

Case Study Video in Print®

Project: Nike Livestrong Sales Aid

Client: Nike

Brand: Livestrong



U.S. Patent # 5,275,285 & other
U.S. and Worldwide patents pending.

Challenge. The Livestrong brand at Nike needed a unique way to launch its 2010 campaign and motivate its sales team. The Livestrong management wanted a sales support piece that was like none other ever put out in the market. They knew the piece would hold a DVD with the overall strategy for 2010, but could not find the perfect execution. In the past, Livestrong's Marketing Department had used PowerPoint presentations and other typical marketing tools for the sales force but were committed to finding something different and better for 2010.

Solution. Having seen hundreds of standard PowerPoint presentations and brochures, Nike's marketing managers "flipped" when they saw Americhip's new, patented Video-in-Print® technology. Working with Livestrong's creative and marketing people, Americhip's team of product and electronics engineers designed a high-end, casebound book using the iconic gold and black artwork. A Rainbow Black Brilliant paper stock was used for the cover to add a tactile element to the piece.

For the video element, Nike used four different clips to outline the key priorities for 2010. Most importantly, Nike filmed a video message from Lance himself—high atop a Colorado mountain—extolling the success of the Livestrong movement (\$80 million raised to fight cancer) and motivating the team to work hard and live strong. The book also includes video clips highlighting product strategy, marketing strategy and special bonus features.

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