

# EVALUATING THE STRATEGIC PLAN



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2024





**WHAT'S THE FIRST THING THAT  
POPS INTO YOUR HEAD  
WHEN YOU HEAR**



# BREAKING 2



1:59:59!

BREAKING 2



2017





# ***INTRODUCTION***

**01**

- Campaign Overview
- Why&Purpose

- Awareness
- Acceptance
- Action

**02**

# ***OBJECTIVES***

# ***EXECUTION***

**03**

- Social Media Activities
- Global Live Streaming
- Brand Partnership
- Content Marketing

**04**

- Awareness
- Acceptance
- Action

# ***EVALUATION***

# INTRO



 Nike introduces Breaking2: The quest to break the two-hour marathon barrier.

 Share



Watch on  YouTube

The image shows three runners in silhouette on a track at dusk. The runner on the left is holding a glowing light. A large red YouTube play button is centered over the runners. The background shows stadium seating and lights.



# WHY BREAKING2 ?

- In 2017, Nike faced rising competition from Adidas and needed a bold move to redefine its brand.
- Inspired by feats like Red Bull's Stratos, Breaking2 aimed to push human limits and innovation.

## PURPOSE

- To push human limits through innovation and science by attempting to break the two-hour marathon barrier.



# CORE DETAILS



- **Location:**
  - Autodromo Nazionale di Monza, Italy.
- **Time: May 6, 2017;**
  - project announced in November 2016.
- **Participants:**
  - Eliud Kipchoge, Lelisa Desisa, Zersenay Tadese.
- **Highlight:**
  - Nike Zoom Vaporfly Elite shoes were the technological centerpiece, designed to enhance athletic performance.



ON MAY 6TH AT 5:45 AM,

three of the best runners in the world took off in Monza, Italy with the goal to run 26.2 miles in under two hours.

The race had started. But the dream was born long ago.


Sandy Bodecker, Nike's VP of Special Projects, was the genesis and driving force behind Breaking2. The man with the audacity to dream of taking a run at the barriers that define who we are and challenge the very limits we think hold us down. He believes so much in this dream, he even had 1:59:59 tattooed onto his wrist.

Eliud Kipchoge would cross the finish line in two hours and 25 seconds. The fastest marathon ever run by any human being. His run defined the limits of human potential and showed the world that more is possible.

The dream to break 2 lives on, and for Nike, the chase is worth every second.

You can spend your life accepting the odds.

Or you can live it beating them.



NIKE+ RUN CLUB



# Why It's Almost Impossible to Run a 2-hour Marathon







# Campaign Objectives

01

## Awareness:

- Increase **global recognition of Nike's mission** to "bring inspiration and innovation to every athlete in the world".
- Raise **global awareness of Breaking2** as a symbol of innovation and human potential.

02

## Acceptance:

- **Inspire audiences** by showcasing the athletes' determination and efforts to overcome limits.
- **Deepen emotional connections** with Nike by aligning with its mission of inspiration and innovation.

03

## Action:

- Drive active engagement during the live stream through **comments, shares, and discussions** using the #Breaking2.
- Drive **sales** for Zoom Vaporfly Elite shoes.





# Campaign Execution

## Social Media Activities

- Shared **real-time updates** on training, athlete stories, and behind-the-scenes content **across Facebook, Instagram, and Twitter.**
- Encouraged user participation through the **#Breaking2** hashtag.

- **Broadcasted the marathon challenge live** on YouTube, Facebook, and Twitter, allowing worldwide audiences to experience the challenge in real-time.

## Global Live Streaming





# Campaign Execution

## Brand Partnership

- Teamed up with **Airbnb** to organize **fan camps**, offering immersive viewing experiences.



- Collaborated with **National Geographic** to produce a **documentary** highlighting the science and human effort behind the challenge.
- Released the documentary on YouTube.

## Content Marketing



**HOWEVER,**  
**THE CHALLENGE FAILED...**

Eliud Kipchoge ran the marathon in 2:00:25,  
just 25 seconds shy of breaking the two-hour barrier.



 Nike 🏆 @Nike · May 6, 2017

Replying to @Nike

Eliud Kipchoge - 2:00:25

The barrier just got that much closer. [#Breaking2](#) [#JustDolt](#)



**DID THE CAMPAIGN FAIL?**





BREAKING 2

| IN PARTNERSHIP WITH NIKE |

# EVALUATING AWARENESS

# SOCIAL MEDIA CONVERSION

## Live Viewership:

- Real-time viewers on Twitter, Facebook, and YouTube: 13.1 million.

#breaking2



Nike 

@Nike

There is no finish line.

[#Breaking2](#) [#JustDoIt](#)

1:46 AM · May 6, 2017

 45

 870



# BRAND IDENTITY

## Re-positioning the Nike brand

Despite the media attention and how close Kipchoe came, the activity will still be seen as a failure if the three variants of the new Zoom Vaporfly Elite shoe don't sell in major numbers by capitalising on #Breaking2 buzz. "Nike wants to sell shoes above anything else, so if it doesn't shift them in big numbers then they will have seen the campaign as a waste of time," says Seymour-Hyde.

But with direct rival Adidas tweeting its congratulations to Kipchoge in the aftermath of Nike's #Breaking2, Havas's Pollott says the US sports giant has won regardless of shoe sales.

She concludes: "We all know that the battle for attention and sales in the sports world is a fierce one, and that Nike is losing market share. But I don't think shoe sales matter here – #Breaking2 was about something far bigger than just one product, it was about Nike re-positioning itself as a brand that wants to push the boundaries of what's humanly possible. It achieved that."

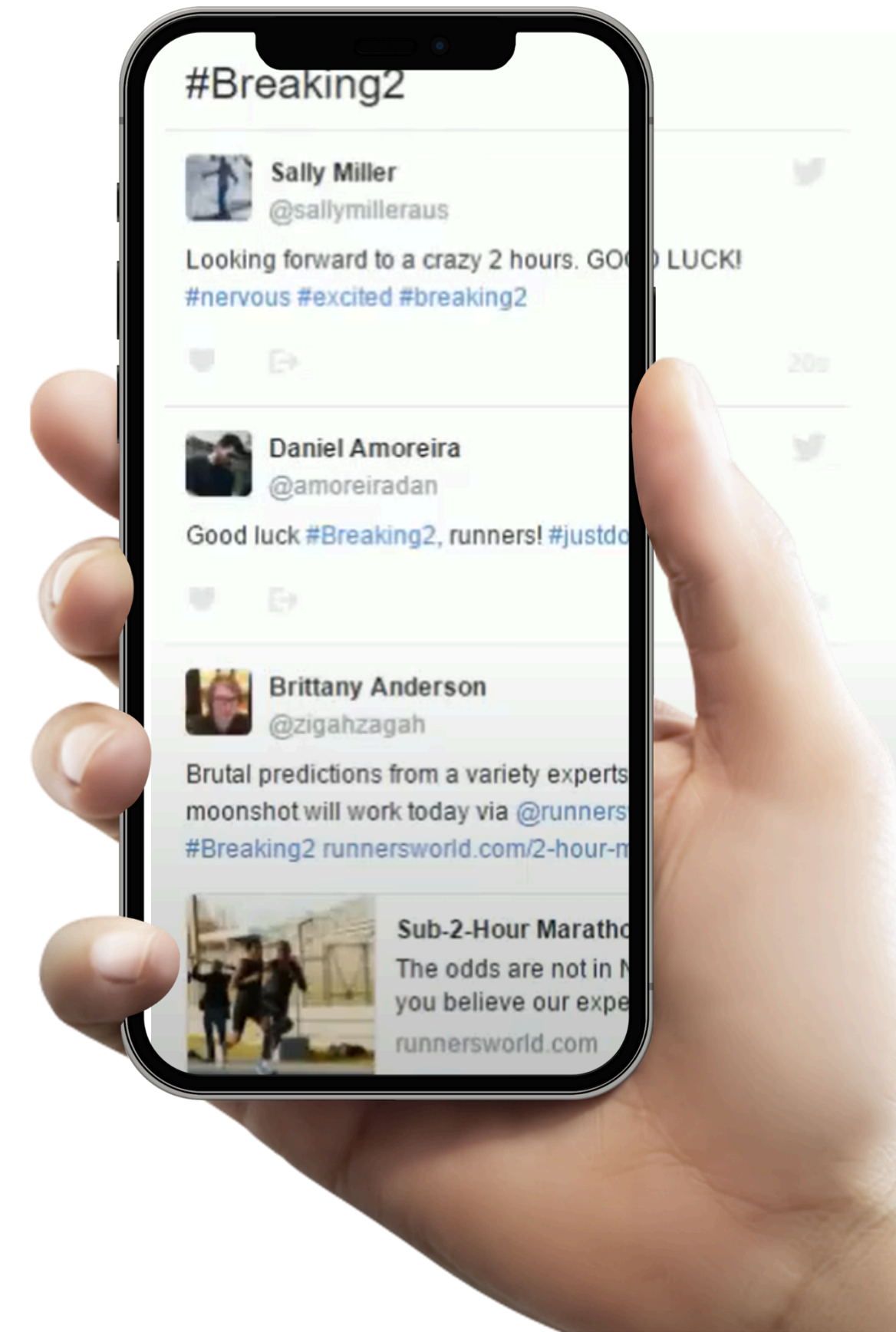
- Nike's brand values of "pushing boundaries" and "technological innovation" were significantly reinforced.

# SOCIAL MEDIA CONVERSION



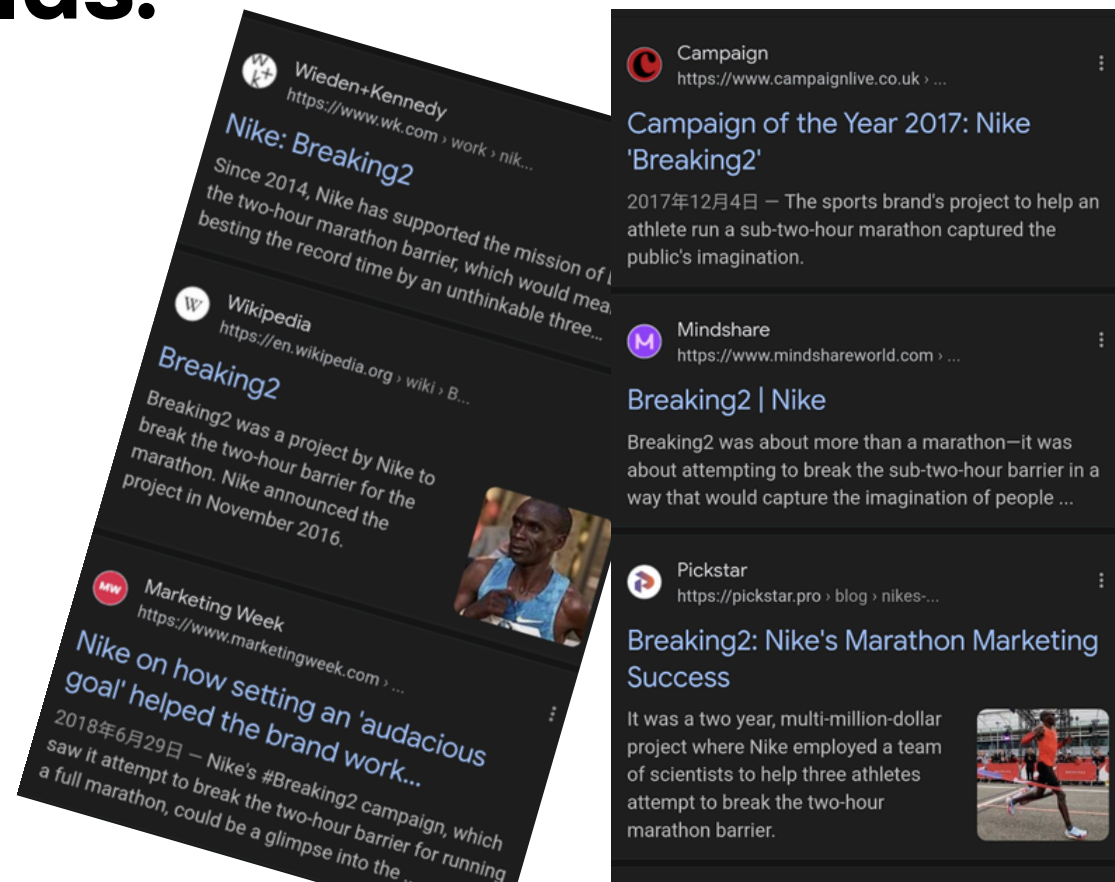
## #Breaking2 Mentions:

- During the event (May 6–8): 84,459 mentions.
- Six months before and after the event: 140,029 mentions.
- Total interactions: Over 407,000



# MEDIA COVERAGE

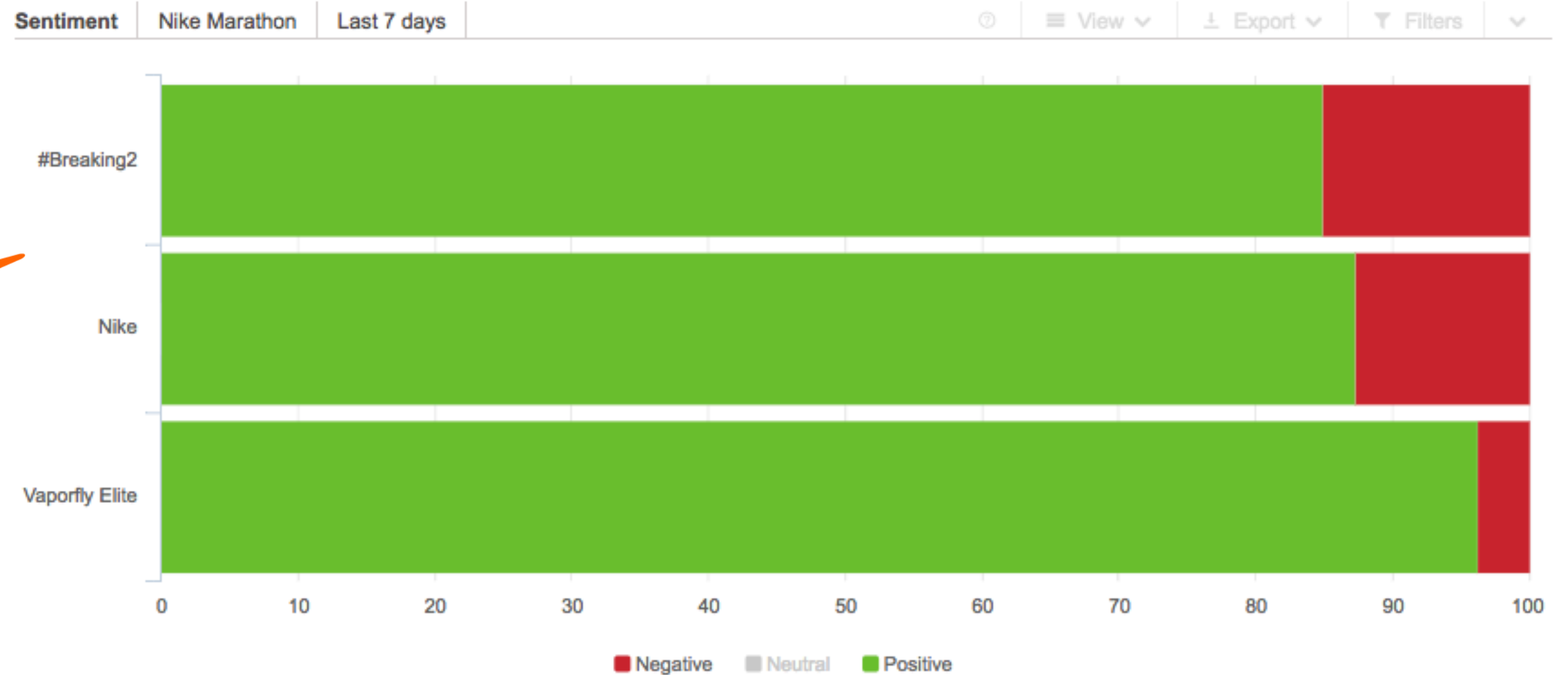
- **Breaking2 was regarded as a global PR success, extending beyond sports news to attract coverage from a broader range of fields.**





# EVALUATING ACCEPTANCE

# EMOTIONAL RESONANCE



POWERED BY BRANDWATCH

- **Breaking2 showcased the courage to push human limits, with audiences expressing positive sentiments towards the #Breaking2 campaign and its core concepts of "perseverance" and "innovation."**

# EVALUATING ACTION




CRIBE



about it, of course. President and CEO Mark Parker put a positive spin on the #Breaking2 event, having released a statement saying, "This achievement represents more than a race. It's a moment of global inspiration that will encourage every athlete, in every community, to push the limits of their potential." In other words, it was a moment to encourage every person to get out and buy a damn pair of running shoes, and ones with a big ol' Swoosh on 'em for a change.


**POSITIVE  
FEEDBACK**

- **The CEO provided very positive feedback, while GQ noted that the ultimate goal of this campaign was to encourage users to purchase the same model of shoes.**



Nike's Breaking2 shoe, the [Nike Zoom VaporFly Elite](#), is not available for sale publicly and has been released only in limited quantities at [special events for a hefty price](#). ([Breaking2](#) is the term coined for the sub-two-hour marathon attempt which occurred in May 2017.) Searching the Elite [on eBay](#) brings up several buyers asking for more than US\$1,000 including one at US\$2,340.

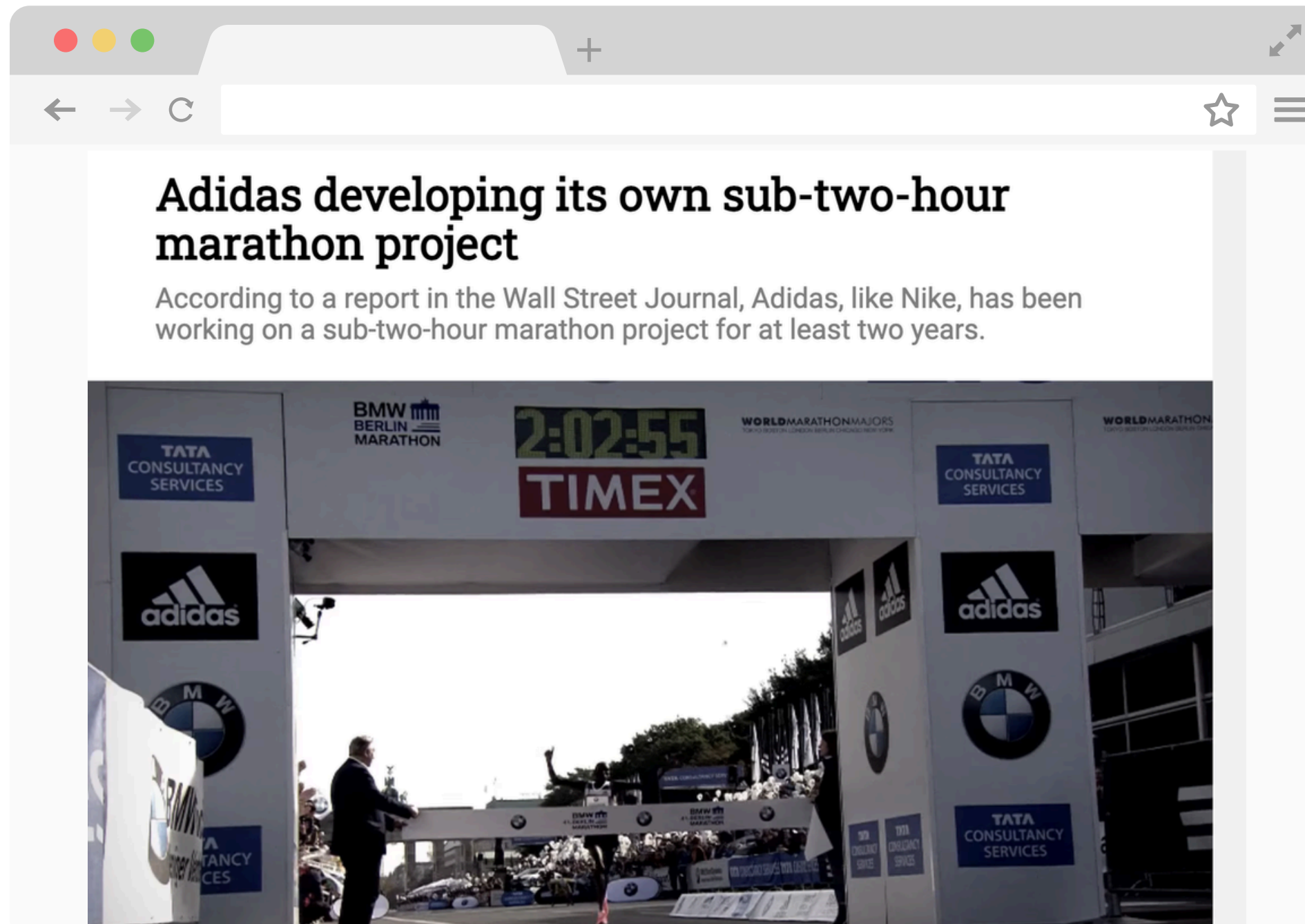
- **Following the campaign, sales of running shoes from the same series, utilizing similar technology, increased significantly. Although the campaign's featured shoes were not officially released, they fetched high prices in secondary market auctions.**



**SALES  
IMPACT**







# COMPETITOR RESPONSE

- **After Nike's Breaking2 campaign launched, Adidas announced they were working on their own version of "Breaking2." This highlighted the campaign's influence, driving competition in innovation and performance.**



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YOU  
CAN'T  
STOP US





# INTRODUCTION

- 01 • Campaign Overview
- Purpose and Objectives
- Target Audience

- Message exposure
- Message content analysis
- Readability measures
- Message recall

02

# *AWARENESS*

- 03 • Acceptance Objective
- Emotional Metrics Analysis
- Reasons Why Negative

# ACCEPTANCE

- 04 • Audience Participation
- Direct Observation
- Relative Media Effectiveness

# ACTION

# INTRODUCTION



## Context

- Nike launched the #YouCantStopUs campaign in July 2020 across multiple social media platforms, including Twitter, Instagram, Facebook, and YouTube.
- The campaign emerged during a critical time marked by the global COVID-19 pandemic and widespread social unrest.

# INTRODUCTION



## Purpose

- Reinforce its brand values of determination, inclusivity, and perseverance.
- Inspire and uplift individuals by emphasizing the unifying power of sport and the human spirit's resilience.

# INTRODUCTION



 subscribe

Nike - You Can't Stop Us (2020)



Share



Watch on  YouTube



The image shows a YouTube video player interface. The video content is split into two panels. The left panel shows a wide, empty asphalt road with a concrete curb and green trees in the background. The right panel shows a man in a black leather jacket and pants, wearing white sneakers, performing a skateboard trick on a sidewalk. He is leaning forward, with his hands on a metal railing that has a rainbow flag attached to it. A large red play button is centered over the two panels. In the bottom left corner, there is a button that says "Watch on YouTube" with the YouTube logo. In the bottom right corner, there is a small white Nike swoosh logo.

# TARGET AUDIENCE



- The ad shows athletes from **various** fields, including Paralympic athletes, female athletes, and athletes from different **racial and cultural** backgrounds.
- The core themes revolve around **unity, resilience, and inclusivity.**



## **Target Audience:**

diverse and globalized, including audiences that support the values of equality and diversity.

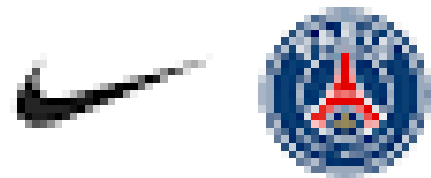
Especially appealing to those interested in social justice, inclusion and sportsmanship.





# EVALUATING AWARENESS OBJECTIVES

**NOTHING  
CAN STOP  
WHAT WE  
CAN DO  
TOGETHER.**



# AWARENESS OBJECTIVES

- **Message Awareness:** Communicate Nike's values—resilience, inclusion, unity during challenging times.
- **Brand Value Reinforcement:** Emphasize diversity, innovation, and social activism .
- **Cultural Relevance:** Align messaging with global sentiments (pandemic).

# INNOVATIVE DELIVERY STRATEGIES



## Storytelling Techniques:

- Split-screen visuals of diverse athletes emphasizing connection.
- Highlighting real athletes and activists to ground the narrative.

## Multichannel Communication:

- Platforms: YouTube, Instagram, Twitter, TV ads.
- Trending hashtag #YouCantStopUs for visibility.



## Call to Action:

- User-generated content via challenges, Snapchat lenses.
- Encouraged emotional investment and shared stories of resilience



# METRICS OF SUCCESS

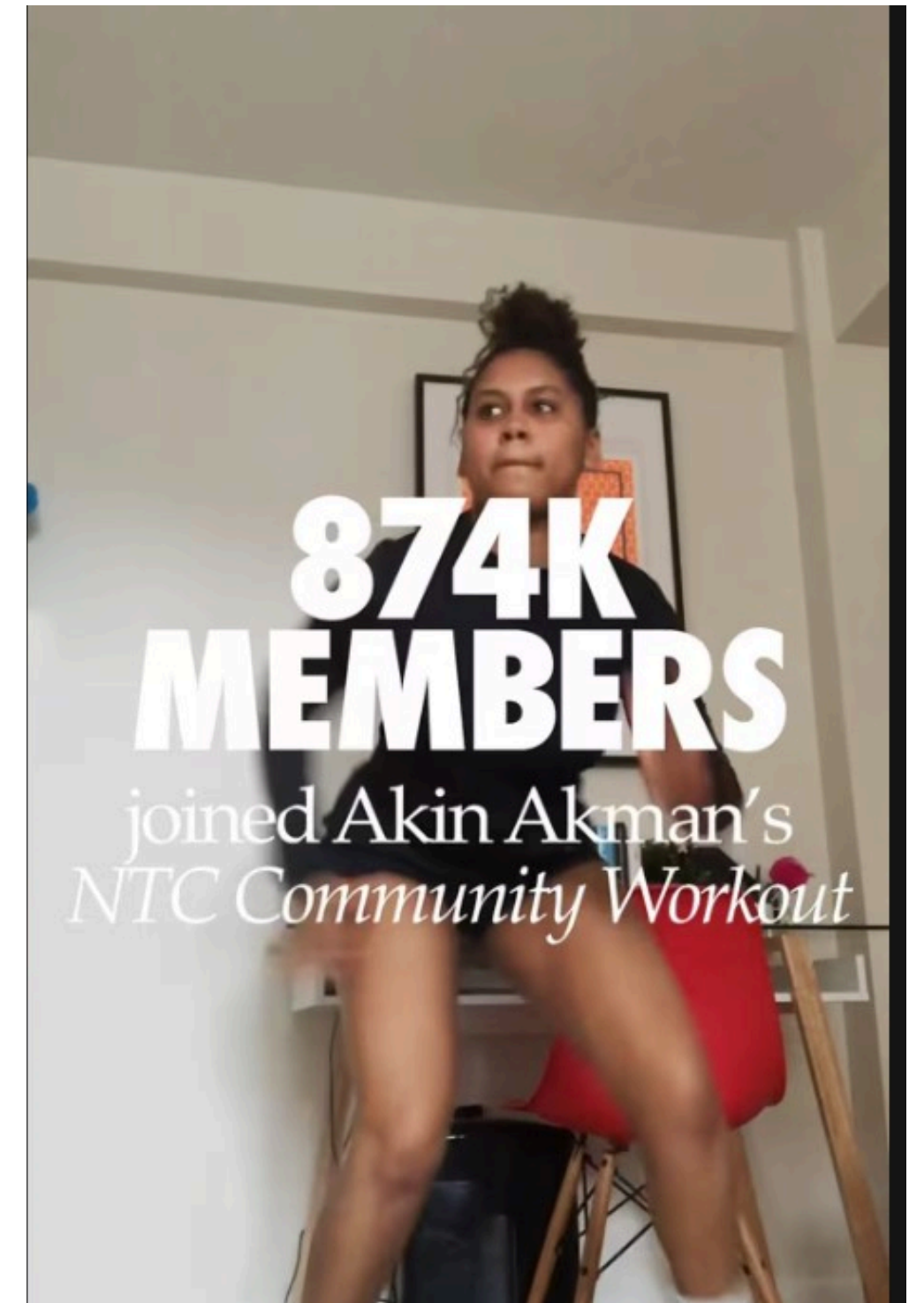


## Recognition and Recall:

- 80% post-campaign awareness rate.
- Split-screen visuals improved memory retention.

**Engagement:** Millions of likes, shares, and comments.

**Brand Sentiment:** improvement in positive sentiment tied to diversity and resilience.





# READABILITY AND RECALL

## Readability:

- Simple, concise slogans
- Visual storytelling reduces language barriers.

## Message Recall:

- Split-screen editing and seamless transitions are highly memorable.
- Repetition of themes ensures strong recall.
- Personalization through diverse representation increases relatability.



# LONG-TERM IMPACT

- **Strengthened Nike's alignment with societal progress (inclusivity, resilience).**
- **Positioned Nike as a leader in cultural relevance and social activism.**
- **Boosted brand loyalty by resonating with emotions during global challenges.**
- **Reinforced long-term associations with diversity, determination, and unity.**



# EVALUATING ACCEPTANCE OBJECTIVES



# ACCEPTANCE OBJECTIVES



- **Personal Connection:** Encourage viewers to believe they, like the athletes in the ad, can overcome obstacles through determination and unity.
- **Drive Emotional Discussions on Social Media:** Leverage audience emotions to inspire user-generated content (UGC), reinforcing the campaign's central message.

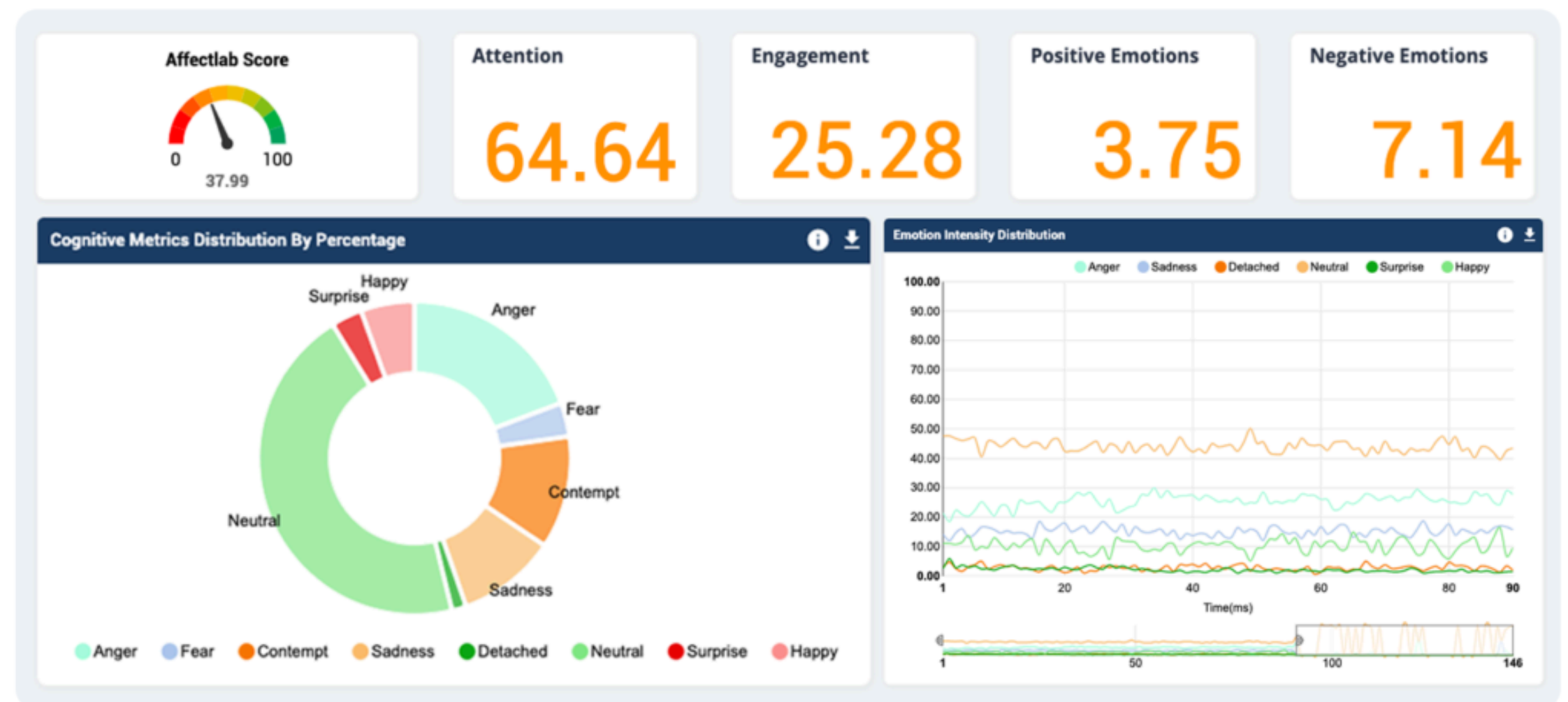




# EMOTION METRICS ANALYSIS



- **Surprisingly**, the intensity of **negative** emotions was higher than the positive emotions among the viewers.
- The viewer's **sadness** quotient was peaking whenever they saw a **Paralympic athlete** on the screen

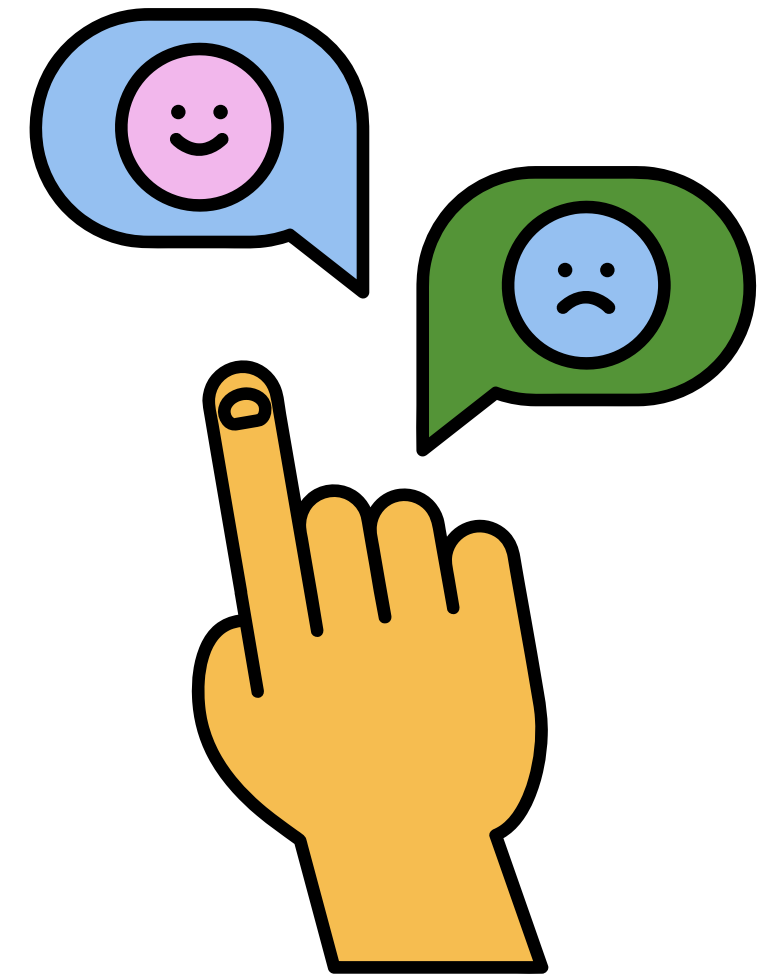


Affect Lab: Heat Map generated using Emotion AI

# REASONS WHY NEGATIVE



- **Pandemic Fatigue:** The ad's focus on unity could be exhausting or frustrating to someone who were already overwhelmed by messages about perseverance.
- **Perceived Inauthenticity:** Some viewers might have felt that Nike was leveraging the pandemic and social justice movements for profit.
- **Emotional Reaction to Challenging Content:** The campaign touched on difficult topics such as inequality and global challenges, which can trigger anger or frustration in audiences.



IF SPORT HAS TAUGHT US ANYTHING, IT'S THAT WE ALWAYS COMEBACK STRONGER TOGETHER.

YOU CAN'T STOP US



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nikehkg 我們一起 #playinside #playfortheworld Join Us: Link in bio

37w

chrisandcaydencairn 100 37w Reply

lau.lecky 37w Reply

utahlee 37w 1 like Reply



MARCH 29

Add a comment... Post



# EVALUATING ACTION OBJECTIVES

# MEASURE THE SUCCESS - ACTION GOALS DEFINED



## ACTION OBJECTIVES

- **Communicative Behaviors**

Encourage conversations, word-of-mouth sharing, and curiosity about Nike's campaign message, inspiring people to actively engage with the brand's vision of resilience and unity.

- **Behavioral Outcomes**

Motivate consumers to take action by downloading the Nike app, purchasing products, and participating in Nike-branded activities, deepening their connection with the brand.



# PUBLIC ENGAGEMENT AND PARTICIPATION

#YouCantStopUs



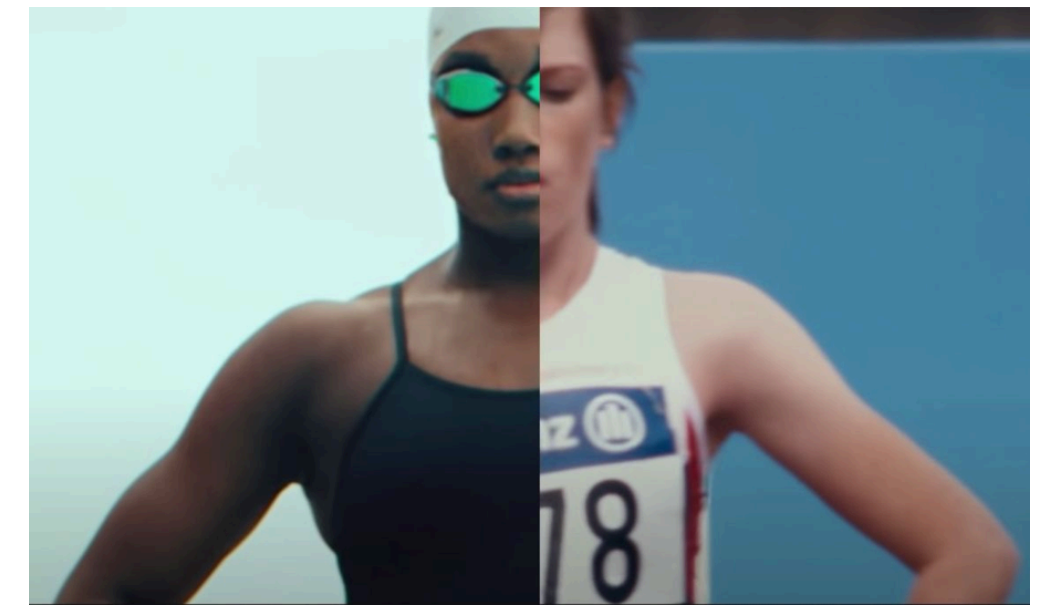
- **Twitter:** 90.5M views.



- **Facebook Post:** 13M views, 74,000 likes, 690 comments.



- **YouTube:** 184M views.



- **Hashtag #YouCantStopUs:** Trended globally for three consecutive days.

## Worldwide trends

#YouCantStopUs

Promoted by Nike



# MEDIA EFFECTIVENESS AND METRICS

## Total Media Impact Value (MIV®):

- \$8.95M generated from 1,067 placements.
- Average MIV® per placement: \$8.4K.

## Top Media Placements:

- USA Today: \$69.8K in MIV®.
- Highsnobiety Instagram Post: \$26K in MIV®.
- GQ Australia Facebook Post: \$25K in MIV®.

# MEDIA EFFECTIVENESS AND METRICS



## Influencer Impact

**Cristiano Ronaldo: Instagram post generated \$1.4M in MIV®, making it the top social placement.**

**Naomi Osaka: ELLE US interview earned \$38.2K in MIV®, underscoring Nike's diversity messaging.**



# DIRECT OBSERVATION OF BEHAVIORAL OUTCOMES



## Nike App Engagement

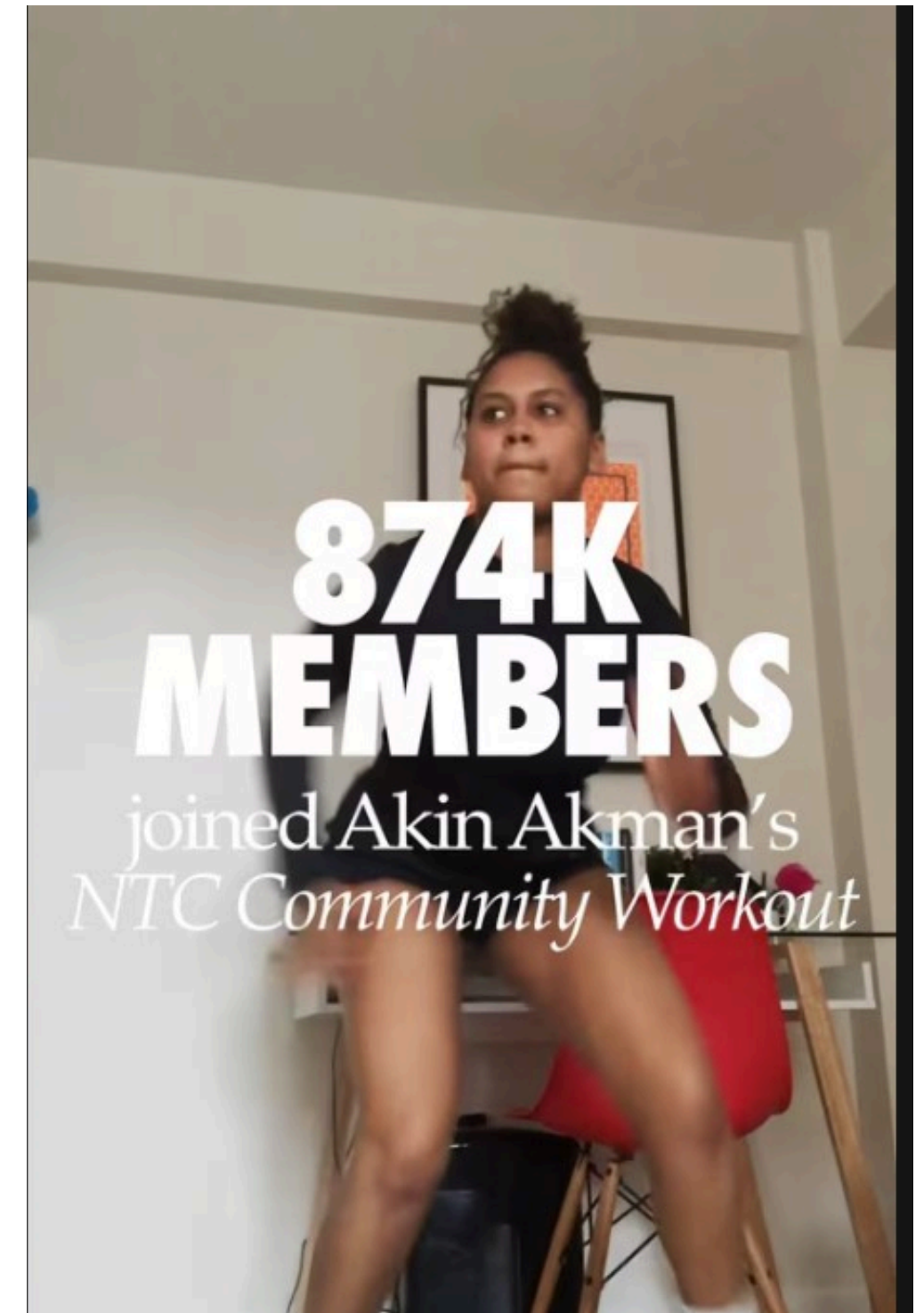
- Active weekly Members in the Nike App reached 3.2 million

## Website Engagement

- 50% increase in website traffic.
- Prolonged session durations and higher conversion rates.

## Product Sales

- Online sales rose by 15% during the campaign.
- Campaign-featured product lines saw a 30% boost in sales.





# THANK YOU



BY BRUNO FERREIRA  
**JUST DO IT.**  
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