

CASE STUDY



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Challenge **NIKE FREE**

BE A FORCE
OF NATURE

NIKE FREE
3.0 FLYKNIT

NIKE FREE
4.0 FLYKNIT

NIKE FREE
5.0

WOMEN



MEN



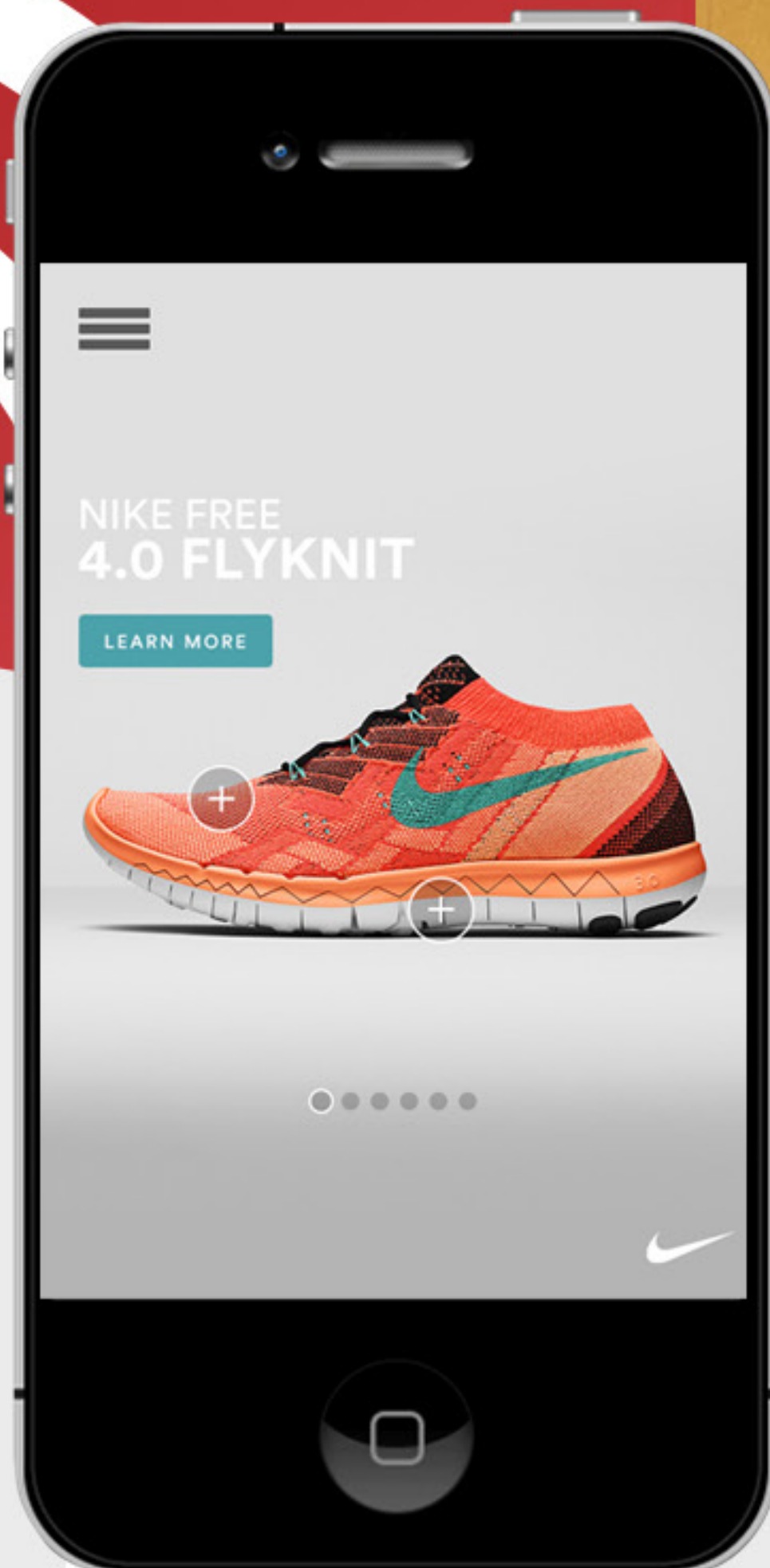
To launch the new line of **sneakers Free**, Nike need it to combine video, plus a showcase of its technology in over 10 countries on a very tight deadline.



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Solution



We proposed a **Social Rich Media piece, built in html5 responsive**, functioning both in Desktop as Mobile (cross-screen), intuitive navigation was thought to show the 6 models of sneakers , along with a video teaser campaign ... all in just two weeks of work.



VIEW DEMO



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Features



+ **50k** views



22,3% CTR



47% interaction rate



19% video completion



6 languages



7 Countries



Production 2 weeks



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