



Nike Soccer 2014 World Cup
Public Relations and Advertising Campaign

My public relations campaign was for Nike, I designed an international youth soccer tournament called Anyone's Game. The advertising campaign was also for Nike. I redesigned their new Magista cleat and made them into national team versions for a Drenched In Pride line. For my social media blowout these two campaigns will be tied together in a way. The kids who made it to the final round in Brazil will be receiving free Nike gear, including the Drenched In Pride Magistas for their own countries. The Drenched In Pride Magista will also be tied in since the Nike professional players will be mentoring the youths who qualified from their respective countries.

FACT SHEET SAMPLE

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Beaverton, OR, 97005
1-503-671-6453**

Fact Sheet

FOR IMMEDIATE RELEASE
Nov. 30, 2012

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Nike announces global “Anyone’s Game ” U-18 Soccer Tournament

Leading up to 2014 World Cup in Rio de Janeiro

- What:** Nike Soccer today announced the launch of its “Anyone’s Game” 3v3 soccer tournament in over 45 countries. In the 756 cities with a NikeTown, boys and girls under the age of 18 may enter the tournament in teams of three. Winning teams in each city will advance to a regional phase of the tournament, and then the 18 regional winners will advance to a final stage to be held during the World Cup in Rio de Janeiro. Nike will provide room and board in Brazil for all 54 teens.
- Who:** Nike Inc. is the world’s leading innovator in athletic footwear, apparel, equipment, and accessories. To decide whom to include in the tournament, Nike Soccer took global surveys from youth team players and parents. NikeTown cities were chosen as the primary stage location since Nike staff will already be on hand.
- How:** To enter, contestants must visit Nikesoccer.com/anyonesgame and submit their team information. Verification of age and citizenship in the form of licenses, passports or birth certificates will be required on game day.
- When:** The tournament is scheduled to begin Monday, January 7, 2013. The regional phases will start on March 29, 2013, and winners of the respective regional stages will be flown to Rio de Janeiro on June 6, 2014.

Why:

“Soccer really is anyone’s game. You see pick-up games and there are people from all walks of life playing. It’s nice that Nike stands behind their belief that anyone can be an athlete. Giving these kids a once in a lifetime chance to play on an international stage could be the big break they need.”

—Jack Wilshere, English National Team Player,
Nike F.C. Athlete, and Anyone’s Game mentor

NEWS RELEASE SAMPLE



News Release

FOR IMMEDIATE RELEASE
Jan. 7, 2013

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Nike Launches “Anyone’s Game” Campaign in 45 Countries *Athletic giant aims to grow soccer globally*

BEAVERTON, Ore.— Nike Soccer today kicked off “Anyone’s Game,” a new co-ed Under-18, 3v3 tournament that will take place over the next year in more than 45 countries. This begins Nike’s effort to help grow the sport globally and allow up-and-coming footballers the opportunity to perform on an international stage.

The contest's main event and final destination is the World Cup in Rio de Janeiro where the 18 winning trios from each of the six regions will compete against each other in their own World Cup. Professionally sponsored Nike F.C. players from each country represented in the regional stage of the contest will mentor their trio of countrymen and help prepare them for the ultimate stage of the tournament.

“I’m happy that Nike is giving me a opportunity be a part of something so big. Mentoring these three kids from Leeds is going to be a lot of fun,” said Arsenal F.C. player Jack Wilshere, who will be representing England in the 2014 World Cup “Soccer really is anyone’s game. You see pick-up games and there are people from all walks of life playing. It’s nice that Nike stands behind their belief that anyone can be an athlete.”

The Nike “Anyone’s Game” 3v3 tournament will begin with qualifying games in all 756 cities with NikeTown stores. From there, the winning teams from each city will compete to become the national champion, and eventually regional champions. Nike will fly the winning trios from each of the six regions to Brazil. Europe will have seven trios progress, Africa and Asia will each have three trios progress, each American continent will have two trios and the Oceania region will have one.

In order to sign up for the tournament players must be between 15 and 18 years old (U18) and have never played for a youth national team or professional youth club. Identification will be required on game day in the form drivers licenses, birth certificates, or passports. There will be no separate boys and girls divisions. Teams will be allowed to form on their own and can be all boys, all girls, or co-ed. Regardless of the gender make-up of the teams, they will all compete against each other on a level playing field.

“We are extremely excited to give these kids the possibility to show the world what they’ve got,” said John Slusher, EVP of Nike Global Sports Marketing. “The key for us was to ensure that individuals who had never played for a youth national team or a professional club team youth program be given a shot. This is an important opportunity for Nike Soccer to develop the game and to allow the future stars of the sport try out our cutting edge equipment.”

Nike will also provide room and board, and outfit them with state of the art equipment, including the revolutionary Magista boot—an innovative new cleat for its elite athletes. Incredibly light with a sock-like fit thanks to its Dynamic Fit Collar, it is the first of its kind. The Flyknit upper provides closer ball feel and improved touch without compromising protection for the top of the foot. Currently only offered in select colors, there will be national team editions of the Magista designed specifically for Nike athletes competing in the World Cup.

About Nike

NIKE, Inc. based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned Nike subsidiaries include Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Umbro Ltd., a leading United Kingdom-based global football (soccer) brand; and Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories. For more information, visit www.nikebiz.com.

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FEATURE STORY SAMPLE



Feature Story

FOR IMMEDIATE RELEASE
July 7, 2013

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They'll Get By With A Little Help From Their Friend

Cristiano Ronaldo helps to guide three of his young countrymen through Nike's international youth tournament, "Anyone's Game."

The sun has barely risen and 16-year-old Rafael Barbosa has just finished his paper route along the streets of Setúbal, Portugal – former fishing city just 25 miles south of Lisbon. He is out of breath a little sweaty. But he cannot be late for his meeting today; it may be the most important one of his life. He is going to meet the man on whom Portugal's World Cup hopes rest.

At the precisely the same moment on the tiny Portuguese island of Madiera, Real Madrid star and Portuguese national team captain, Cristiano Ronaldo, is rolling out of bed. He too cannot afford to be late; he has a flight to catch. In three hours he is meeting the trio of young countrymen on whom the eyes of the nation rest. These three came from nothing and hope to achieve glory. It's up to Ronaldo to help get them there.

On the surface, Setúbal looks like a picturesque place to live – the ocean is never far and the tourism industry keeps most of the streets clean. But there is a seedy underbelly to this town, for no city is as good as it looks initially. The families living in the suburbs are in low-income housing, and despite being second to Lisbon in terms of criminal activity, Setúbal is the location where acts such as murder, kidnapping and rape are most prevalent in Portugal.

This is why Barbosa and his teammates Ruben Neves (age 17) and Ines Silva (age 15) have worked harder than most to come to this point. Seven months ago Barbosa heard that Nike was hosting a small-sided 3v3 soccer tournament in Lisbon, with the winner of the city progressing to a regional phase that would take place in Barcelona, Spain. With thousands of teams from over 45 countries competing in cities across the world for a shot at the "Anyone's Game" title, there was very little room for error. He called Neves and

Silva, his childhood friends and two of the best footballers he knew, and asked if they would play with him in the tournament.

That is when the whirlwind began. In January, after having fought hard to best their competition after two days of intense soccer in Lisbon, Barbosa, Neves and Silva, advanced to the regional stage. In March the trio and their parents made the nearly 11-hour drive to Madrid, where the group made it to the final and played the game of their life, beating the team from Madrid 5-2.

“I’m just so proud of them,” said Catarina Barbosa. “There is so much pressure to join gangs, so many chances for violence to happen. But then they found this tournament and this opportunity. It can change their lives. It already has. We could not even afford to buy them regular shoes, and now Nike has given them everything they could ever need.”

Not one of the three teens has ever been enrolled in a club team. Their families simply could not afford to pay for them to play, much less all the equipment that soccer requires. Instead, they occupied themselves after school by playing in pick-up games around town against other kids. It was the easiest way to stay out of trouble.

All of that pick-up has paid off in a big way. Upon winning a regional title in the “Anyone’s Game” tournament, Barbosa, Neves and Silva, were given flights to Rio de Janeiro to compete against 18 other trios in the final stage of the tournament and to watch the World Cup in person. The days of not having cleats or equipment are long gone for these young people. Nike also gave them all the cutting edge gear a soccer-loving kid could hope for, including their brand new Magista cleat.

But most importantly, Nike gave them Cristiano Ronaldo. Ronaldo will mentor the teens until May of 2014, in person, by phone and over email. They have already been in contact with since March, and Ronaldo has been more than helpful even while juggling his own professional commitments to Real Madrid and Portugal.

“I am very eager to start helping these kids in person,” said Ronaldo. “Our two boys are very talented, but I am more impressed with Ines. She has some skill that the guys do not. And that is why this tournament is important. Nike is finding hidden talent all around the world.”

BLOG SAMPLE

Cristiano Ronaldo Guest Blog



Cristiano Ronaldo-Nike Guest Blog

1/31/14

A New Year With New Goals

It has been a busy month for me, but an exciting one as well. I started the year in Zurich, Switzerland where I won the Ballon d'Or, one of the highest honors a footballer can hope to achieve (aside from the World Cup of course). I was more emotional than I thought I would be, Eusébio's passing made winning this trophy much more meaningful to me as a Portuguese player. I know that he was smiling down on me and I hope to make him proud this summer.

My Real Madrid teammates and I are getting ready to play in the UEFA Champion's League tournament and in our home league of La Liga. We are hoping to take back the Copa Del Rey from FC Barcelona and climb back to the top of La Liga's leader board. As for the Champion's League, in February we play Dortmund, a scrappy German team that has managed wins against giant clubs like Bayern Munich. They are not to be taken lightly. Needless to say, training has been relentless and extremely tiring.

As busy as I have been I still kept up with my young friends in the Nike Anyone's Game tournament. They are all working hard to improve their skills and fitness. They are good players, but if they hope to win they need to be the best they can be. Rafael has good skills but his conditioning was not where it needed to be, so he has been working on his

running and cardio so that the heat in Brazil will not be a factor for him. Ines has speed and skill but that will not be enough if we come up against a team that is made up of all boys. We have nicknamed Ines “Tini” for a reason, she is small and quick, and now she needs to be stronger. On a funnier note, I have had to put Ruben on a “Champion’s Diet”. He loves his sweets and has been going a little bit overboard with them. So I sent my nutritionist to his house to help him find a meal plan that fuels him more efficiently. Marco (my nutritionist) left with a garbage bag full of candy, jajaja.

Another event on the Nike agenda has been the development of the new Magista cleat. I have always been partial to my custom Nike CR7’s, but even I must admit that these new boots are impeccably well made. I was a little bit skeptical about the new sock design that Nike has introduced but it did not feel as foreign as I thought it would, it actually does lock in the ankle and give you better stability. Nike is a great company so I rarely doubt it, but some things sound too good to be true. My friends, the Magista is not one of them.

I cannot wait for you to see the Magista when it is finally released this week. Let me know what you all think of it when you try it, you can leave comments on the blog. But before I leave for training, I need to say a few more things: The Magista is a great boot, but Nike has something better in the works for a little even that happens in June. Keep a look out for it this summer, I think you will all enjoy it. And speaking of that even in June, there is a chance that I might not be able to represent Portugal in a warm up match in May. If Real Madrid makes it all the way to the Champion’s League Final, I will of course fulfill my obligations to the club and then go join my country. I hope you all understand and respect my decision regarding this.

Training calls now! Remember to go and check out Nike’s Facebook and Instagram page for updates on the teams for Anyone’s Game! And keep an eye on their twitter for hints about the upcoming surprise. It may be a bit before I can update this blog, but you can always check my own twitter and Facebook page for a few updates. Cheers- Cristiano

Cristiano Ronaldo-Nike Guest Blog

6/7/14

Gearing Up For the Cup

Hello again my friends! I am sorry it has taken me so long to write again, but I hope you will all excuse my absence when I tell you what has happened since I last blogged.

In April we played in the Copa del Rey final and it came down to FC Barcelona, again. Our rivalry with Barca brings out the best and sometimes the worst in both teams, but this game was, for the most part, a clean one. We won the cup back from Barcelona this year, which kept our dreams of winning the historic Treble (Copa del Rey, La Liga title, Champions League title) alive. I was sad not to be a part of the Copa final, but a thigh injury needed resting and we were focused on two other titles as well. Usually it is just a race between Barca and Real for the league title, but this year Atletico Madrid was in the mix and they were as hungry as we have ever seen them.

In May we played in the Champion's League final against our La Liga rival, Atletico Madrid. Their star Diego Costa played well, as did Spanish National Team forward David Villa. But once we started scoring, we didn't stop. I earned myself a yellow card for taking off my shirt after my goal, but I do not regret it. Sometimes when the goal is big, you have to celebrate big. We had lost the La Liga title, coming in third, but this Champion's League win meant a lot to us. We had not been to the final in eight years, and to top it of, this win gave us our tenth Champions League trophy. More than any other team ever.

I came off a great club season ready to take on the world in Brazil, but I have suffered a bit of a setback. I strained my quadriceps muscle and have patellar tendonitis in my left knee. I had to miss a bit of training with the national team, and last night's warm up game against Mexico, but I would rather rest now than have to sit out when we finally get to Brazil for the World Cup. Plus, this little break has given me time to talk to my Anyone's Game team when they needed it most.

Rafael, Ruben and Ines are already in Rio for their tournament, and they have been a little nervous. They feel there is a lot of pressure to live up to expectations, but they have also been having a lot of fun. Nike has paid for their hotel and anything else they may need. On Friday they received their gear and were very excited about their uniforms. The Portuguese Drenched In Pride Magistas look great on them, and better than any other team's Magistas.;

Their tournament starts on Monday, before the actual World Cup tournament, that way they can actually go and watch the games in the cities where our national team will be. I obviously know the kids better than my teammates, but we are all excited to have them watching our games and cheering us on. And we will do the same for them during their games. All three kids have come a long ways since they started this tournament a year ago, and I hope that I have taught them well. We will soon see if they (and I) have done enough preparation. I hope you all cheer them on this week, they will need all your support. And if you are not cheering for Portugal, then I hope you support the kids from your own country, if they are in the Nike tournament.

I will try to update in my downtime during the World Cup. Until then, cheers! – Cristiano.

CREATIVE BRIEF FOR MAGISTA



Advertising Goal

The goal of this campaign will be to pique the interest of a casual fan to the point that they will want to buy a pair of Magistas in their national team's colors.

Client: Key Facts

At 50 years old, Nike is the world's leading innovator in athletic footwear, apparel, equipment, and accessories. And they have officially overtaken Adidas in the soccer niche. The Nike brand image is synonymous with quality and integrity. Nike is always looking to the future and the cutting edge Magista is part of that future.

Product: Key Features

The Magista is a new soccer cleat. The price ranges from \$54 for the youth indoor shoe to \$315 for the full-fledged professional design. The "boot" comes with a two layer design unlike any on the market. The first layer is made of Nike FlyKnit, giving a tight sock like feel for better touch on the ball. On top of that is a raised second layer, NikeSkin (as seen on the Nike Hypervenoms), to give a more textured feel for the ball and protection when the weather turns bad. And to top it off there is a Dynamic Fit Collar on the ankle for a locked in and stable ankle. Initially only released in the Nike all black, Total Crimson, and Volt colors, there will now be national team editions available for consumer purchase, Drenched In Pride Magistas.

Target Audience: Demographics and Psychographics

Our target audience will be male soccer players between the ages of 15 and 30 with expendable income who have purchased a pair of soccer cleats at least once before in their lives. Ideally they will be "hard-core" soccer players, though recreational players should not be negated as the \$115 model is well within their range.

Product Benefits

The Nike FlyKnit technology has been engineered for football for the first time, allowing the foot to get closer to the ball with enhanced feel and control.

The Dynamic Fit Collar provides a locked-down fit and increased awareness of the body's movements and interaction with the ground and the ball.

Nike Magista provides improved traction and movement and an added 360° rotational traction through conical studs and a pebax®-and-nylon plate.

The national team Drenched In Pride version will provide a more unique and personal feel for the players of various nations.

Direct Competitors and Brand Images

Adidas Primeknit FS- Adidas version of the Magista, though it lacks the NikeSkin upper. Still, for those who are brand loyal to Adidas, it will be the go-to for a “knit” boot. This is the only other “knit” soccer cleat in the market.

Indirect Competitors and Brand Images

Since “knit” soccer cleats are in a class of their own, we can and should define indirect competitors as any other soccer shoe.

Under Armor soccer cleats- While not a huge player in the soccer market, they do have a few fans of their brand. Still, they are not a huge threat.

Puma- Puma is one of the more established competitors in the soccer market and pose a bit of a threat, still, they are not known for cutting edge technological advances. They are more of a standard old school leather soccer cleat kind of company.

Adidas- Adidas has an arsenal of “standard” cleats that are not “knit” technology. And when people think soccer, they usually think Adidas.

Other Nike cleats- Nike has a large selection of other soccer cleats that people may choose to buy instead of the Magista. The Hypervenoms or CTRs are popular choices right now and could distract from the newest cleat.

Product Brand Image

Current Brand Image: A powerful player in the soccer market. Nike provides cutting edge technology and sponsors some of the most successful footballers in the world.

Consumers equate their success with our success.

Desired Brand Image: The goal is for consumers to view our new technology as the best option on the market, better than that of Adidas. And we hope that the Drenched in Pride editions will add loyalty that will transfer over to Nike.

Brand Image Challenge: As Adidas is the official sponsor for the World Cup, this will be a big challenge for us to break through the clutter and vie their spotlight. Nike is still looking to cement itself as the leader in the soccer market, outdoing Adidas is key.

Strategic Message: The Promise

This product will change the way you play the game and the way you support your nation.

Supporting Evidence: The Proof

Aside from glowing reviews from our athletes in the testing phase, we have done focus groups to see what sort of additional feature would draw them to the Magista cleat. In a World Cup year national pride statistically raises by at least 20%, and even more in those who actually watch soccer regularly outside of the World Cup year. Given this increase in nationalism, we decided to test the response to specially designed national team editions. The focus group and mass surveys all came back with positive results. People responded better to the Magista in their nations colors than those in the standard black, Volt, and Total Crimson. Additionally the focus groups stated that they were more likely to buy the national team Magistas than a different standard cleat that did not have customized colors.

PRINT AD SAMPLE

All copy and graphics done by myself (at a time when multiple color ways did not exist)

**THERE'S NOTHING OLD OR
FADED ABOUT THIS
GLORY**



**AFTER 4 YEARS AND 180 PROTOTYPES IN THE MAKING, NIKE IS PLEASED TO INTRODUCE THE MAGISTA-
A REVOLUTIONARY CLEAT THAT'S A REAL GAME CHANGER.
WE'LL GIVE YOU THE TOOLS THE PROS USE AND THE LOOK OF YOUR COUNTRYMEN.**

DRENCHED IN PRIDE



TWO THINGS THE FRENCH PRIDE THEMSELVES ON:



**FASHION STATEMENTS AND REVOLUTIONS. AFTER 4 YEARS AND 180 PROTOTYPES NIKE IS
PLEASED TO GIVE LES BLEUS BOTH, IN ONE SHOCKINGLY SLEEK PACKAGE- THE MAGISTA.**

DRENCHED IN PRIDE



**A TOOL ADVANCED ENOUGH TO PLEASE PELE,
AND PRETTY ENOUGH FOR GISELE.**



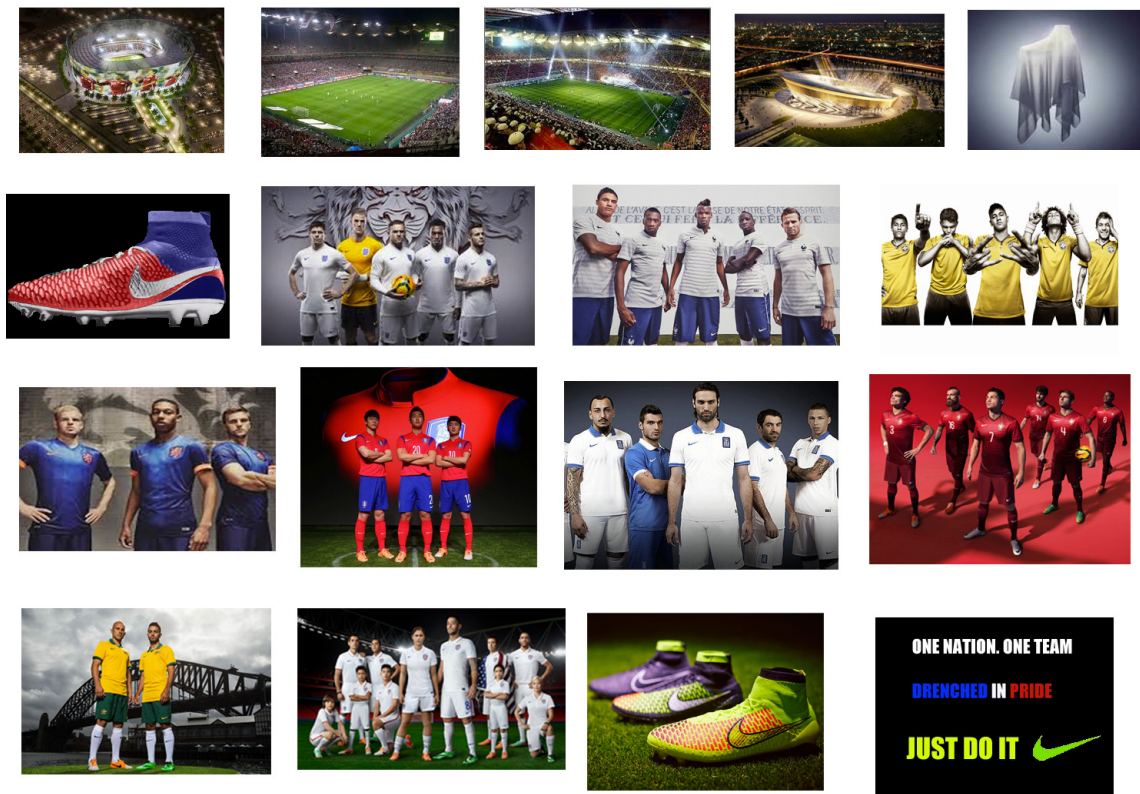
THIS IS THE COUNTRY THAT GAVE US PELE, RONALDO, RONALDINHO, AND NOW NEYMAR. WE STEPPED UP OUR GAME SO THAT THE NATION THAT GAVE US SO MANY GREATS, COULD HAVE CLEAT WORTHY OF ITS LEGACY. AFTER 4 YEARS AND OVER 180 PROTOTYPES, NIKE IS PLEASED TO PRESENT THE MAGISTA.

DRENCHED IN PRIDE



YOUTUBE COMMERCIAL

My initial 30 second ad had snippets of the Nike sponsored national teams: England, USA, Australia, Brazil, Greece, the Netherlands, South Korea, France, and Portugal. 30 seconds was not enough to truly show case what each team was capable of, so the Youtube version will likely run three to four minutes. Throughout the spot there will be close-ups of each nation's Magista in action. We will still use Foster The People's "Are You Who You Want To Be" as the driving beat for the spot.



The scrip for the spot is attached at the bottom of this file.

SOCIAL MEDIA

The Facebook aspect of the campaign will tie in both the Anyone's Game tournament and the Drenched In Pride Magista. Facebook is where we will post short stories about each of the teams that are competing in the Anyone's Game tournament, there will be pictures and background information on each of the kids. There will also be a section to "Let them hear your cheers". Each day leading up to the actual World Cup we will reveal a different country's version of the Drenched In Pride Magista. So Monday could be Portugal, and

Tuesday could be Greece, etc. We will also post snippets from and links to the Nike professional players' guest blogs. Each of the professional mentors will be blogging about their experience helping the teens from the Anyone's Game tournament. There will also be blogs and video diaries from the kids themselves, including footage from their Go-Pro outings through Brazil. Through the eyes of the Anyone's Game teens, fellow fans and youths can get a first hand feeling of what it is like to be in Brazil for the World Cup.

Twitter will also have a two fold approach, but on separate accounts. Nike will tweet about the Drenched in Pride Magista from its "@NikeSoccer" and "@Nike" accounts. There will be contests asking followers to show how they step up their own game by submitting pictures or videos, if chosen they will win a pair of Magistas from their own country. Concurrently there will be an "@AnyonesGame" twitter account giving real time updates about what the kids and the mentors are up to. This account will also give a live update on the scores of the final games of the tournament. The @AnyonesGame account will also tweet links to exclusive Youtube videos of the teens and their mentors, so that fans can get a behind the scenes look at how they are preparing. They will be able to see how funny Cristiano Ronaldo actually is, and how supportive Wayne Rooney can be. Initially these tweets will be retweeted by the more established Nike twitter accounts, but eventually fans will have to follow the @AnyonesGame account to see the exclusive content.

Twitter Updates: Drenched in Pride

Nike Futbol @NikeAnyonesGame · now
Wayne Rooney, Theo Walcott, and Jack Wilshere show why England matters. #DrenchedInPride youtube.com/watch?v=KZ2SWP...

Nike Futbol @NikeAnyonesGame · now
Styles as different as the countries they represent. #DrenchedInPride
nike.com/us/en_us/c/foo...
pic.twitter.com/ZdSXciaulQ



Nike Futbol @NikeAnyonesGame · now
It's not a passing fad. It's not some school girl crush. It's something you feel in your soles. #DrenchedInPride
pic.twitter.com/599cB3SpZi



Nike Futbol @NikeAnyonesGame · now
The Ronaldo speed test. Can you keep up? #DrenchedInPride
youtube.com/watch?v=KpcAbY...

Twitter Updates: Anyone's Game



Instagram will feature pictures from all stages of the Anyone's Game tournament. This tournament is being held in over 45 countries and 756 cities; the possibilities for incredible shots are nearly endless. The "fields" will be set up in the middle of cities with fantastic urban backdrops. We will also have a contest asking fans to show us how they "Up Your Game" in pictures or videos. They will need to use the hashtag #AnyonesGame in order to be eligible to win prizes. Said prizes range from a Nike Anyone's Game t-shirt to a pair of Drenched in Pride Magistas.

Instagram Contest



Instagram Tournament



Vine will have clips from the Anyone's Game tournament at each of its stages. It will also have short videos featuring the professional Nike players showing tips and tricks to help "Up Your Game". In each video with the professionals they will be wearing their nation's Magista. The contest to show Nike how you "Up Your Game" will also take place on Vine, with users submitting their best skills and tricks using the hashtag #AnyonesGame in order to be eligible.