STATEMENT OF WORK

# Project: Brand Activation Campaign - Nike Air Max Launch

Client: Nike Inc.

Company: Octagon Sports Marketing

# PROJECT OVERVIEW

Nike is launching the new Air Max 2024 line and requires a comprehensive brand activation campaign to drive awareness and sales across key markets. This project involves experiential marketing, digital content creation, and retail partnerships.

# TERM OF PROJECT

Start Date: March 1, 2024

End Date: June 30, 2024

Duration: 4 months

# SCOPE OF WORK

* • Develop comprehensive brand activation strategy
* • Create experiential marketing events in 5 major cities
* • Produce digital content for social media campaigns
* • Manage retail partnership activations
* • Coordinate influencer partnerships
* • Execute PR and media relations

# DELIVERABLES

* • Brand activation strategy document
* • 5 experiential marketing events
* • 20 pieces of digital content
* • Retail partnership program
* • Influencer campaign execution
* • PR campaign with media coverage
* • Final campaign report with ROI analysis

# PROJECT STAFFING PLAN

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Role | Primary Role | % | Primary Location |
| Christine Franklin | EVP | Global Account Lead | 2% | Norwalk, CT |
| Francesca Minorini | SVP | Sponsorship Strategy | 15% | New York, NY |
| Stephanie Riley | VP | Creative Director | 25% | Los Angeles, CA |
| Genevieve Courtney | Group Dir | Account Director | 40% | Chicago, IL |
| Marcus Johnson | Manager | Project Manager | 60% | Chicago, IL |
| Sarah Chen | Manager | Digital Strategy | 35% | San Francisco, CA |
| David Rodriguez | Manager | Event Production | 50% | Miami, FL |
| Lisa Thompson | Sr Mgr | Content Producer | 45% | Los Angeles, CA |
| James Wilson | Manager | Media Relations | 30% | New York, NY |

# BUDGET ALLOCATION

Total Project Budget: $2,500,000

* • Creative Development: $400,000 (16%)
* • Event Production: $800,000 (32%)
* • Digital Content: $300,000 (12%)
* • Media & PR: $500,000 (20%)
* • Management & Overhead: $500,000 (20%)

# SUCCESS METRICS

* • 10M+ social media impressions
* • 500K+ event attendees
* • 25% increase in brand awareness
* • 15% increase in sales during campaign period
* • 50+ media placements

This SOW represents a completed project with established staffing plan and proven outcomes.