

Nike Plus

cinemarketing activity

Nike capitalised on the ability to connect direct with moviegoers to launch “Tune Your Run” – the innovative Nike + iPod technology – also known as your personal workout assistant.



The integrated cinema campaign featured the brand ad on-screen, complemented by eye-catching promotional kiosks, equipped with laptops and ipods, installed in highly visible positions in selected cinema foyers. Nike promotional teams, appropriately dressed in branded clothing, were on hand to interact with the cinemagoers, demonstrate how to install the Nike + iPod Personal Workout Assistant and hand out User Guides on request.



The in-foyer kiosks proved extremely popular with cinemagoers who, having been exposed to the on screen ad, were keen to obtain more detailed information from the Nike team and experiment hands-on with the new technology.