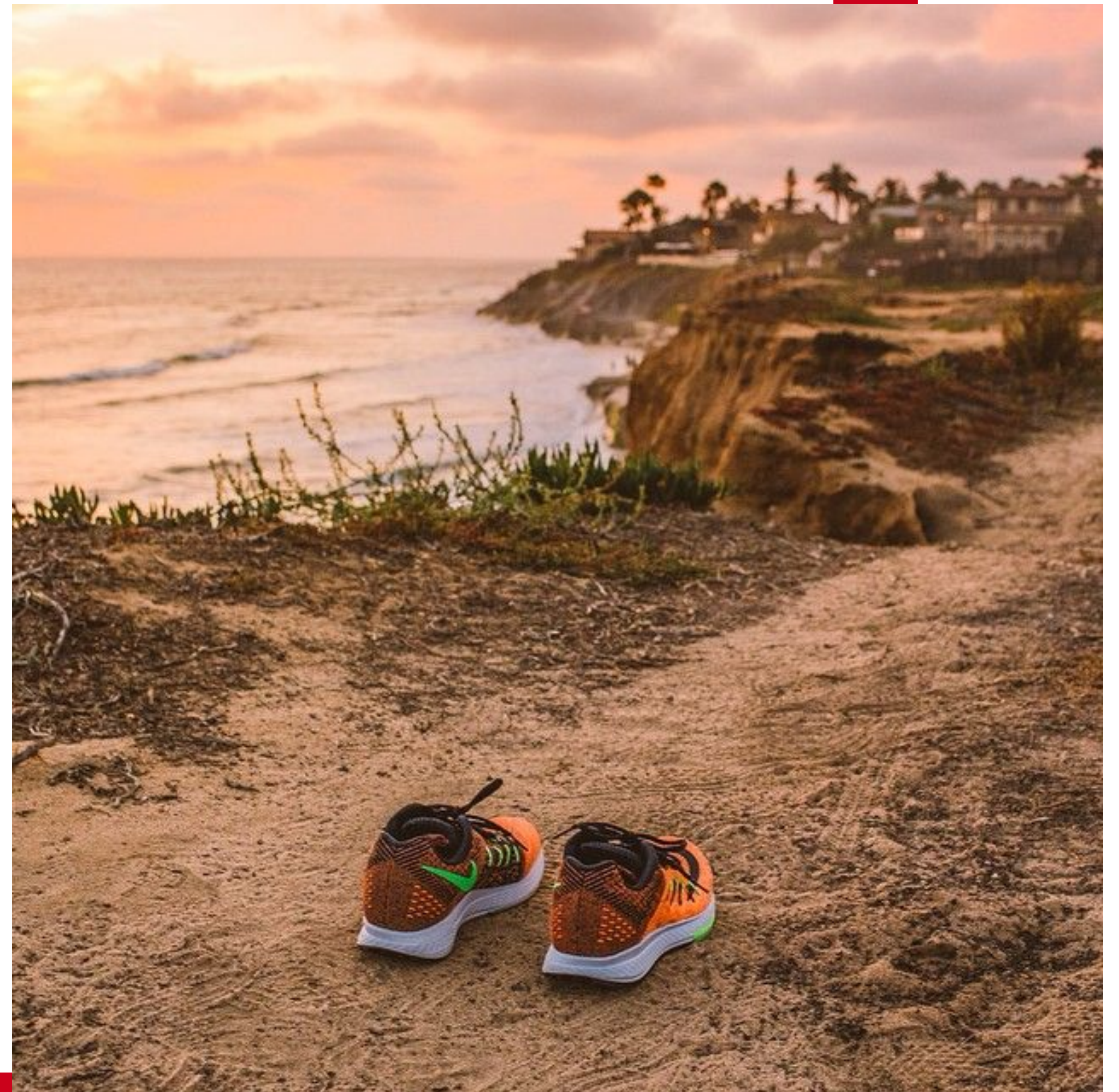


***Understanding the Nike
Global Marketing Strategy***



Nike Global Marketing Strategy

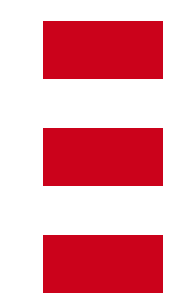
- **Emotional Marketing-** Creating Meaningful stories. aspiring consumers to live **healthier life and find their own "greatness" with things they love and enjoy**
- Recent communication- Explore **"Your Inner Athlete"**- **Sporting products for everyone**
- **Sell aspirations-** Selling emotional benefits of the product. Become better at something you are passionate to improve your overall health.
- **Influencer marketing-** Rappers, athletes, entrepreneurs, and people from different walks of life



Nike Global Digital Marketing Strategy

- **Communication Strategy**- Attract, Engage and Delight consumers
- **Content Pillars**- Strength, Determination and Passion
- **Digital Content and Platform for free**- Digital Fitness challenge- Celebrity workout challenge, Training Club, Running Club, etc
- Digital campaigns are not just informative but **push customers to act**
- **Community**- Sneakerhead platforms, Training and Running clubs, etc
- Product launch live stream





Competition Analysis



Puma India

Brand Tagline- We are Forever Faster

Brand Tonality- Inspirational, Simple and Relevant

Recent Launched -

- **1der With K L Rahul-** Affordable range of athleisure clothing designed in collaboration with Rahul. Aimed at the needs of young working professionals and college students.

Content Buckets-

- Association with sports personalities and bollywood celebrities
- Collaboration and exclusive collection with various artists and behind-the-scenes stories
- Live sessions and interaction with ambassadors
- Influencer content- Reels, Challenges, etc
- Other content- Customer Love, Unboxing Videos, Looks, Home Workouts and others

Content format- Images, Videos, GIFs, Reels, Guides and Playlist



Reebok India

Brand Tagline- I am what I am

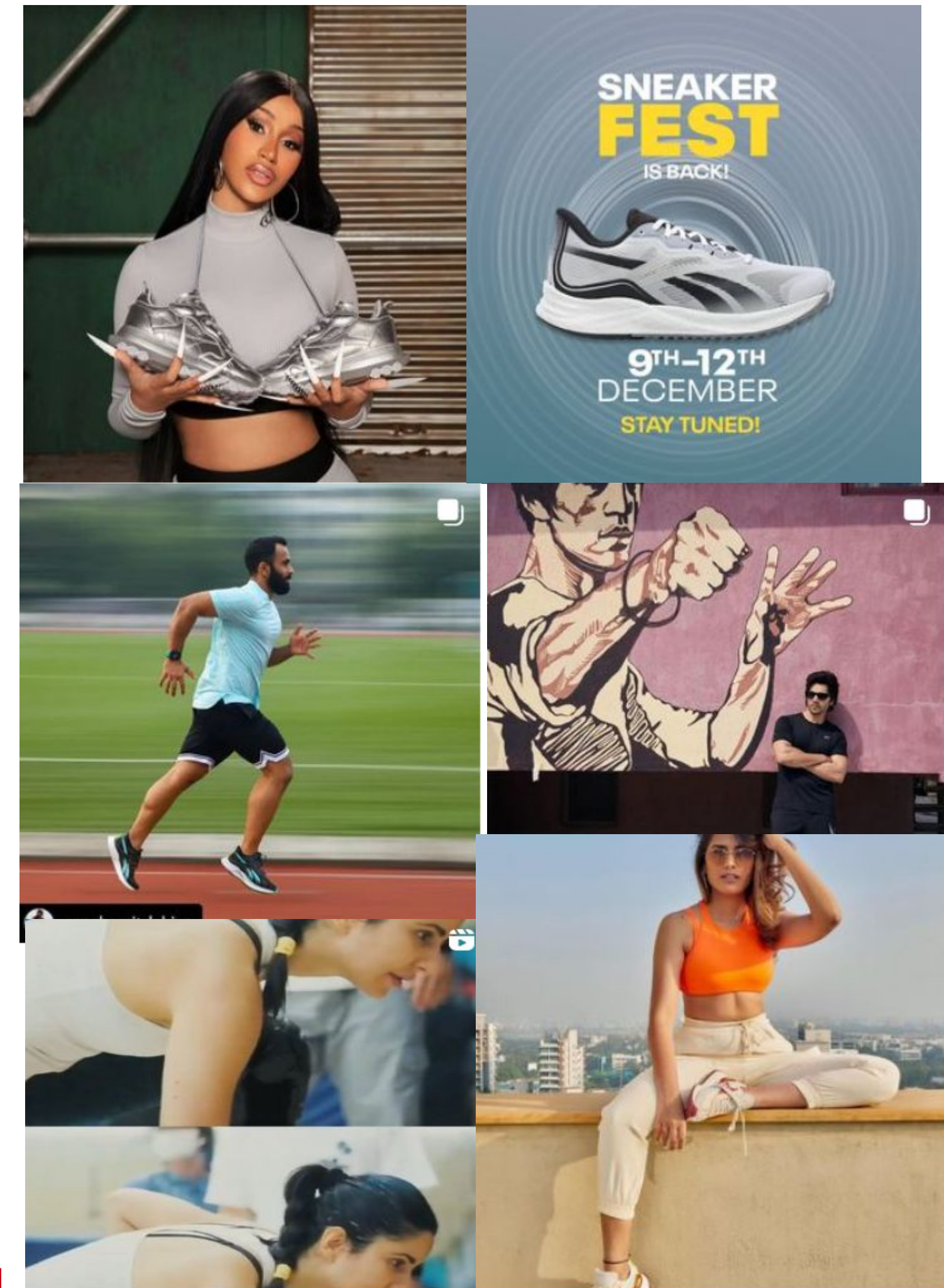
Brand Tonality- Fun, Relevant and Simple

Brand Property- Human Rights Awards

Content Buckets-

- Association and Collaboration with fit and healthy bollywood celebrities
- Behind-the-scenes stories
- Supporting trainers
- Other content- Home Workouts, Challenges, etc

Content format- Videos, Images, GIFs and Reels



Adidas India

Brand Tagline- Impossible is Nothing

Brand Tonality- Encouraging, Motivating and Relevant

Brand Properties-

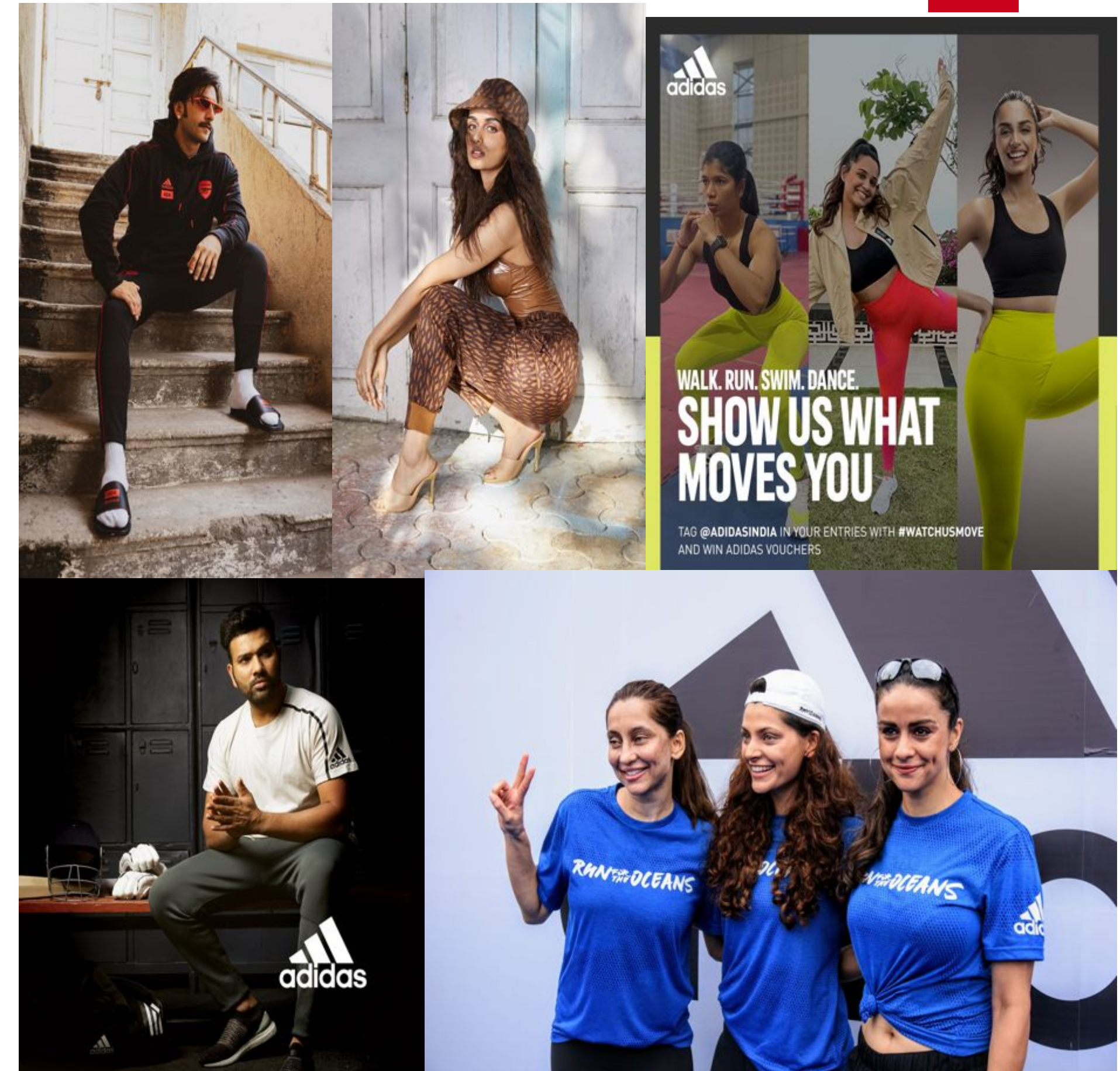
#ImpossibleIsNothing- Celebrating people's achievements

#StoriesOfChange- Reduce plastic waste

Content Buckets-

- Collaborations and association with Cricket and Football.
- Associating with various artists across various fields, such as athletes, dancers, celebrities and musicians.
- Events- Running Festival, Run For Oceans
- **#NeverStopCreating-** Celebrating sports people and their journeys
- Live sessions with influencers and ambassadors, contest and workouts

Content format- Images, Videos, GIFs, Images, Reels and Playlist. Featured channels on Youtube (Women, Running, Football, etc)



Adidas India

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Brand Properties-

#ImpossibleIsNothing- Celebrating people's achievements

#StoriesOfChange- Reduce plastic waste

#Storiesofchnage - Adidas Runners - Focusing on Fitness and after workout care tips.

Content Buckets-

- Collaborations and association with Cricket and Football.
- Associating with various artists across various fields, such as athletes, dancers, celebrities and musicians.
- Events - Running Festival, Run For Oceans

#Glowinthedark - Balancing content between Dark and light indirectly focusing on Big picture **#Blacklifematters** (Collaboration with Ivy Park) - Bunch of posts show establishing a community

Content format- Images, Vidoes, GIFs, Images, Reels and Playlist. Featured channels on Youtube (Women,Running, Football, etc)



Nike

Brand Tagline- Just Do It

Brand Tonality- Inspirational, Motivating and Simple

Content Buckets-

- Celebrating sports people and businesses making a difference
- Associating with various sports across the world
- Standing and believing in social causes like equality for women, Black Lives Matter, etc
- Design Explanation
- FM Broadcast- Be the person who you want to be- Fuel the moment
- Voices of the Game, a unique roundtable discussion focusing on the issues that matter in football

Content Platform- Instagram First followed by Youtube. Facebook was last updated in 2018

Content format- Videos, GIFs, Images, Reels, Playlist and Shorts





Key Takeaways



Global brands have taken **“Think Global Act Local Approach”** and have Created and curated content specific to Indian audiences in terms of celebrities, Trends and Fashion along with keeping a tab on Global trends and style.

Influencer Content

Collaboration and association with celebrities, sports personalities and pop culture icons

Home Workouts

Across all categories is growing and brands are providing consumers with the right approach to go about it

Community Building

To inspire and create a sense of belongingness

Fashion and Trends

Growing demand for athleisure, sustainable, organic and eco friendly clothing



Understanding the Market





Factors Driving Growth

Sportswear is just not about performance, it's also about comfort, Fashion and on-the-go transition moments.

Shift towards digital fitness

Influx of women into fitness

Active wear is new casual wear

Health and immunity conscious individuals

Contemporary trends

Rising social media influence and fashion consciousness



Consumer Understanding





Who are We talking to

INDIAN MILLENNIALS

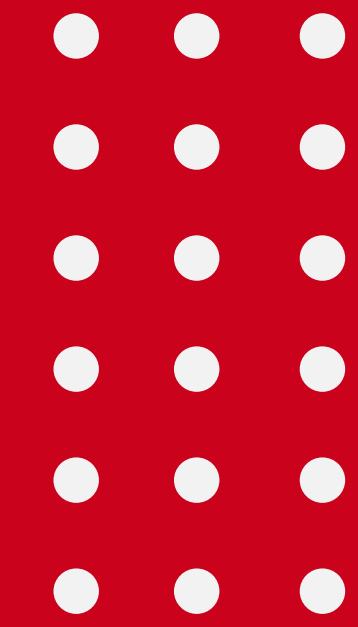
educated and well-informed about the right type of gear

CRAVE EXPERIENCES

Spend money on **experiences** rather than just clothing and are picky about apparel in general

WEAR WHAT THEY FEEL

Connect with brands having strong, distinct mentalities and a clear sense of community





What are they buying

Performance

- T-shirts
- Sweatshirts
- Sports Vests
- Track Pants & Tights
- Swimsuits
- Sports Hoodies
- Sports Bras
- Shoes

Fashion and Trend

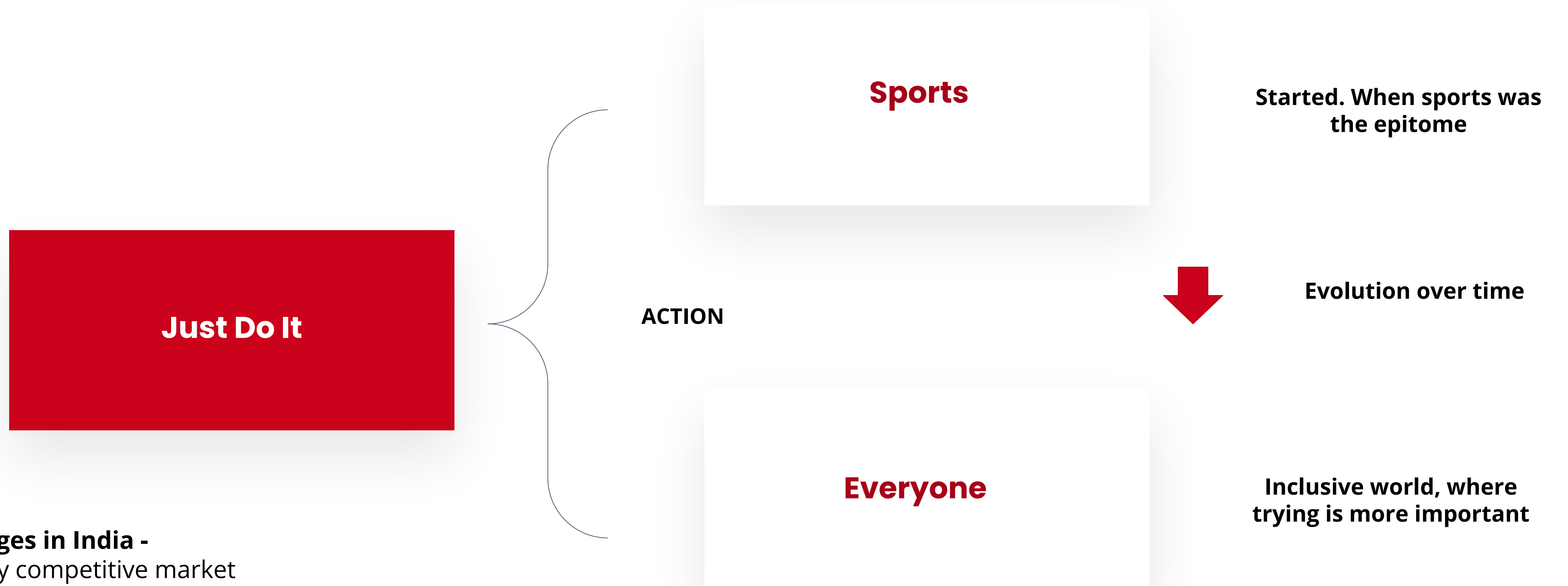
- Boxy, Baggy T-shirt and Crop Tops
- Shorts and Tank Tops
- Tracksuits, Track Jacket, Lounge and Yoga Pants
- Sweatshirts and Pants
- Trousers and Leggings (Go to Leggings)



Starting Point

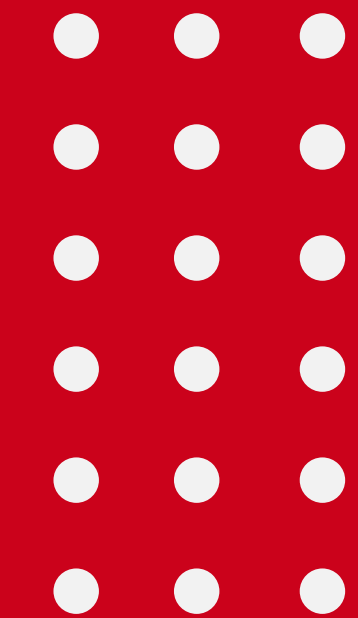


Nike Brand Essence



Challenges in India -

- Highly competitive market
- More affordable brands
- No localised Content
- No Indian brand campaign



Recommended Way Forward

ESTABLISH INDIA CONNECT

Refurbish content relevant to Indian audiences such Cricket, Skateboarding, Badminton, Kabaddi, Hockey, etc.

COMMUNITY BUILDING

KOL, local associations and partnerships , local influencers and celebrities

INCREASE SHARE OF VOICE

Topical, trending and moment marketing

GENERATE ENGAGEMENT

Format innovation, interactive stories, quizzes and contests

Communication Strategy- Approach

Establishing three key brand benefits

Reason to Believe

Crafted for "Everybody". For everyone who enjoys keeping their body moving and active; Play New

Inspiration and innovation for everyone

Sports and lifestyle brand with performance and active wear collection for every body

Key Brand Message

Range Offering



Brand Voice on Social



BRAND PERSONALITY

Exciting | Inspirational |
Cool | Spirited

BRAND TONALITY

Competitive | Inspiring |
Confident

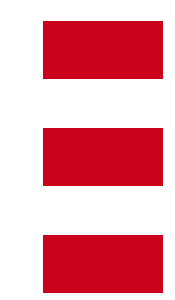
BRAND LANGUAGE

Simple | Fun

BRAND PURPOSE

Enable | Delight





Campaign Approach





INSIGHT

Nike is more than just a shoe; it's a feeling that inspires individuals to push themselves to new heights. It inspires them to track down their personal best and beat it as well.

Camp.in, has the Nike DNA family. The brand possesses and exemplifies the brand's authentic spirit and is a firm believer in its values.

They are not just namesakers; they are game changer that aim to develop communities around sneakers and athleisure wear.



CREATIVE LEAP

We are in the midst of a phase where we are gradually forgetting the face of the day and the foundation of our night. As a result, every day is treated as if it were Sunday and Monday combined. Work from home is more like working from home with stress.

And that is where Camp.in come in—to break the cycle and lead you along a disciplined route by inspiring and elevating your spirits to achieve the unstoppable.



Our biggest hurdle is often ourselves. Our perception of what we can do, and what we can't. We need to overcome ourselves to achieve greatness. We need to find our 'limit' and break through that barrier to get where we are going and...

Be Unstoppable



BE UNSTOPPABLE

UNSTOPPABLE
UNSTOPPABLE
UNSTOPPABLE



Content Strategy

Attract

- Storytelling with stunning content of athletes, inspirational stories and creative visualizations.
- Collaborations and association with local, pop culture and renowned celebrities from different walks of life
- Celebrating the everyday athlete and their little achievements

Engage

- Behind-the-scenes stories
- Design, Collaboration/Artist stories
- Tutorials/Home workouts/activities for everybody
- Podcast/Discussions on everyday issues
- Q&A, Polls and Reels on key body moments and staying active
- Local Associations

Delight

- Meet-and-greet Events
- Consumer and celebrities unboxing videos and Nike Love- Stories
- Store openings
- New product launches and live sessions



Social Posts

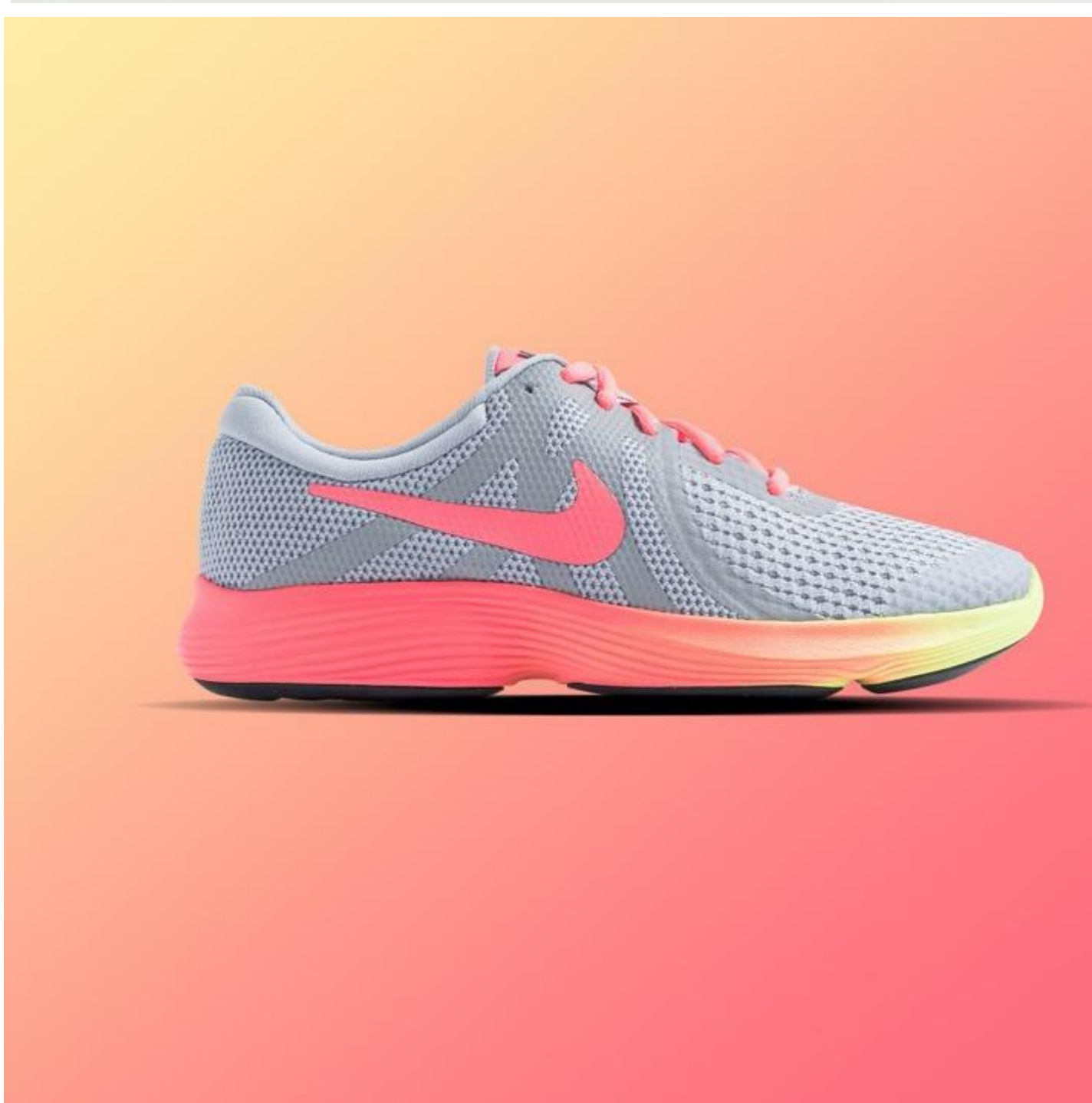




BE UNSTOPPABLE
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BE UNSTOPPABLE



**START YOUR
ENGINES**



B E U N S T O P P A B L E

PROVE THEM
WRONG



B E U N S T O P P A B L E





rise.camp.in

Follow



66 posts

6,424 followers

28 following

RISE by Camp.in

Strategic Partner for Nike stores in India

.. Nike drop updates 🙌

www.nike.com

BE UNSTOPPABLE

PUSH YOUR

LIMITS

Supremely lightweight

Enhanced grip

Cushioned sole

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BE
CUT
STOP
PABLE

BEND THE RULES



DURABLE | FLEXIBLE
ULTRA-ABSORBENT



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YOU

BE

YOU



Maximum comfort
Optimum support
Perfect fit

BE UNSTOPPABLE





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B E U N S T O P P A B L E

BREAK

THE

RULES





Post 1

Elevate your performance every time. Reaching the limit is a part of the game. Crossing it is where the fun the starts.

Go on, [#BeUnstoppable!](#)





Post 2

Someone is always in the way.
Someone doesn't think you
can do it. Someone hopes you
don't.

They can't stop you.

[#BeUnstoppable](#)





Post 3

Unleash the beast within.
Everything you need to win is
with you. You just need to do
it.

[#BeUnstoppable](#)



B E U N S T O P P A B L E

START YOUR
ENGINES



rise.camp.in

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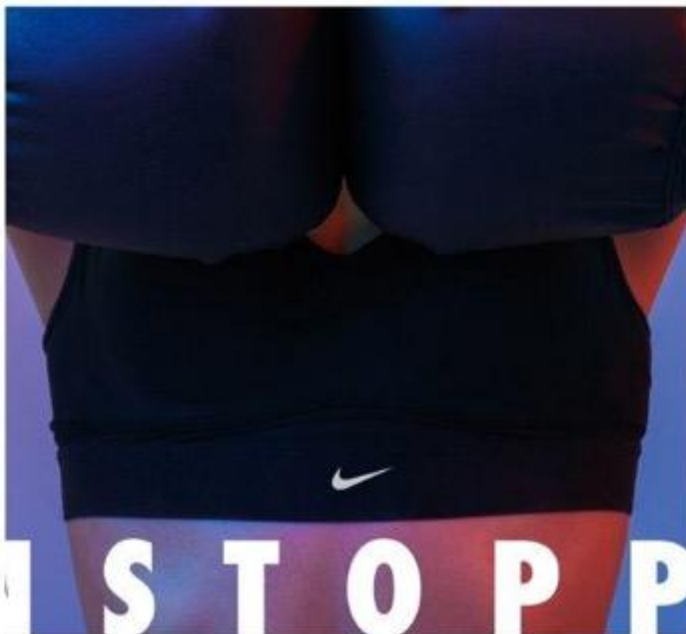
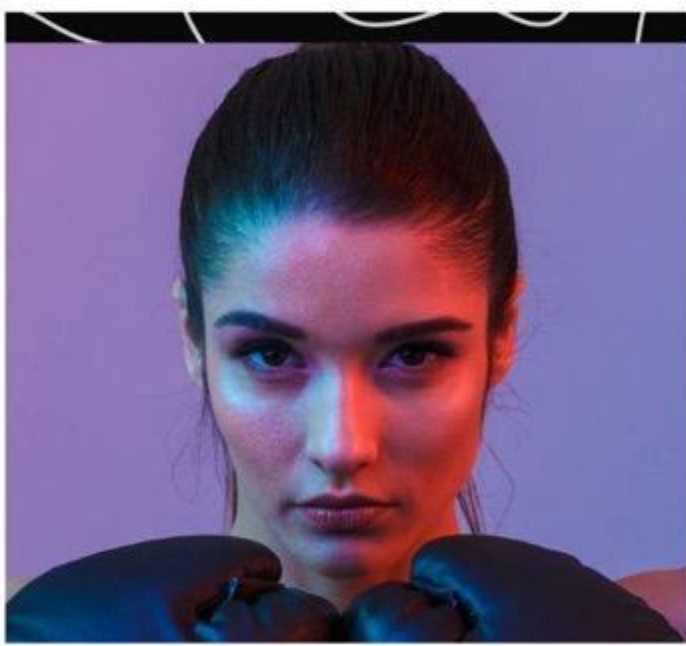
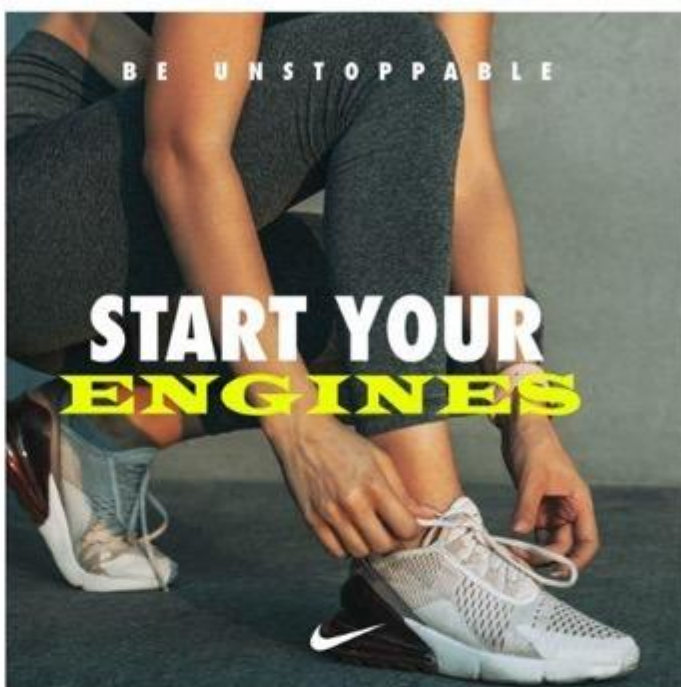
28 following

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.. Nike drop updates 📌

www.nike.com



BE UNSTOPPABLE



Influencer Content





Influencers Categories

Sports Personalities and Athletes

Pop Culture Icons

Budding Artist/Creative Community

Recreational Activity Ambassadors



GET TO KNOW
YOUR OTHER SELF.
YOUR FITTER SELF.

LIVE WITH MILIND
TOMORROW
3.00 PM



[Milind Soman](#) (1M followers)

[Larissa D'sa](#) (628k followers)

[Gauahar Khan](#) (5.6M followers)

[Rohan Joshi](#) (469k followers)

[Bani J](#) (1.4m followers)



List of key Influencers

Established Sports Personalities and Artist -

- Neeraj Chopra
- Sreejesh PR
- Savita Punia
- Manika Batra
- Deepika Kumari

Upcoming Sports Personalities and Artist -

- Diksha Dagar (Golf),
- Jemimah Rodicks (Cricket)
- Lakshaya Sen (Badminton)
- Ventekash Iyer (Cricket)
- Pooja (Shot Put and Discus throw)

Pop Culture Artist-

- Raftaar
- Nazey the Baa
- Jassie Gill

Creative Community-

- Bhuvan Bham
- Mostly Sane
- Rohan Joshi

Recreational Community-

- Yoga
- Pilates
- Zumba
- Skateboarding
- Trekking
- Offbeat Adventure

Influencer Film

The challenge?

It's not about speed.

Or looking good.

It's about one thing and one thing only.

Finding my limit.

And, constantly pushing it.

Until one day, I break it.

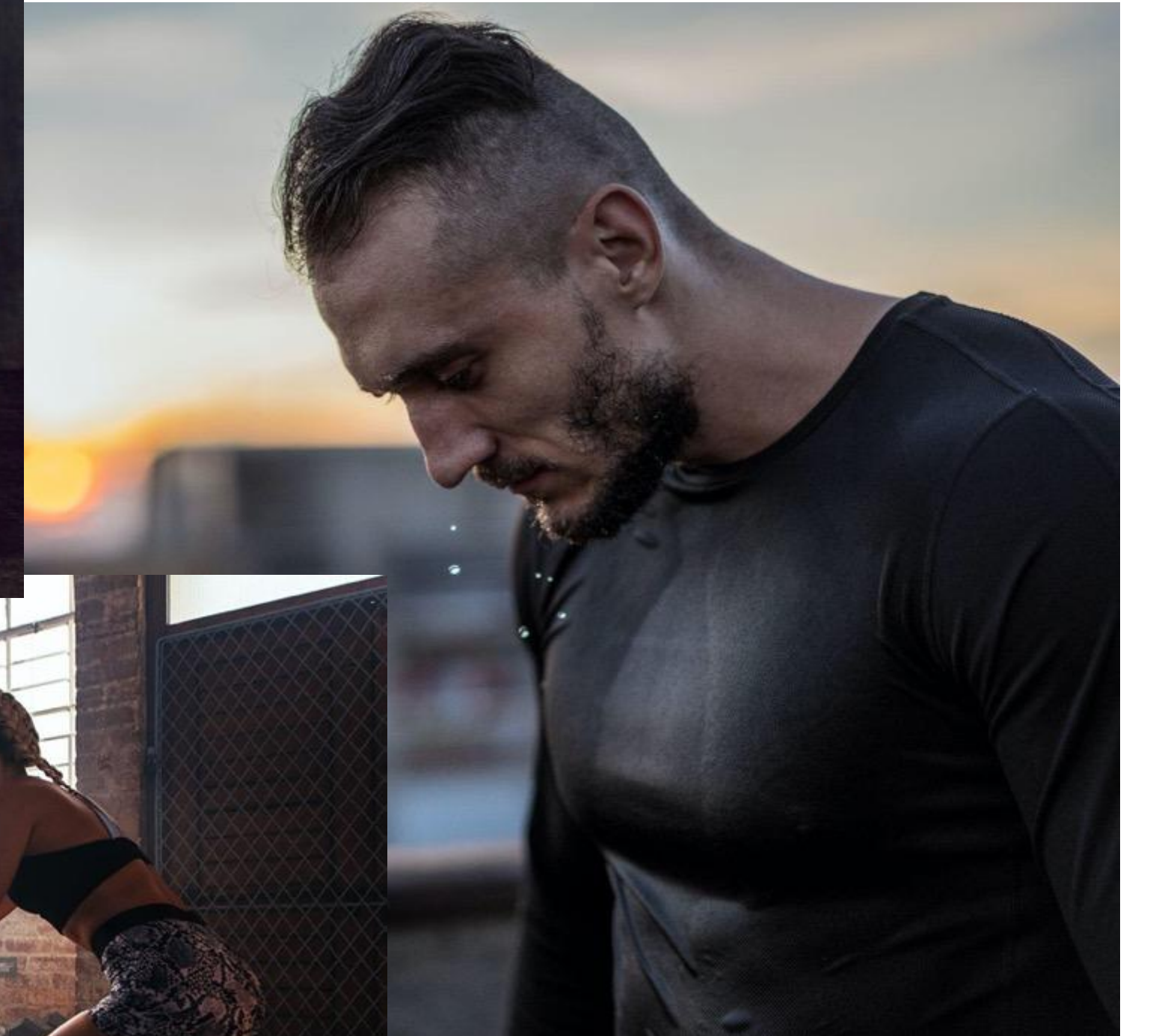
Most people can't do that.

And, most people don't win.

It's time to see how far I can go

Do you think we can ***Be Unstoppable?***

Follow our journey



#UnstoppableMe

Help influencers find their *unstoppable* through

- Diet and nutrition
- Exercise
- Injury rehab, etc.

Record them

- at the gym
- playing sports
- eating
- resting, etc.

Create

- Reels
- YouTube Shorts
- GIFs
- Static posts, etc.

Instagram

Search



banij

Follow



1,422 posts

1.4m followers

682 following

LadyRocknRolla

Artist

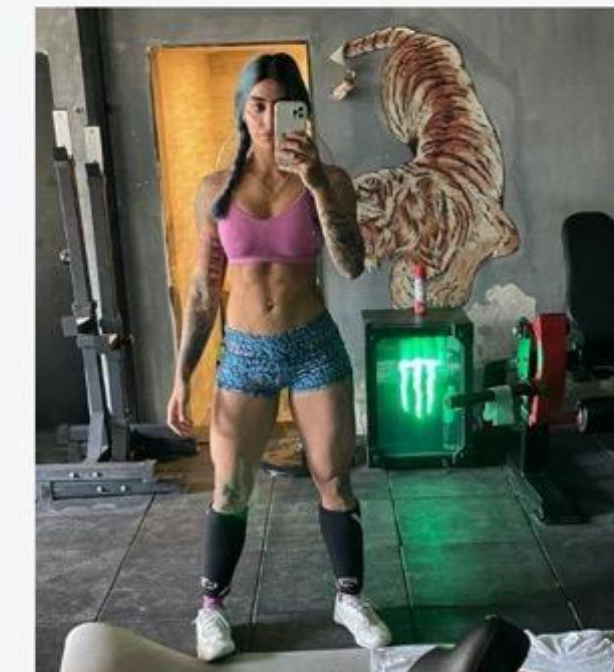
Synonymous w/ MTV India, Four More Shots Pls on Amazon Prime, tattoos, fitness & realness. Podcast Bare by Bani J.

@myprotein IN Ambassador LIFTLIFE

youtube.com/c/BaniJ



[Relishing]





Creating a Community



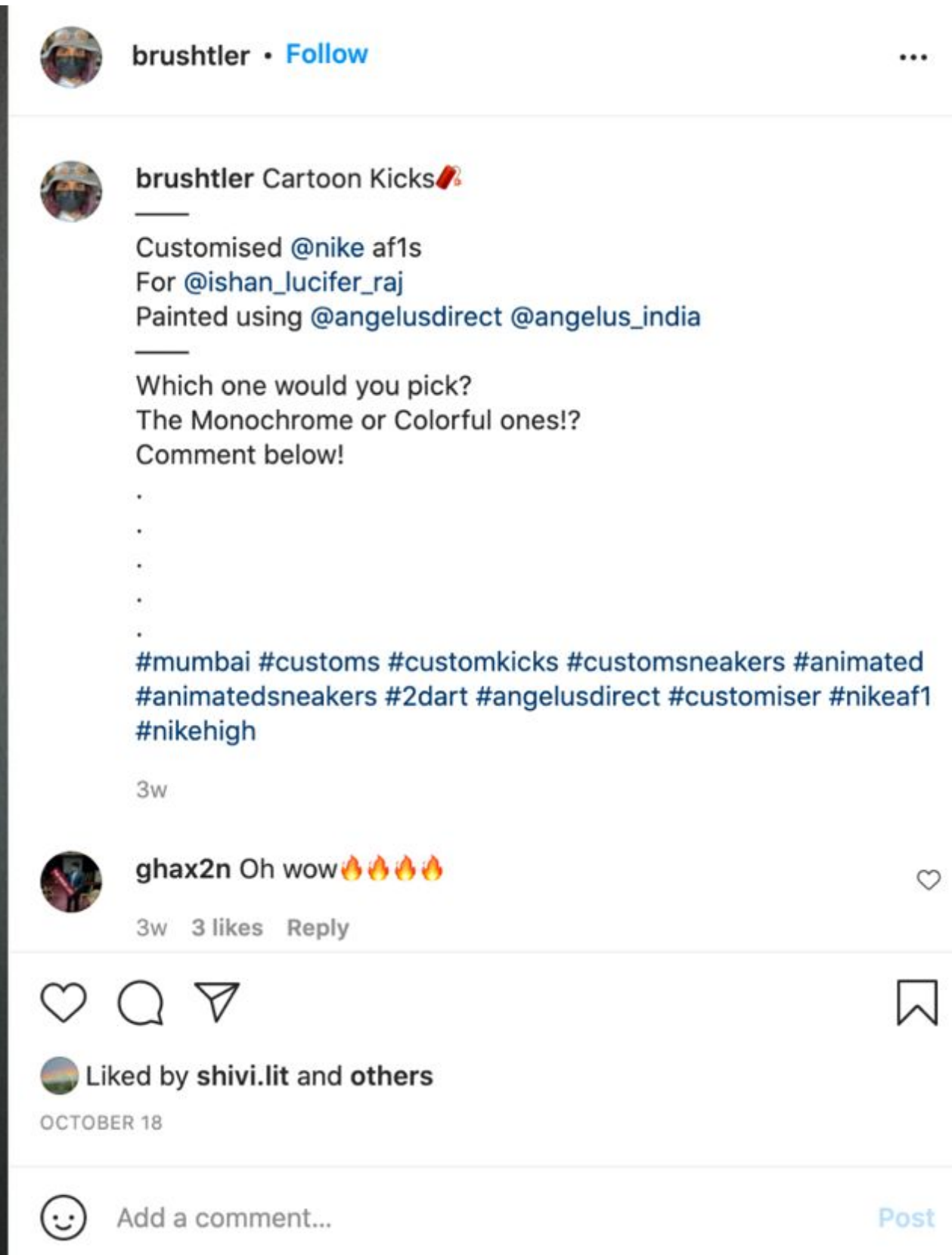
#DesignThe Unstoppable

[@brushtler](#) is an influencer that customises kicks

Tie up with her to customise the latest shoes that are launched

Document her process and once she's done, present them to an upcoming Nike athlete

She announces a contest that asks people to create their own designs and we reward the best designs



#Unstoppable Playlist

Influencers create workout playlists for Nike

We put these out periodically

Ask audience to add their favourites

This way, we create an Unstoppable Playlist on YouTube

@banij has curated our latest cardio playlist. Swipe up to exercise to it.



Work Out with Bollywood
Apple Music Bollywood
UPDATED TODAY

▶ Play

⌘ Shuffle

Make your exercise session a singing, dancing, high-energy production.



Illegal Weapon 2.0 (From "Street...")

Jasmine Sandlas, Garry Sandhu, Tanishk B...



Kar Gayi Chull

Badshah, Amaal Mallik, Fazilpuria, Sukriti K...



O Saki Saki

Neha Kakkar, Tulsi Kumar & B. Praak

What songs will you add to this?

#RunTheWorld Be Unstoppable

Revive Nike Run Club in every metro and provide coaching

Through trainers, talk about how shoes and gear is extremely important, promoting Nike at every turn

For the participants—coaching, merch, and details about their times, pace, etc.

For us—content (own + UGC) for social media



ninjabharucha • Following
Mumbai - A City of Dreams

ninjabharucha The sun always shines when I'm with my @nikewomen ❤️✔️ #tb to the most kickass, memorable @nike commercial and shoot ever 🥰🥰🥰 Miss you beautiful ladies so much! A few more months and I'll see you 🍷🍷🍷🍷🍷🍷 #NRCMumbai #NTCMumbai #justdoit #strongwomen #kickasswomen #swooshlife

109w

jelaiwhite_ Hi dear! Your so Gorgeous and Sexy 😍 I have a perfect offer for you. DM me for more details 📧 Thank you! 🙏

109w Reply

shazacharia WHEN!!!

109w Reply

— View replies (1)



Liked by chulbul_pandaji and 326 others

OCTOBER 1, 2019

Add a comment...

Post



#Engage

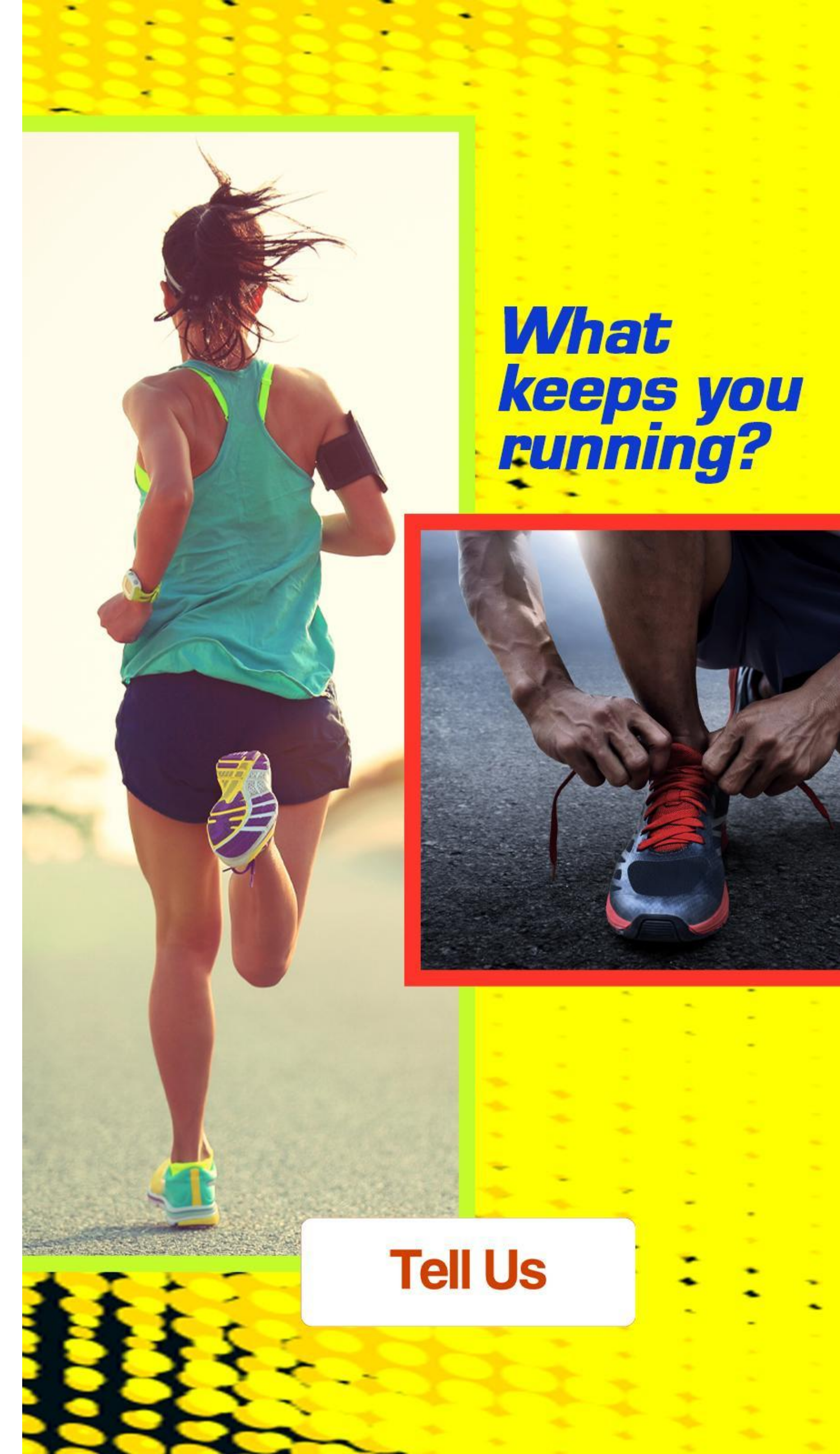
Talk to people through
Instagram stories

Ask questions; examples:

What keeps you running?

What does fast mean to you?

*What are your excuses to not
exercise?*



***What
keeps you
running?***

Tell Us

#Educate

Share videos of quick 10-15 minute exercises (available on the Nike Training App) that people can do when indoors and outdoors.

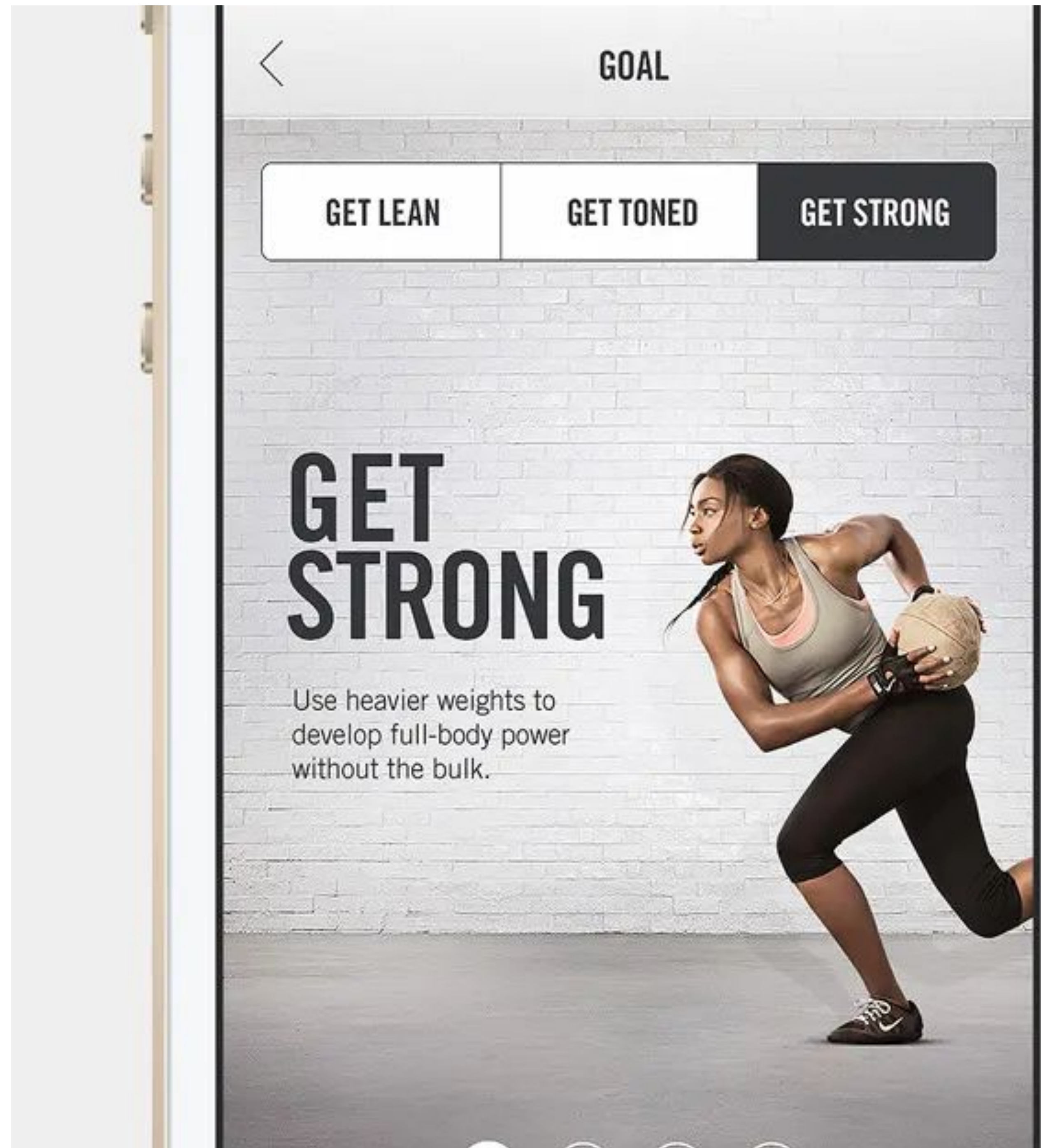
Follow themes like

#WinterWorkoutVibes

#SummerSweat

#UnstoppableInAndOut

(Monsoon workouts)



#Challenge

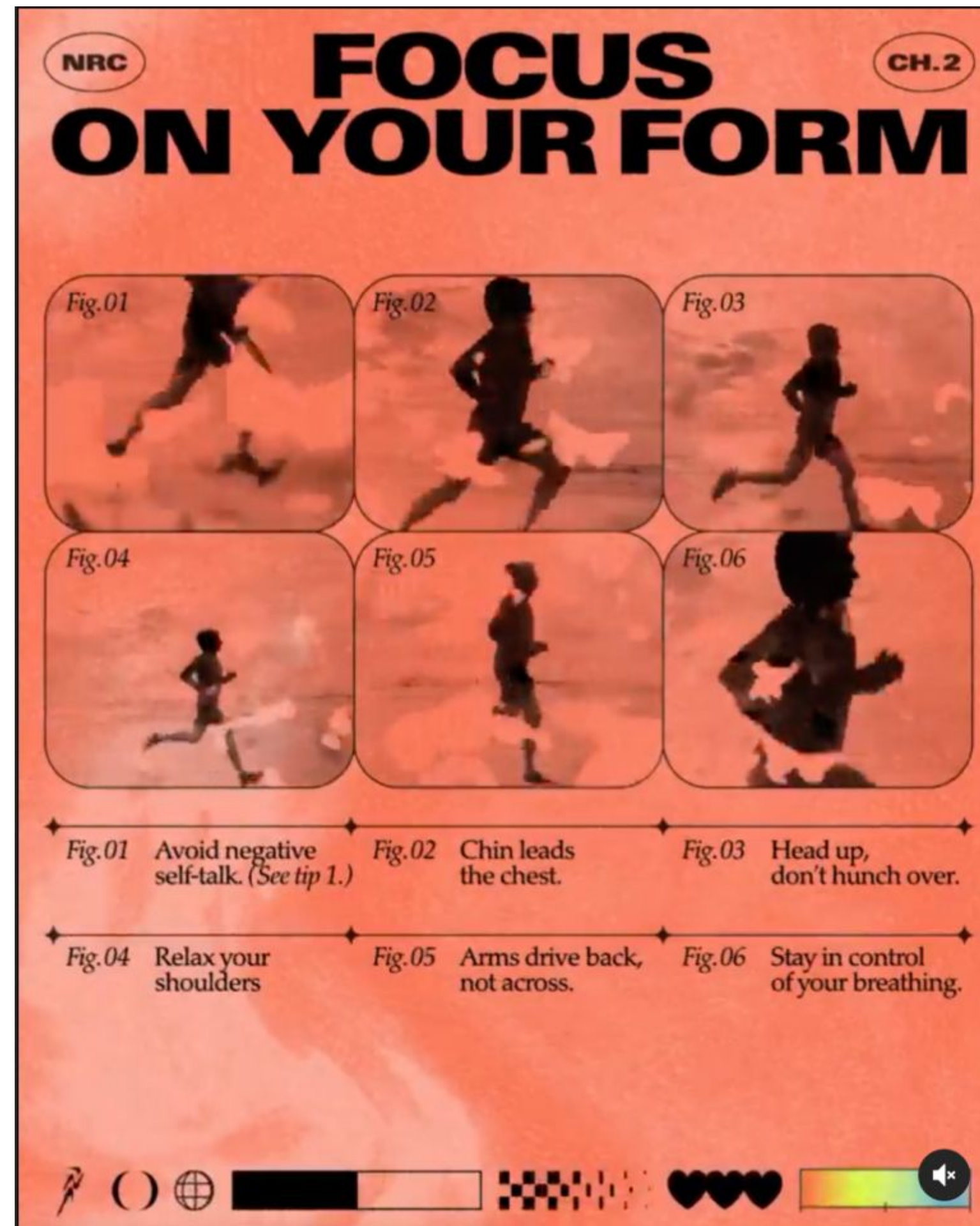
Once we show the right way to do the exercises, start challenging people

51 pushups in 7 Days

15 days to a perfect headstand

10 chin ups in 10 days

Ask people to film their journey and we create a montage from the clips we receive



nikerunning • Follow

nikerunning Stay in control of the run.

Did you know that good running posture can make you a stronger, faster runner?

"If you're leaning too far forward, you're robbing yourself of knee lift," says Nike Run Club Head Coach, [@coachbennett](#). "That knee lift is stride length and power."

7w

coachbennett Make it a habit to just do a little systems check every now and again on your run. Are you supporting yourself like a great teammate? Are you advising yourself like a great coach? Is your chin slightly leading your chest? Are your arms loosely swinging back and forward and not across your body? Are you in control of your breathing? Then... when the systems check is done... smile. You're running and you're running strong. You deserve a smile. Besides, a smile relaxes you. And a relaxed runner is a powerful runner. [#everyrunhasapurpose](#)

7w 443 likes Reply

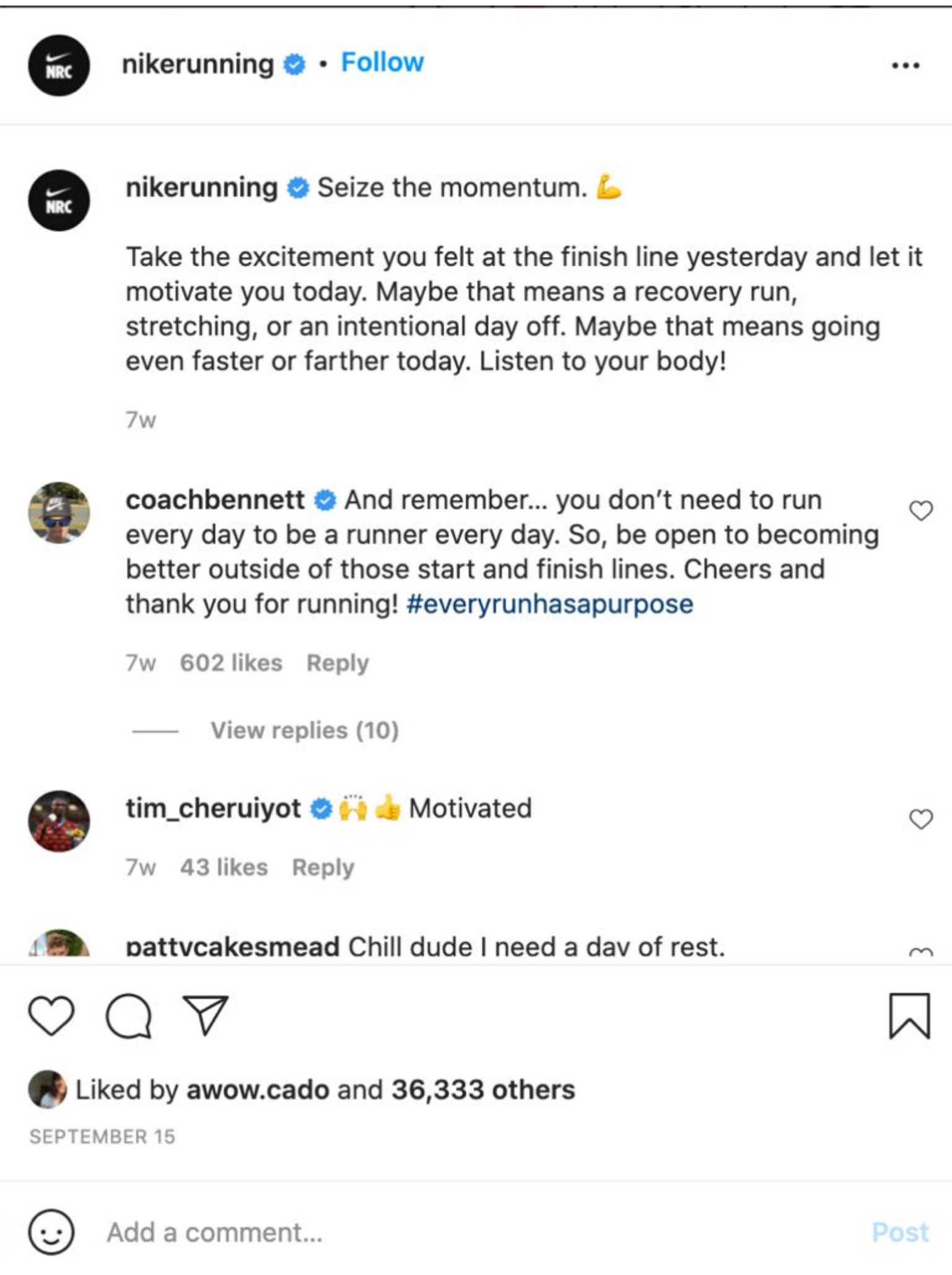
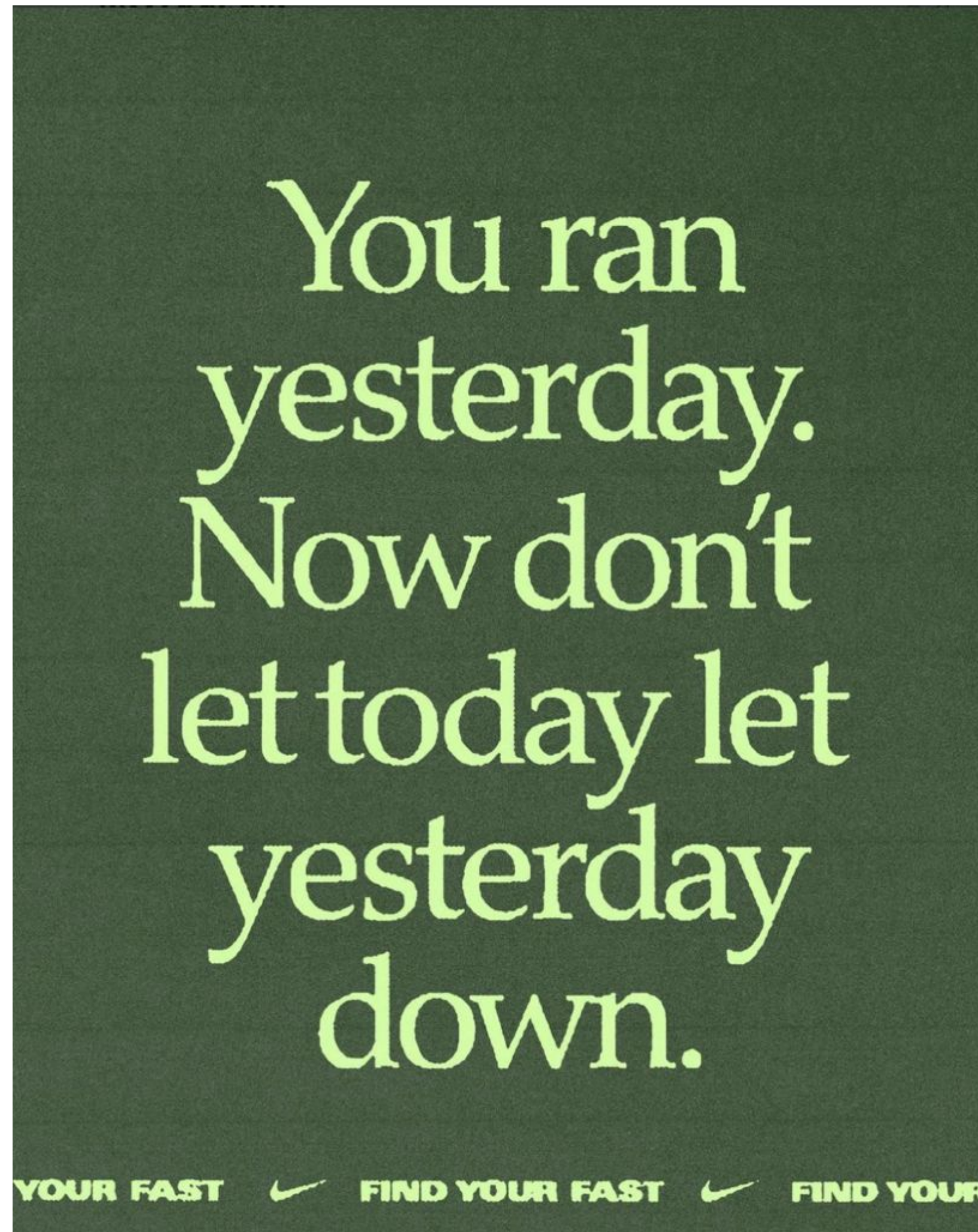
161,620 views
SEPTEMBER 19

Add a comment... Post

#Motivate

It's all about self belief

Repurpose content from [@nikerunning](#) that drives people to get out of bed and workout



#Sustainability

Talk about sustainability

Shows that Nike cares and helps build a connect





Repurposing Global Content



#Unstoppable Stories

15-min mini documentary series on current as well upcoming Nike athletes

Talk about their struggles, their current form, etc.

Also, repurpose global content under this banner



nikerunning • [Follow](#)
Original Audio

nikerunning Fast isn't given. It's learned. And Eliud is here to help.
Stay tuned.
6w

kipchogeeliud I'm here! 📞
6w 813 likes Reply
[View replies \(27\)](#)

tim_cheruiyot Fast isn't given. 🏆
6w 84 likes Reply

koreatown 🔥🔥
6w 31 likes Reply

manirostom 🔥🔥🔥 Jumboooo

Liked by **suraj_ashoka** and **32,310 others**
SEPTEMBER 24

Add a comment... [Post](#)



Social Media Strategy

Content

- Video-first and photo-first approach
- Self-belief and aspirational stories of “Every body” from existing content
- Branded and co-created content on lifestyle, fashion and trends

Community

- Influencers; Comfortable in their own bodies, Pop culture artist, Athletes and recreational activities influencer etc

Commerce

- Content to commerce
- Offers and promotion
- Insta shop- Shop caracousles, E-Commerce Promotions
- Shop Offers and Promotion- Staying-in collection and offers



Platform Strategy





Defining Platform Objective



Instagram

Engagement and Reach



Facebook

**Awareness and Top of Mind
recall**



YouTube

Consideration and Relevance



Instagram Strategy



**Emotive Motivation;
Video First- Content
around self belief**

**Influencer content-
creating and curating**

**Community building with
influencer content on self
believe journey**

**Resharing relevant content from other
Nike Handles such as @nikewoman,
@nikesportswear, @nikerunning,
@niketraining, @nikenyc,
@nikelosangeles, etc**

**How to do content- keep
consumers inspired and
motivated in their
self-belief journey- Q&A,
Post, Polls and short videos**

**Format Innovation-
Carasoules, 3D Post,
Videos, etc**





Facebook Strategy



**Emotive Motivation;
Content arou**

**Influencer content-
creating and curating**

**Exclusive offers and promo
codes for Facebook Fans only**

**Resharing relevant content from other
Nike Handles such as @nikewoman,
@nikesportswear, @nikerunning,
@niketraining, @nikenyc,
@nikelosangeles, etc**

**Format Innovation-
Carasoules, 3D Post,
Videos, etc**

**New range and product
launches and Live Sessions**



YouTube Strategy

Hero

- Localised content to reach a wider audience (viral video or major commercial push)
- Influencer content and post

Hub

- Regularly released videos tailored to customers' passions and interests; Behind the scenes Video, Design explantation, Influencer content, etc
- #AskExperts/
#AskAmbassadors about their journey of self-belief

Hygiene

- 'Always on' videos optimized to address potential consumer interests; How-to videos across different genres which help consumers stay active and moving
- How-to videos with Nike Academy or Nike Football pages



Way Forward



Content Roadmap

	Jan	Feb	March
Hero Campaign		#BeUnstopabble	
Hub	<<Intro to hero campaign>>	#ForTheLoveOfShoes	#LoveEveryBody
Hygiene		#MindfulMondays #WorkOutWednesday	Contests: #WhatsYourFast #NikeHealthChallenge



-
-
-
-

January Campaign



BE UNSTOPPABLE

UNSTOPPABLE
UNSTOPPABLE
UNSTOPPABLE

Rollout

- 1 key visual - grid 2x3

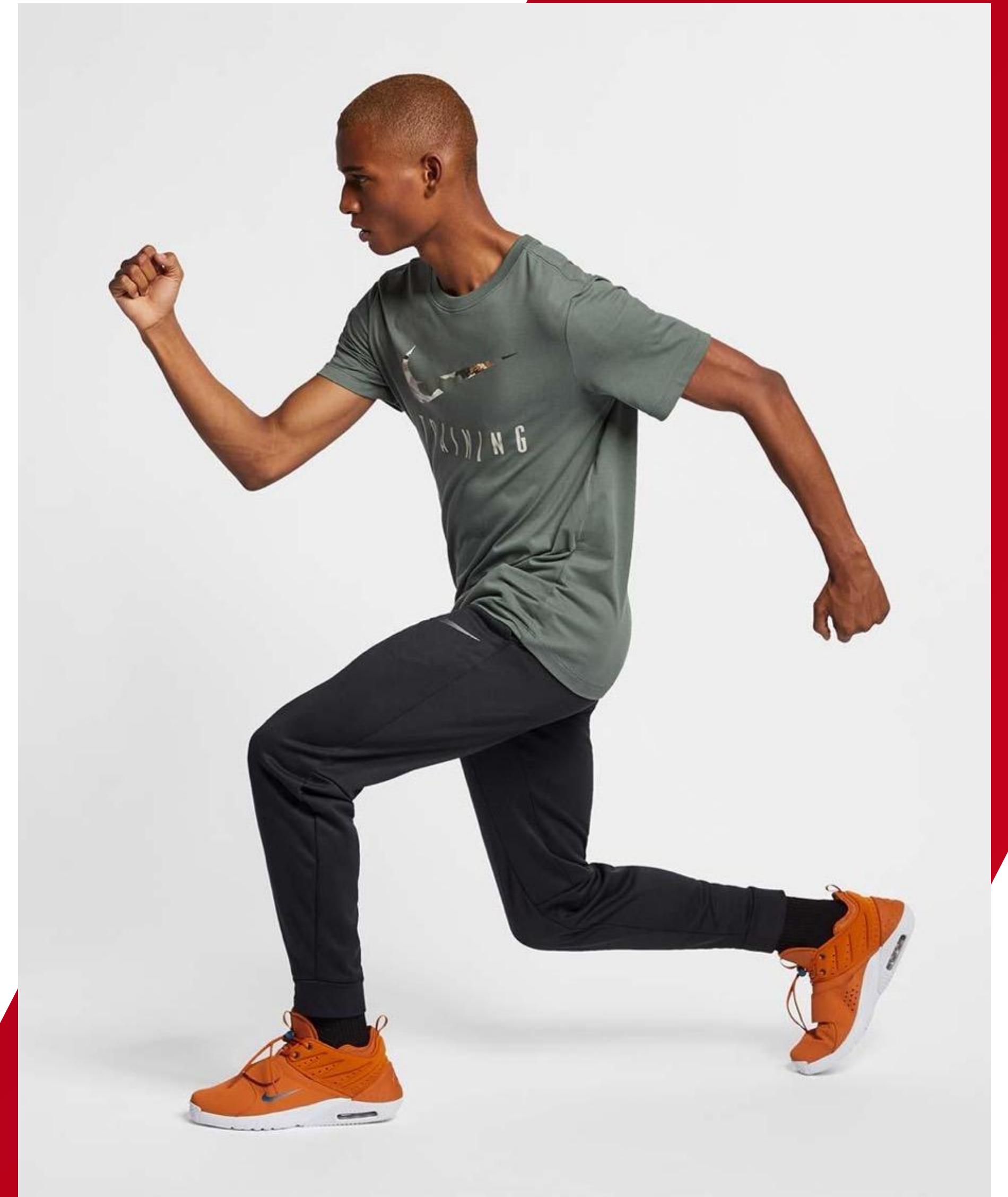
- Product posts / Product explainer posts

- #WhatMakesYouUnstoppable

- #DesignTheUnstoppable

- #UnstoppableCreator

- #UnstoppableRoulette



#WhatMakesYou Unstoppable

- Insta live with fitness influencers—Q: How does one become unstoppable? They then ask the audience the same to call for entries
-
-
- Motivational reposts from global pages



#DesignThe Unstoppable

- Bring out the creator in you and [#DesignTheUnstoppable](#).

- Rules:

- Visit the Nike Phoenix Palladium Store in Mumbai
- Transform yourself into an unstoppable creator by designing your own Nike sneakers
- Tag us in your Instagram posts/stories for a chance to win exciting goodies



#Unstoppable Creator

- Make yourself an [#UnstoppableCreator](#).
- Camp.in gives you an opportunity to become an artist and showcase the art work in any field
- may it be sketch, rap, digital art, photography, etc.

One lucky winner will have the opportunity to show their work to Sonam Kapoor and chat with her live on Instagram.



#Unstoppable Roulette

- A roulette game where numerous workout placards are going too fast throughout the story.
- Placard examples: hold a plank for 30 seconds; hold a headstand for 30 secs, give us 10 pushups in 30 secs, etc.

Task:

- Take a screenshot of any placards and complete the exercise.
- The participant must share a quick video (15-30 seconds) of them completing the workout and share it on their Instagram story, tagging us.
- Lucky followers will win goodies from Camp.in





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February Campaign



CREATIVE LEAP

In the month dedicated to love, we talk to sneakerheads about their love for their favourite object in their wardrobe.

Feb is the month where we talk about...



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#ForTheLoveOfShoes

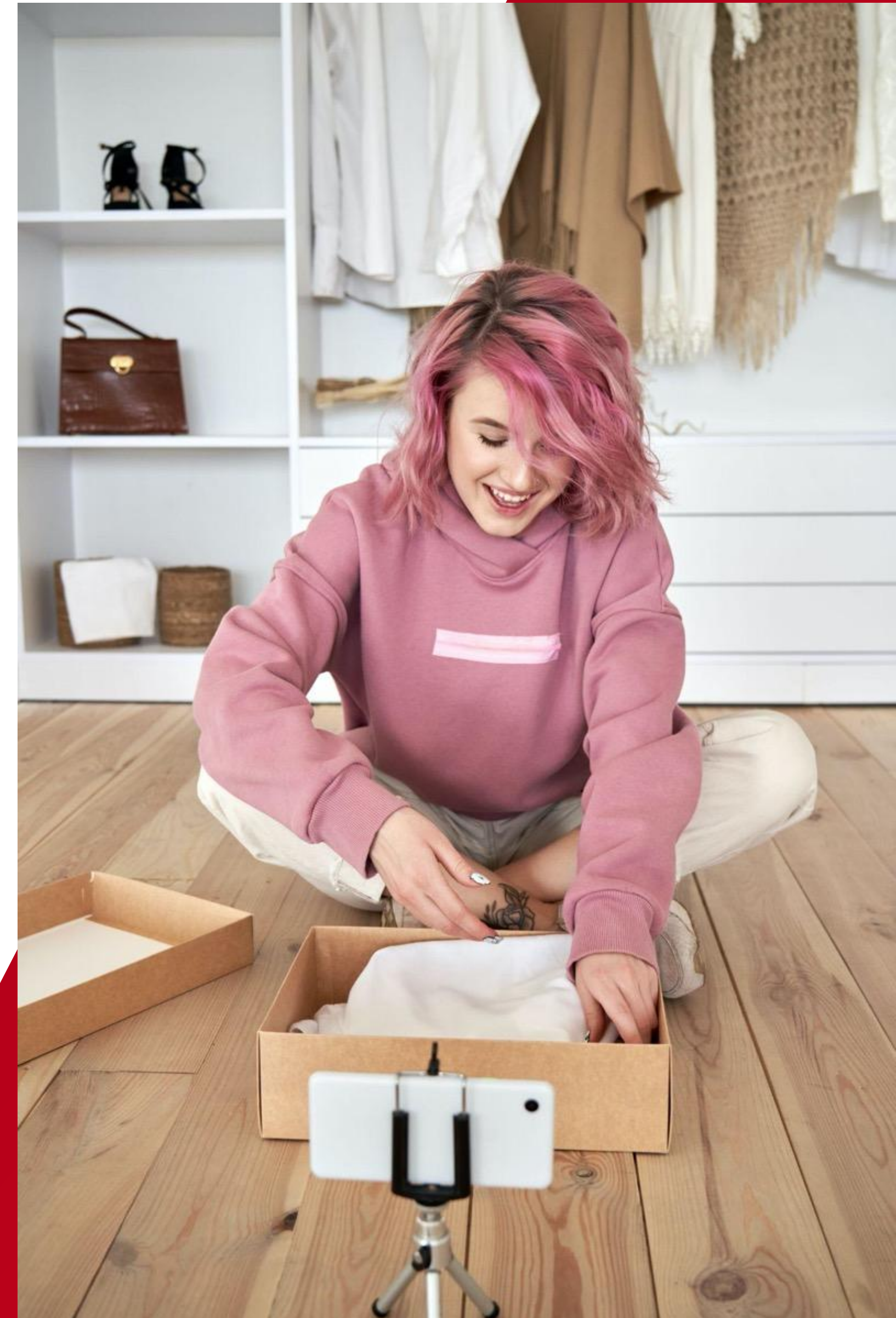
Rollout

#TheSneakerShow

- Give Sonam Kapoor and Anand Ahuja the Camp.in Instagram handle for a live video where they show off their sneaker collection and discuss about them. In addition, they'd discuss what Nike and sneaker culture mean to them.

Extend #TheSneakerShow to host interviews (by someone at Camp.in) with other celeb/influencers:

- The women's hockey captain/team
- Interviewing a sneaker customizer
- Abhishek Bachan (huge NBA + Chelsea fan); Rahul Bose (Rugby and sneakerhead)
- Content creators—[@sherryshroff](#)
- Comics—Rohan Joshi, Kanan Gill, etc.
- Fitness influencers—[@fitwithzareen](#), [@natashanoel001](#)

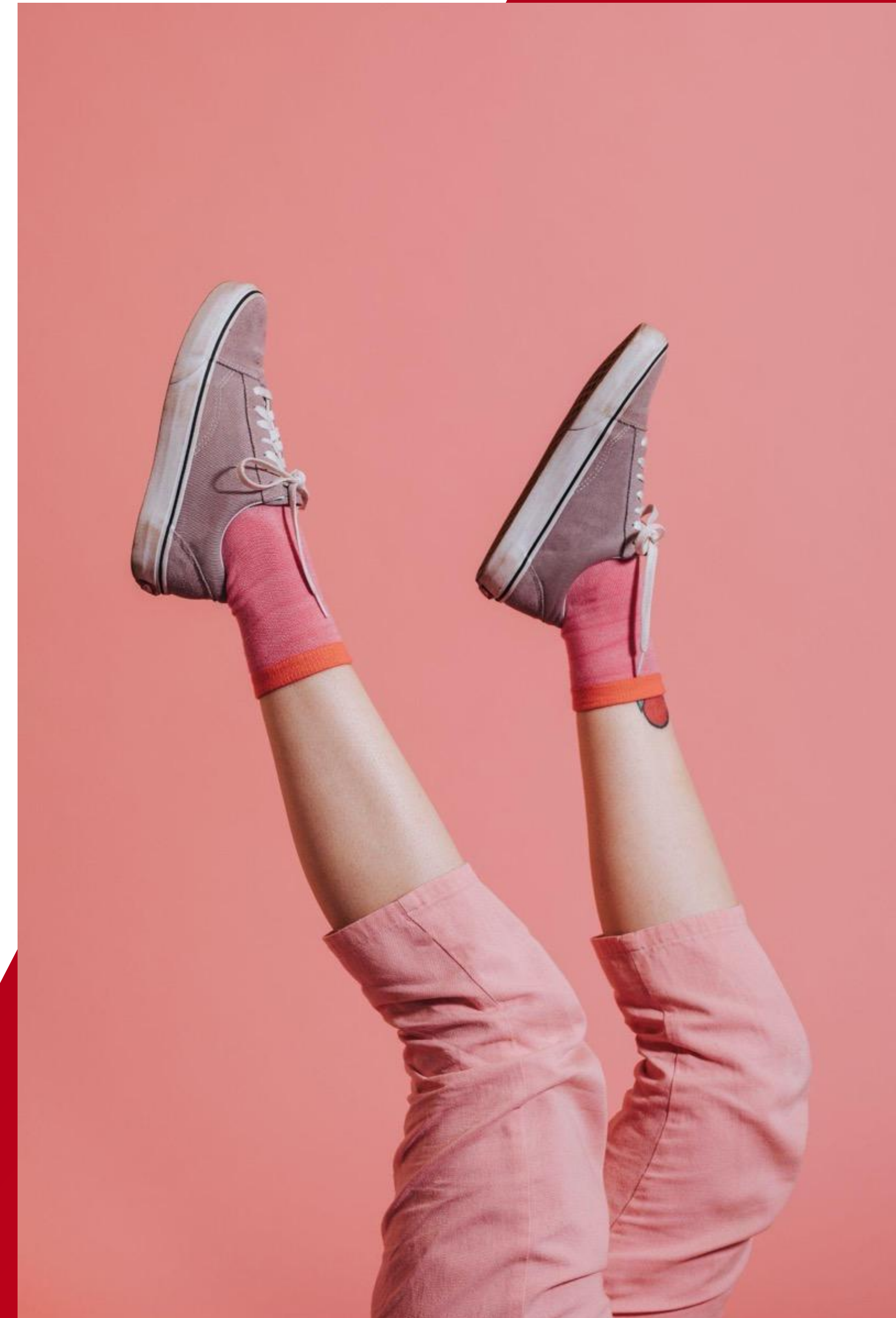


#TheSneakerShow

Caring for your love:

- Demonstrate how to care for your expensive sneakers.
- Give tips and tricks for keeping them clean and neat while also ensuring that they have a long shelf life.

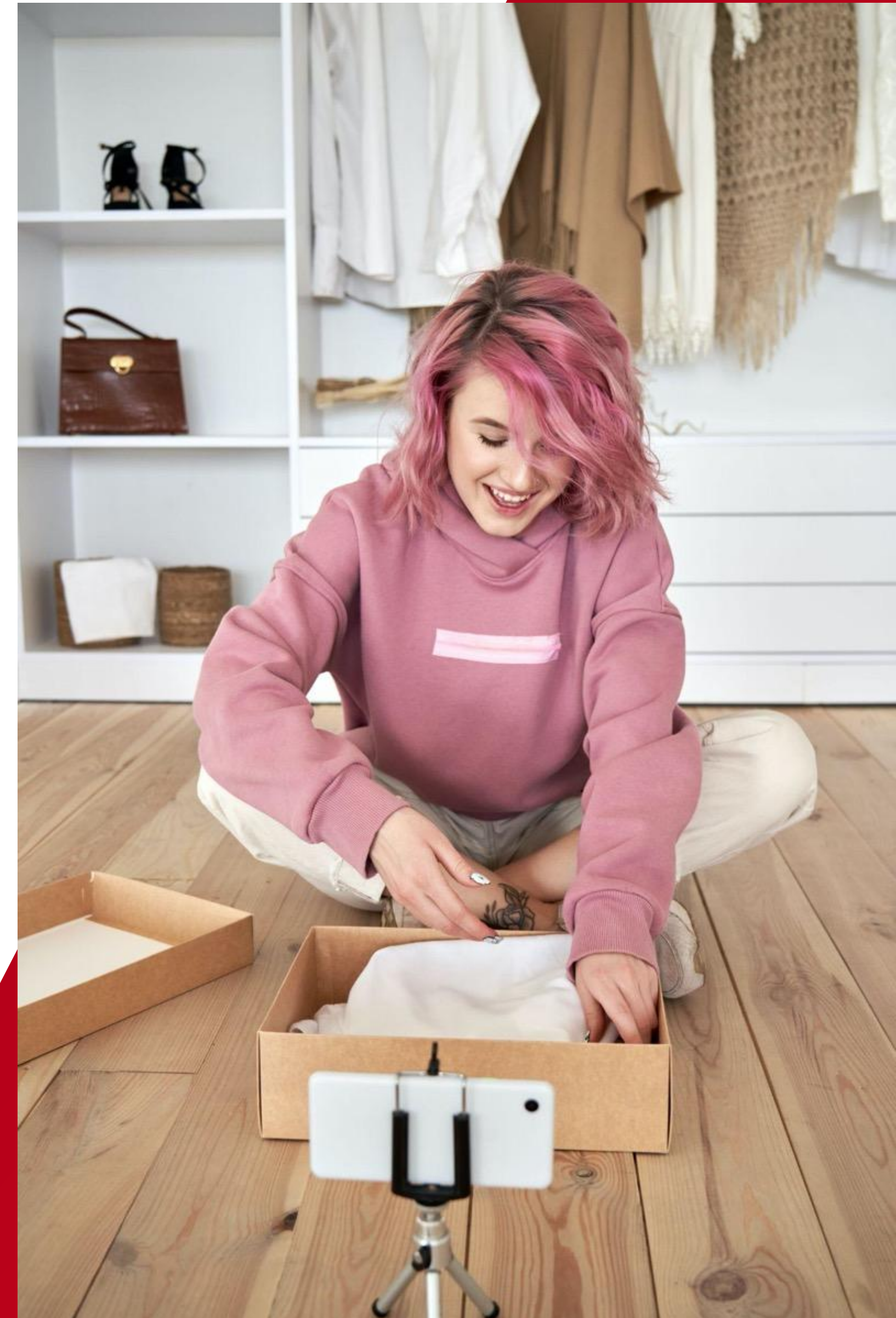
Interviews with shoe designers on their work, sneaker culture, and journey.



Rollout

Reel Ideas

- **What am I wearing?**
 - OOTD, but with a sneaker twist
- **“Tell me you’re sneakerhead, without telling me you’re sneakerhead”**
 - Influencers use a pre-recorded voice and show off their Nike collection
- **#ForTheLoveOfShoes/#CantLiveWithout**
 - Sonam Kapoor & Anand pick their favourite Nikes and then challenge their friends to do the same from their wardrobe





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March Campaign



CREATIVE LEAP

Nike is more than just a fitness apparel and sneaker brand. It symbolises your inner you, your capacity to push past barriers and live life on your own terms.

Society still defines what is and isn't body positive. Let us all promise to achieve a healthy physique rather than an unattainable one this summer with Nike, while simultaneously exuding self-love and self-care.

Don't let others unrealistic perception ruin your body positivity vibe. *Be realistic, be you.*



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#LoveEverybody

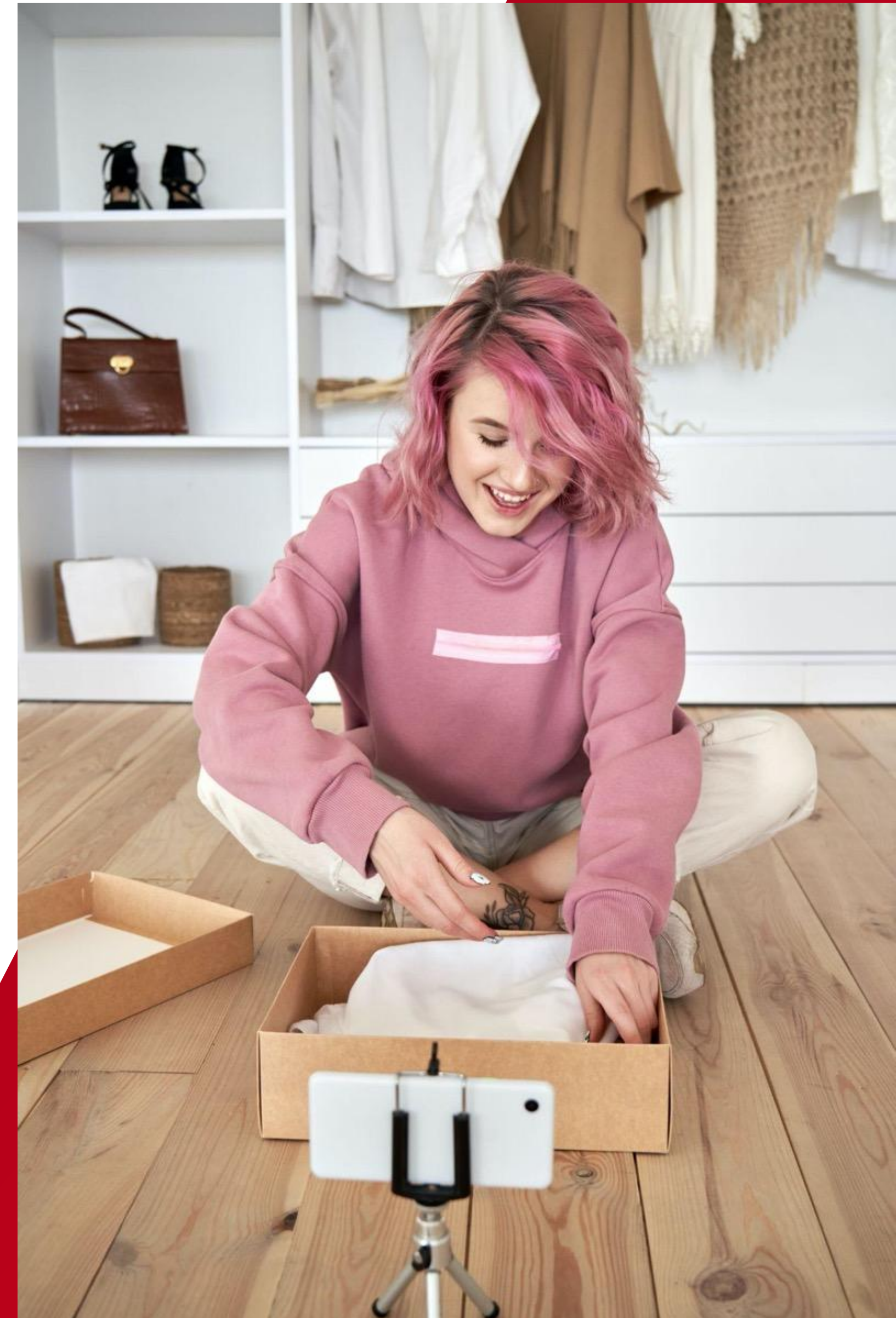
Rollout

Short Film

#LoveEveryBody

Short film about how body positive and inclusive nike with Nike Camp.in

- Go beyond superficial body standards
- Few Plus size models wearing NIKE apparels demonstrating how their personalities align with the NIKE ethos



Rollout

Insta Lives

#LoveEveryBody

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- Go live on instagram with the following influencers and talk about body positivity and their struggles to get there...and what fitness means to them:
- [@stylemeupwithsakshi](#)
 - [@aashna_bhagwani](#)
 - [@tanashaawasthi](#)





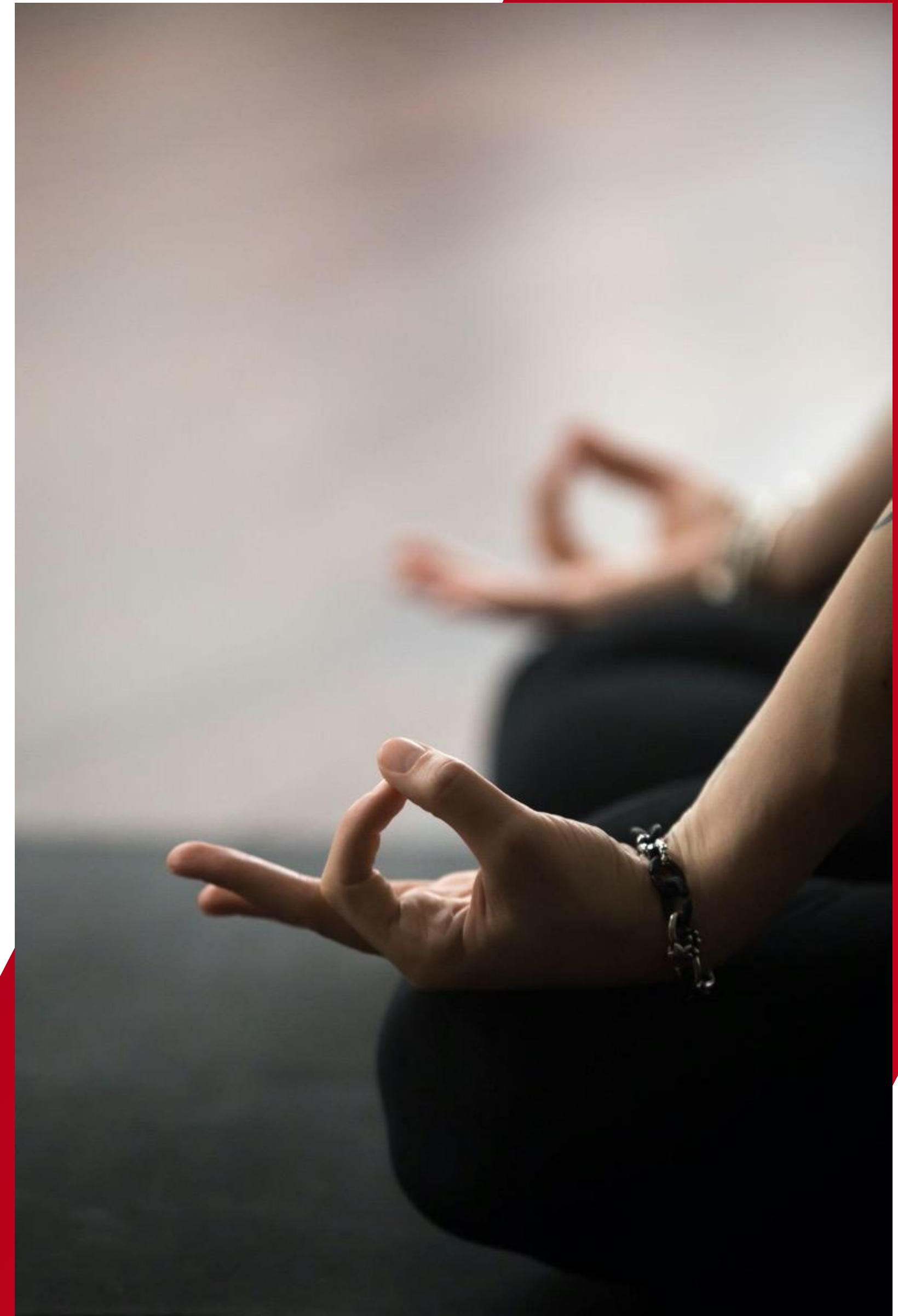
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Hygiene **Content**- All Months

Insta Lives

#MindfulMondays

- No matter how your weekend went, Mondays are always hectic.
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- How about talking to a resident doctor/therapist/life coach who takes you through a few techniques that help you take the rest of the week head on?



#Workout Wednesdays

- Wrong posture?
- Don't know why you need to have a proper running gait?
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And other fitness and running #101s come to your feed every Wednesday—from the proper way to tie your shoelaces to improving your running performance!



#Fitness Fridays

- Stay fit in a holistic way.
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- An eminent nutritionist / doctor go live once a month to explain what's healthy, what's not, how to stay fit in today's hectic schedule, debunk nutrition myths, etc.
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#TheShoeSchool

- You can't bring a knife to a gunfight.
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- Similarly, you can't just wear any shoe to run...or
- play ball. #TheShoeSchool talks everything shoes, especially how to wear, what to wear and when to wear a particular pair.

Every Nike shoe is one-of-a-kind and has its own unique feature; it is also our obligation to educate people about the correct shoe for the right track.





Content Pillars

Play New Stories

Community

Delight



THANK YOU