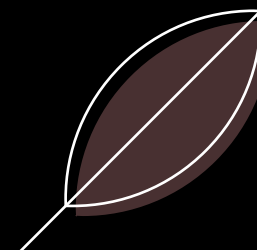


NIKE COURT CLUB

MICHAEL DONAR



ESSAY

Gamification promotes sales and returning customers through a few means. It takes a company and turns it into an interactive experience. Used for fun, memorable and unique experiences. Using gamification is a way to introduce new customers into a company without money or strings attached. With gamification trust can be developed between the company and the new customer. Not only making them into a returning customer but once that enjoys and trusts the company. Applying a community aspect in gamification can help create a new community around the company and encourage the use of friends and others to help create an even larger base of users and returning customers.

CREATIVE BRIEF

Primary Target Market

People who wish to get rewarded for playing sports and are looking for a community to engage with

Short brand statement

Nike Court Club

Get rewarded for your competitive spirit

Overview of goals

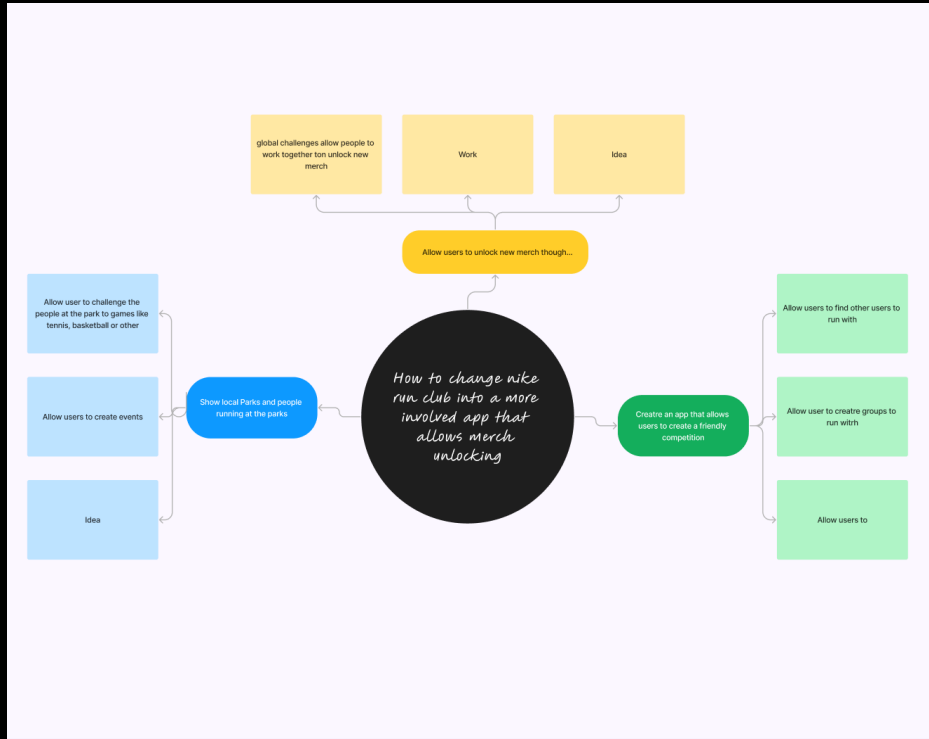
Build an active community of basketball players that engage in fun competition and create games

Overview of goals (cont.)

Using Nike customer base containing a wide amount of basketball players across the states. Allow players the ability to group up, make games and friends. While climbing a leaderboard and gaining points to be used in a reward shop.

Channels the campaign will run on

Twitter, Nike app, Word of mouth, Email

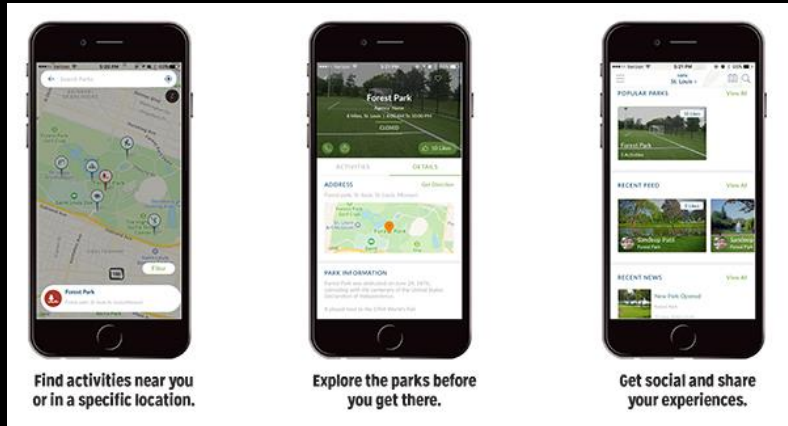
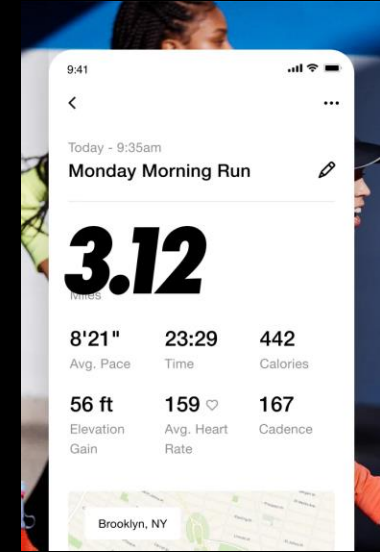
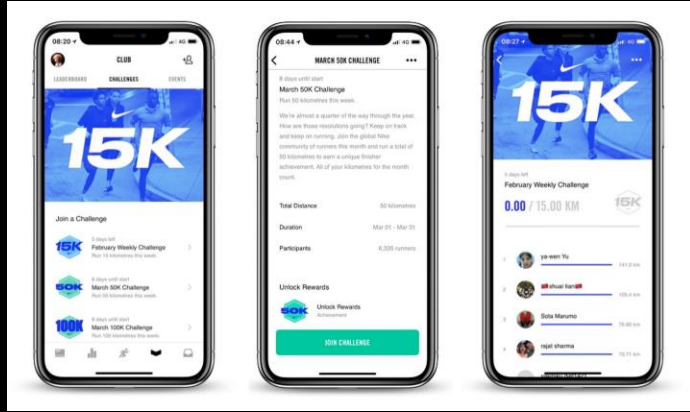


MIND MAP

WHAT IS NIKE

- Active wear company
- Main competitors *Lululemon and Adidas*
- Promotes to all genders and people
- Focus on people active in sports and outside activities
- Sponsors a wide number of sports.
- Known for Airforce one's shoes among other models.

VISUAL RESEARCH



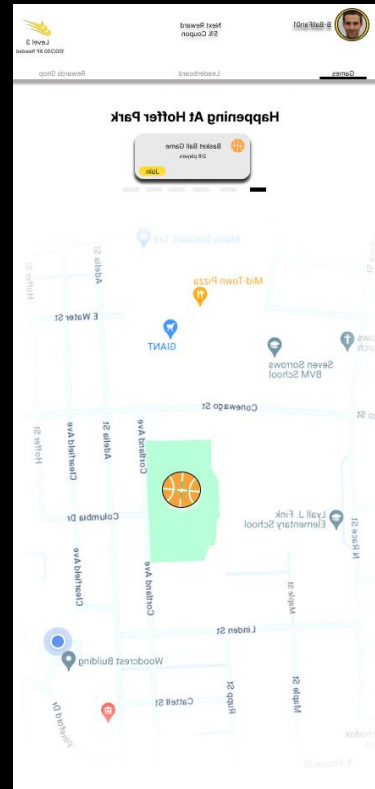
CAMPAIGN
LOGO

NIKE

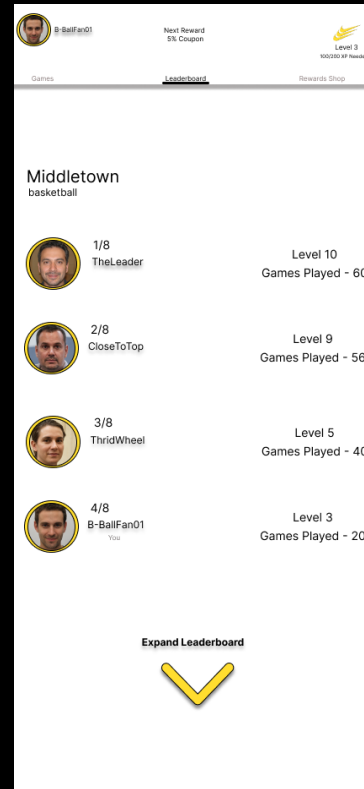


Court Club

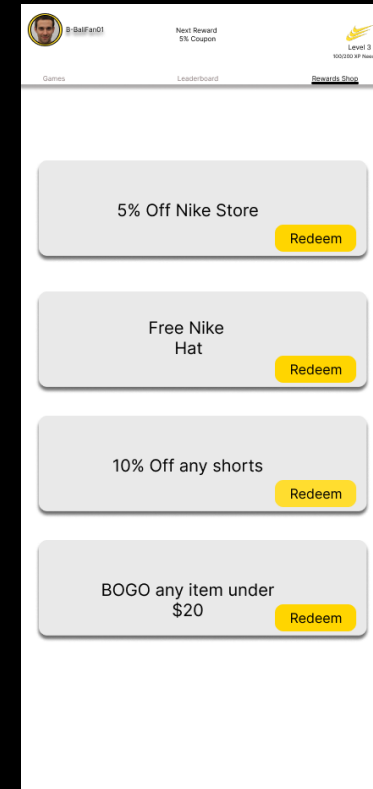
APP SCREENS



Home screen

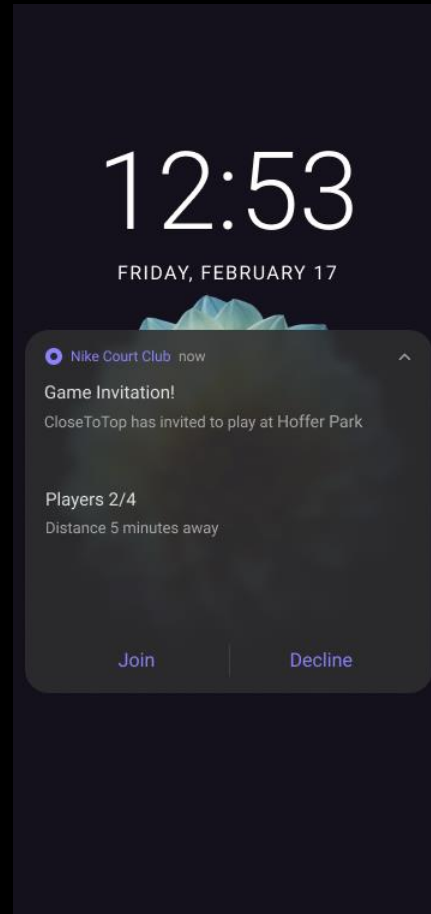


Leaderboards



Rewards

NOTIFICATION



TWITTER AD



Nike Court Club 
@NikeCourtClub

Join and be rewarded for your competitive spirit



1:27PM · Oct 4 2022 · [Twitter for iPhone](#)

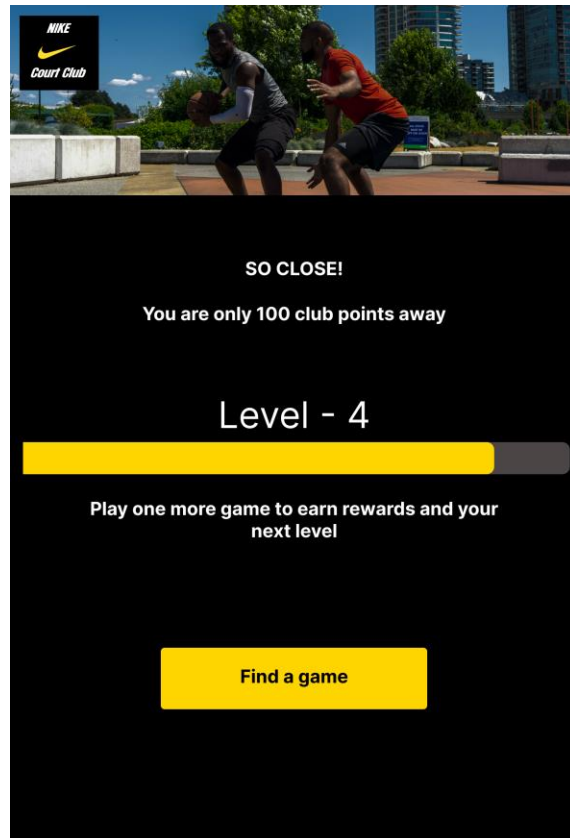
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MAILER

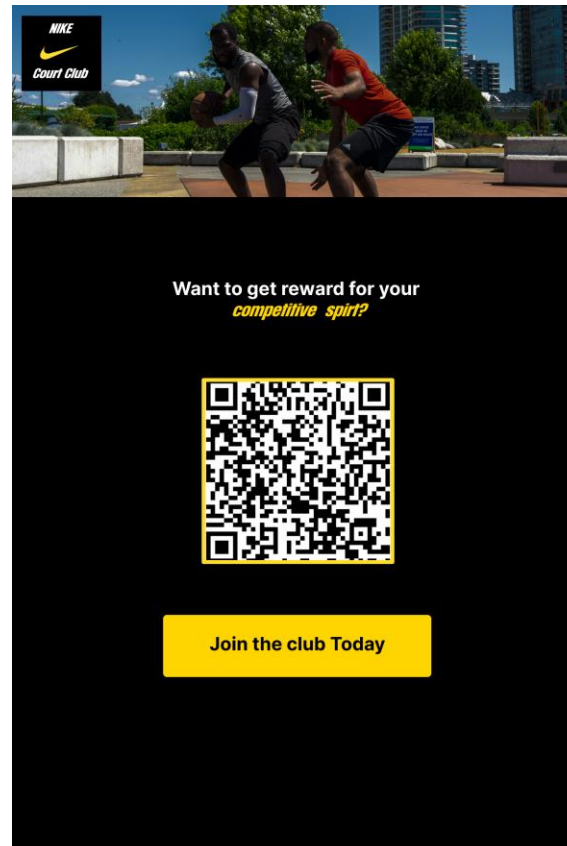
TO BE FOUND IN NIKE SHOE
BOXES



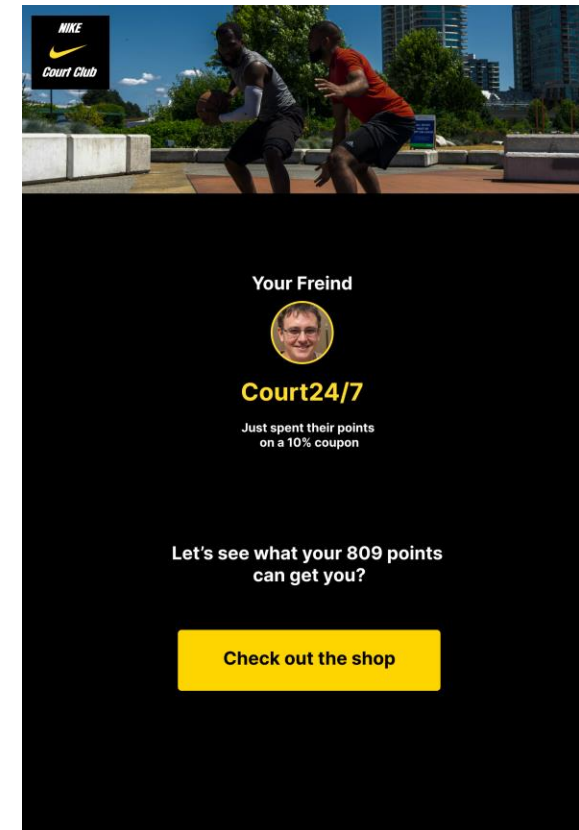
EMAILS



Close to level up



Sign Up Email



Friend Spent Points