

Hi everyone! Welcome to our midterm presentation! I am Aastha, the co-project manager for this collaboration and it is my pleasure to welcome you all to our midterm.

Before we get started I just wanted to share a little something about this amazing team! We have students from 9 different countries here, that is literally representation from Asia, the Middle East, Europe and the Americas! Besides just the cultural diversity we are also bringing to you the combined talents of 7 different degrees, we have skillsets that vary from luxury brand management, to motion media, to graphic design to fashion marketing and more!

Over the last 4 weeks have been creating concepts for a new visual identity system, to show you its real world applications and to create ideas for brand experiences in the physical and virtual world.

Now, I am going to pass it on to team dream max!

Arsham: Hello everyone we are team activists! I am Arsham, the co-brand manager for this project and I'm pursuing an MFA in Advertising and Branding.

Xavier: Hi everyone, I am Xavier, the photography and videography lead and I'm pursuing a B.F.A in Photography.

Aastha: Hello again, let's get started!

In the last check-in your feedback was for to make sure that our concept tied back to DNA and that we looked at the purpose of NIKE in a more holistic manner, outside of just sustainability.

NEXT SLIDE

So based on your feedback, we realized that not only do brands need to stop hiding in the fine print and stop greenwashing but we also want them to be **NEXT SLIDE**

proactive instead of reactive, we want them to be on the right side of history, We want transparency, and we want accountability. We want them to guarantee us that while we move from the physical space into the metaverse, from in real life experiences to virtual experiences, our future will not be compromised. We will have choices, we will have a say and **next slide**

we will not be suffocated by pollution nor by social injustice. **next slide**

We want you to stand true to yourselves- you have been a team of status quo challengers that fight for equity and are a torchbearer of equality. **next slide**

Your revolution started on the streets, you have acted as catalysts for doing what is right and as we take our next steps, we want you to walk alongside us, to inspire urgent change, and above all **next slide**

we want you to amplify the purpose that forms your DNA. [next slide](#)

The intent of this theme is to not only to benefit the people and planet but also Nike because according to researchers at McKinsey and Pew- 58-70% GenZ consumers are willing to pay a premium for products from brands that embrace causes that THEY identify with. [next slide](#)

We have divided our ideas for experiences under 3 Purposes- People, Planet and Play. These experiences are inspired by Nike's past products that highlight revolutionizing moments, inclusivity, social justice and sustainability. They will exist within the physical and virtual world, and we will be sharing ideas for consumer engagement through episodic content, social media, Nikeland, physical events, the website and apps. [next slide](#)

You and we can be the greatest collaboration and here's how we can make a difference. [next slide](#)

Our first concept is inspired by the community that truly put Nike on the map. But before getting into the details, [next slide](#)

Did you know that museums in The US have dedicated only 7.6 percent of all their exhibitions to the work of African American artists?

We think minorities need more representation so we have come up with- [next slide](#)

Black Art Matters, Social upliftment fund. This experience is dynamic and can be expanded to include Asian Art, Pacific Highlanders Art, Native-American Art, etc. [next slide](#)

For this Experience DNA can collaborate with African American artists to recreate OG silhouettes such as the Jordan, Air Max, Air force 1s, Cortez and the SB Dunks as NFTs. These NFTs can also be created as AR's and mapped onto iconic civil rights streets. These could be viewed through the phone camera, Snapchat, or even on-location oculus. This will symbolize passing the mic back to the people. [next slide](#)

Here is a mood board to visually represent our concept, it will be executed on the streets, surrounded by vibrant graffiti and the og silhouettes could be mapped in the sky as ARs. [next slide](#)

the brand colors will be complimented by the colors from the pan african flag and [Spike Lee's Urban Jungle Gym](#).

In the online world- Nike can consider creating snapchat filters that lets the consumers see the AR sneakers hanging in their room. And you can create Docuseries about all the African American artists involved in the process and what the locations mean to them.

In the Physical world Nike will create a traveling exhibit with physical reiterations of all the NFTs. These can be displayed on iconic civil rights streets. And A % of proceedings can be used to fund minority art galleries and set up further scholarships for minority students studying arts.

[next slide](#)

Moving onto the purpose of planet [next slide](#)

And taking inspiration from NIKE's plant cork pack- Did you know that Cork trees growing in the Mediterranean regions act as a last line of defense against the encroaching desert?

To inspire other brands to help with this cause, Nike could create a Defense Against Desertification Fund called [next slide](#) **It's all about the bark!** [next slide](#)

In this Experience- Cork trees can be added around NIKEland that act as portals to cork rig rooms.

These rooms highlight Plant Cork Pack and NIKE's other sustainability efforts.

Characters also get rare plant cork pack collection finds in these challenges. [next slide](#)

Here is a mood board to visually represent our concept, it will be executed in NIKEland, the characters will be taken to cork rig rooms and there will be holograms of sneakers, this could also be changed into challenges or nike trivia for the characters to earn rare nikeland assets. [next slide](#) and the color palette will be inspired from the plant cork pack dyes.

In the physical space The floors and walls of a few NIKE stores globally are converted to cork soles texture.

Holograms of sneakers can be placed around the stores with qr codes which can be scanned to access cork rig rooms in NIKEland.

This can also be used to create a global treasure hunt to get access to further Limited edition gaming assets.

In this space Nike can also 5 million cork trees to help against the encroaching Sahara desert.

In the social media space, for YouTube: DNA can create Docu-series about DNA's donations and the families involved in the process of harvesting cork and how DNA's donations have helped revive interest and demand.

Tik Tok can house Clips about the chase to find the gateway AR sneakers and codes around the globe.

[next slide](#)

Moving onto the purpose of play Did you know if you donate only 35\$ million a year, you can save the current tiger population from extinction? And only at about 0.07% of Nike's revenue from 2021.

So here is **G.O.A.T.** : an animal Conservation fund: [next slide](#)

The inspiration for this activation was actually the new g's and their perspective of Nike.

They told us that they like to know about the history if its someone cool but they dont care about reading long articles because they find those boring. So here, we have created a new way to introduce this generation to the Nike's greatest athletes through a very unconventional medium.

In this activation pet animal avatars can be created in nikeland in roblox. These can be released in limited packets and gifted by the holograms of Nike's greatest athletes to the characters.

These pets will give superpowers to the characters for example, a tiger pet avatar will give stealth mode in the game of dodge ball, or a black mamba pet avatar will give them super speed in the game of tag in NIKEland. [next slide](#)

Here is a visual representation of what that could look like, of course the pet characters that you are seeing right now are from animal crossing and pokemon! [next slide](#)

The colors for this experience can be taken from the game itself! [next slide](#)

In the physical space- DNA can create and maintain recreational centers where under-privileged communities get access to sports and gaming. And donate funds for animal conservation

Within social media there can be Docu-series on youtube about Nike's efforts and for Tik TOK

A share your NIKEland superpower challenge can be created along with Putting the limelight on GEN Z conservationists like Robert Irwin, their NIKEland animal superpower and their conservation efforts in the real world. [next slide](#)

And Now Arsham will be talking to you about our proposed visual identity:

ARSHAM:

We will be supporting this concept by bringing in big bold visual identity. Our logos take into account that DNA has been a protector of Nike's legacy for the past 50 years and moving forward DNA will be the arbiter of Nike's future commitment to the people, the planet and to play.

Our logos also represent these three purposes that lie within the very core of Nike's DNA and we have used these shapes to highlight the innovation and intentionality that goes behind making every single decision at Nike and DNA. [next slide](#)

Logo

Logo

Logo

Logo

Logo

Logo

We want to remind you that in reality, Bowerman was curious. He was figuring out how to maximize a runner's potential. Your concept is a continuation, you have always been a work in progress and never believed in a finish line. It is time to optimize every **people's** potential to **play** by providing healthy ecosystems and creating enriching communities for **Purpose is in your DNA.**

Thank you!

This can be replicated in multiple NIKE stores globally as a treasure hunt for I