

SUFA21 Mexico Recap

BETRUE

We created a journey that helped us to strengthen our relationship with the LGBTQ+ that we are being building throughout the years, empowering athletes, educating our allies and giving back to the community.

This season we continued with this commitment by inspiring the new generation of LGBTQ+ athletes through the power of sport, inspiring stories and different activations.









We had our first O2O experience through our

Customization Experience

Nike App. Where we communicated our NBY Flags custom service at NSP Artz. Number of customizations made at Artz: 45 Total

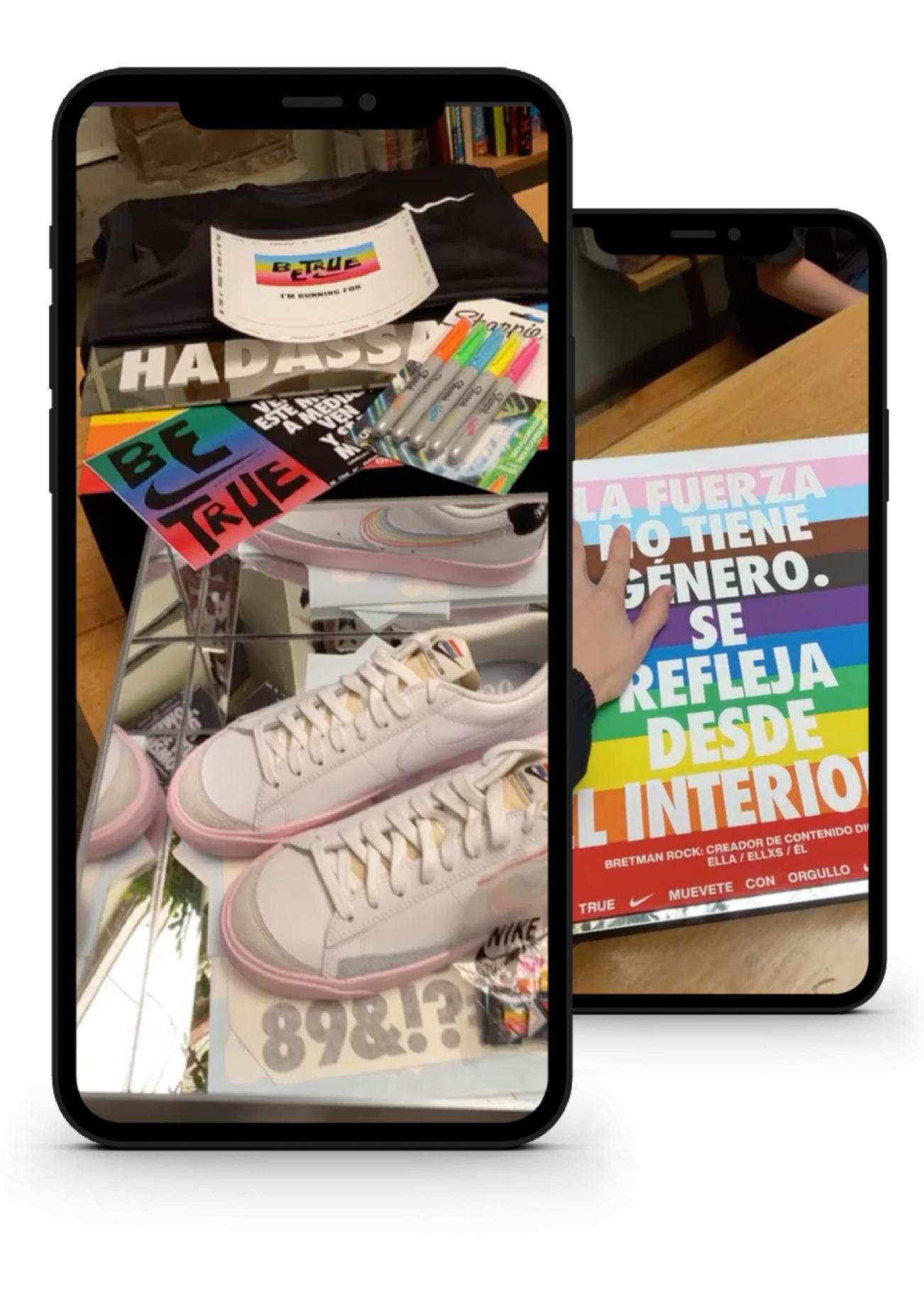
(27 men and 18 women).

NRC Be True Badge Results + Giveaway

Open Rate Clicks in push notification Views in the Likes thread card **LGBTQIA+ Flag** Clicks in the

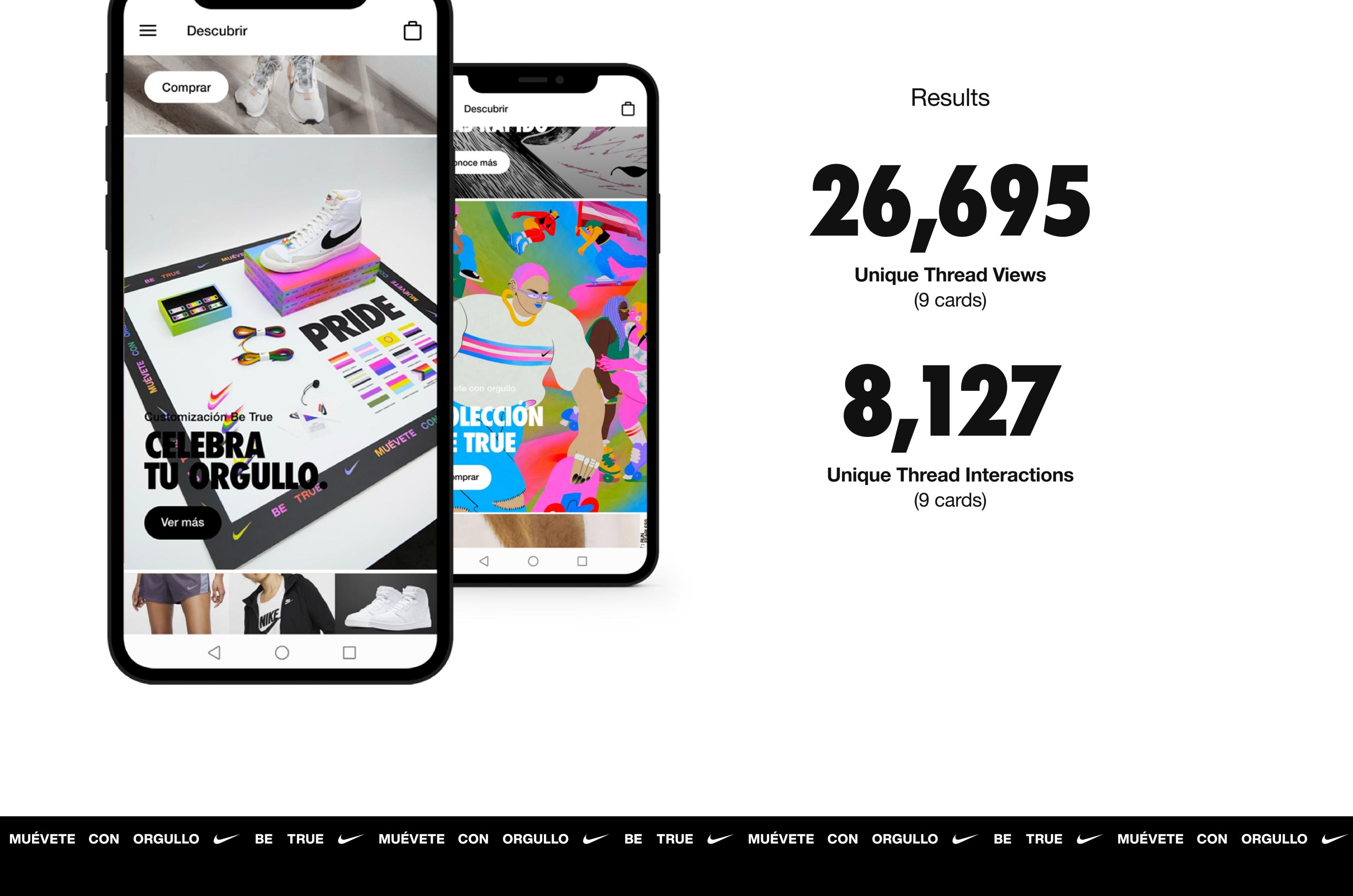
thread card

Results



Nike App

Pin Set



26,695 **Unique Thread Views** (9 cards) **Unique Thread Interactions** (9 cards)

Results

For such an important moment for the LGTBQ+ community and for the brand we wanted to educate our store athletes about how to be an ally and make it a long term commitment. Besides of celebrating and commemorate LGBTQ+ Activism and Culture through the years.

Diversity, equity & inclusion workshop

Attendance: +130 Store Athletes (NSP. NFS. INNVICTUS)

We hosted an educational, diversity, equity and

inclusion message in partnership with Colmena 41.

Also shared the Be True Seasonal Innovation and

Inspiration.

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We launched an EKIN challenge where Store Athletes shared to us how they can be allies of the LGTBQ+ community on a daily bases.

We received more than 50 breathtaking

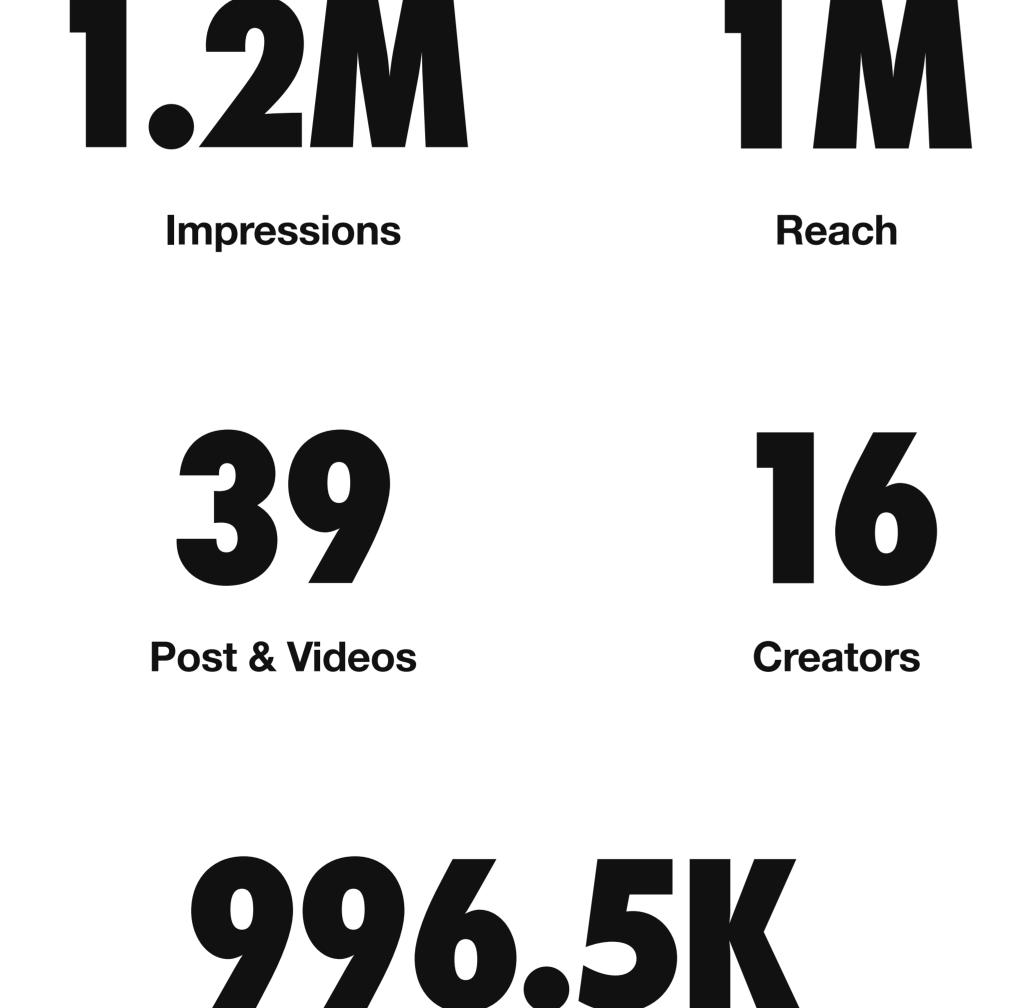
commitments!

How do you stand for the

community challenge

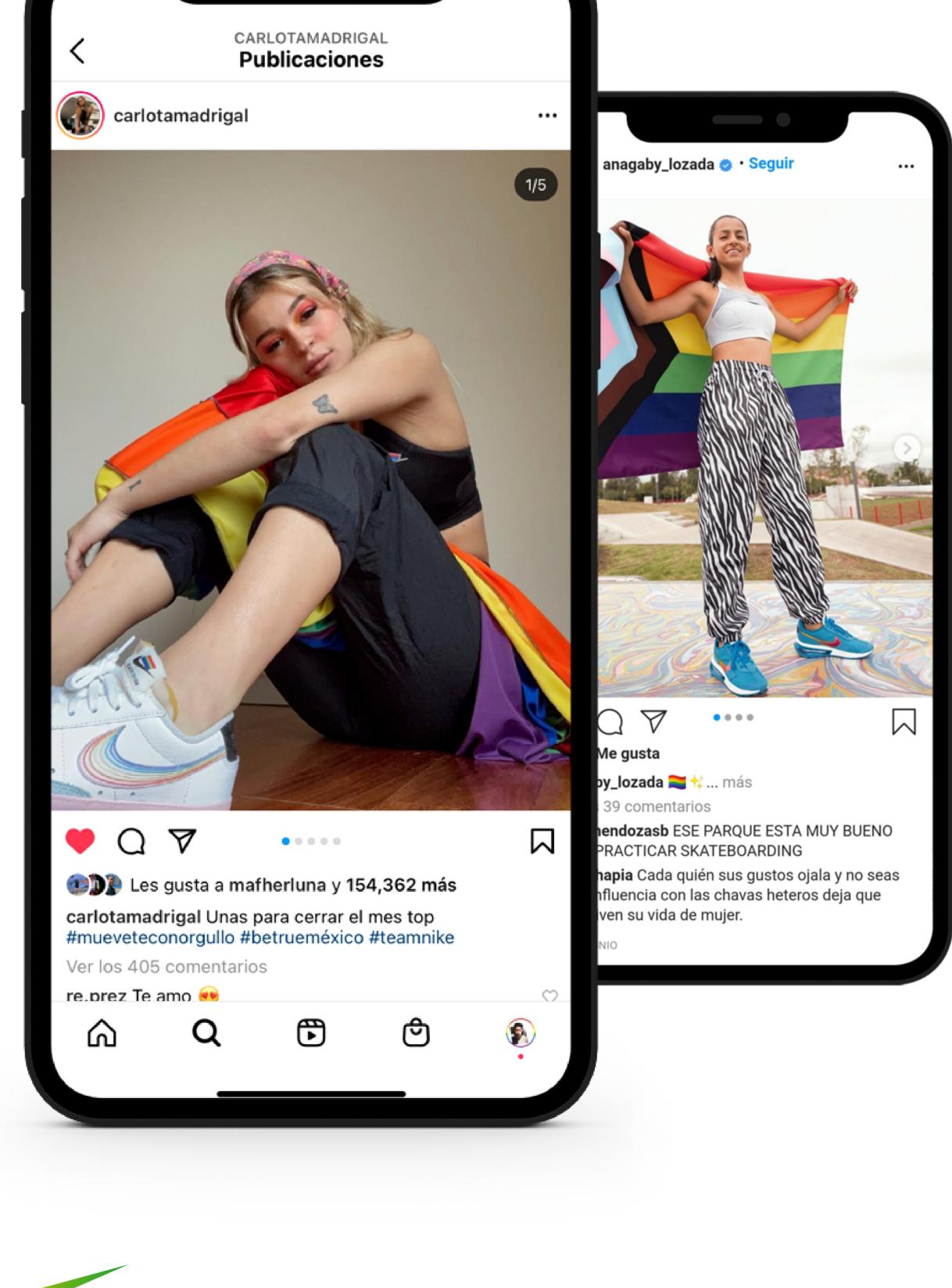
Results

Catalyst Brand Management



Followers

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