

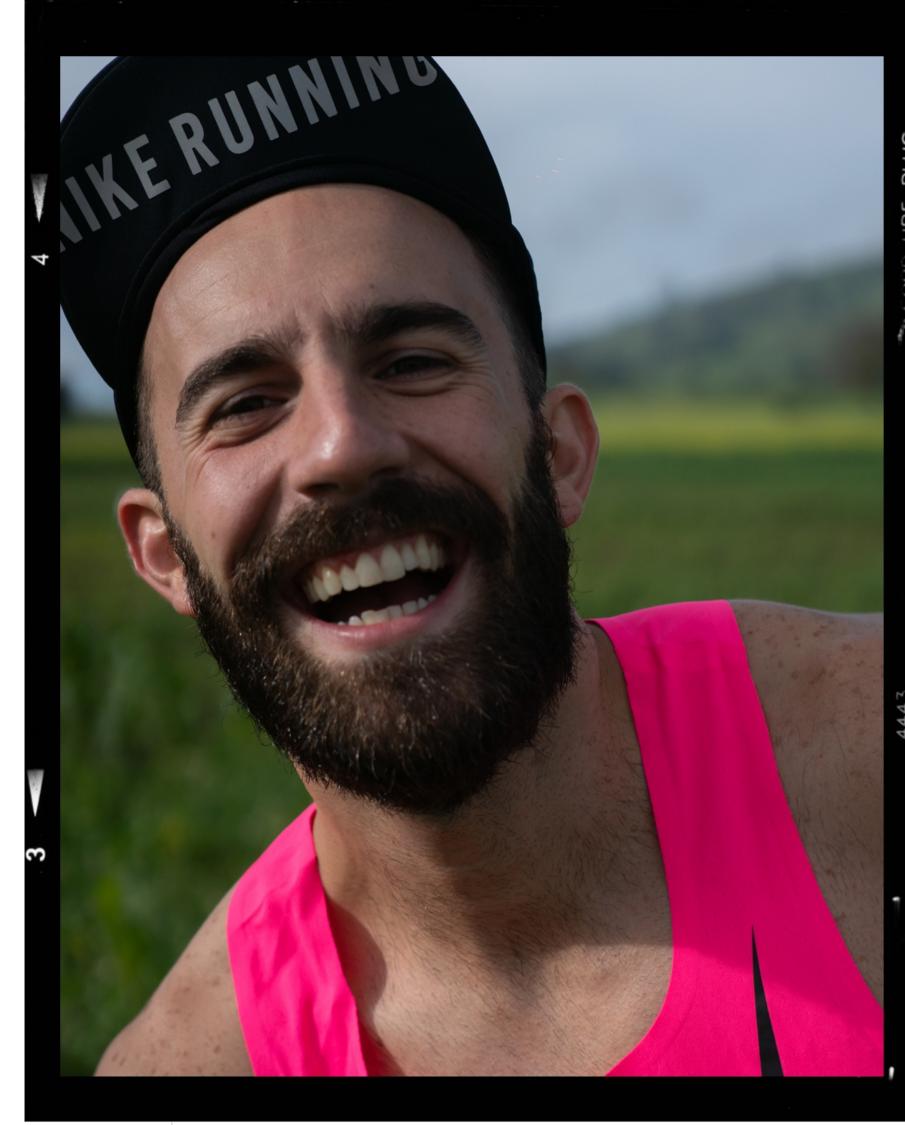
SUFA21 Mexico Recap

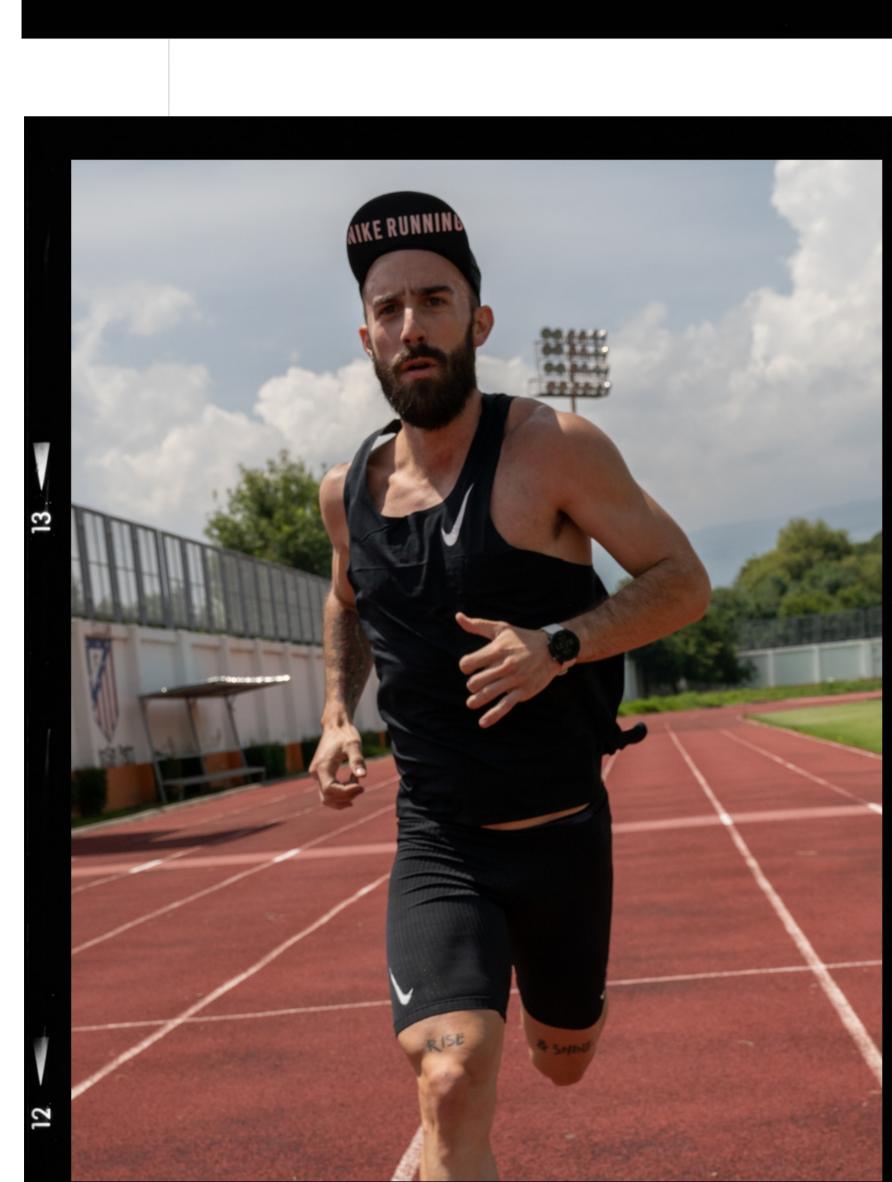
RAVDACIOUS



The Olympics have always brought joy and passion for sport across the world. We had to capitalize on that sentiment in order to inspire consumers to take their first runs, first miles, first trails or first marathon for the crazy ones.

We leveraged the Best Day amplification momentum and elevated the story of Pablo Gil, a Mexican long-distance runner, with the one purpose of inspiring people to join his User Generated Challenge #HazAlgoNuevo on the NRC App.







PABLO GIL'S CHALLENGE

Pablo motivated 1.5K runners* to join his challenge, reaching a 85% participation rate.

567K 1.5K 85% Reach

Participants

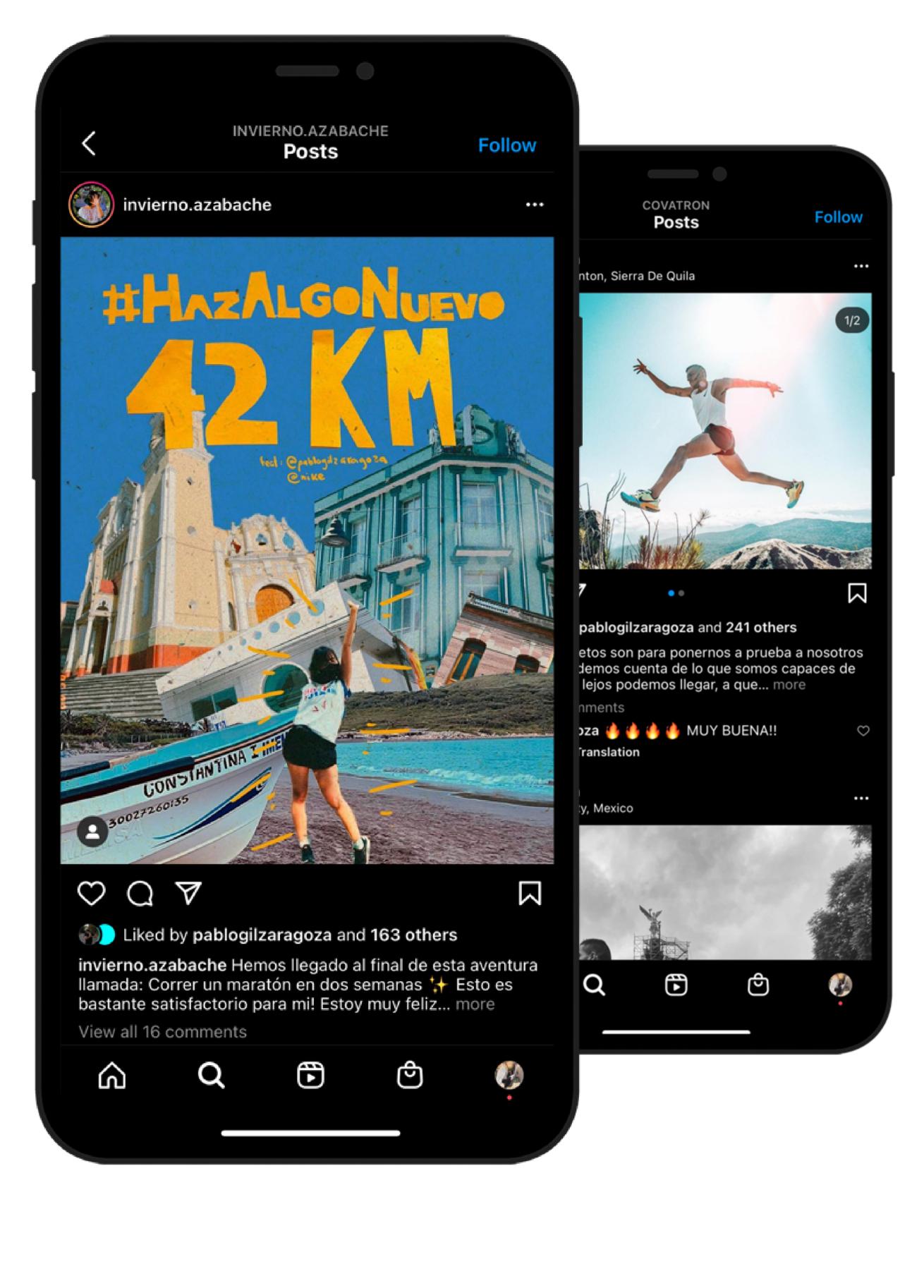
Active Participants (Top 100 finishers 40% women)

+42,000Kms

"This adventured called "Run a marathon in two weeks" has come to an end. I am filled with satisfaction and happiness, it was about setting a goal and achieving it. For the past two weeks I've felt stronger, more capable and especially happier. #HazAlgoNuevo because that's one of the best decisions you can make."

-Itzel Velazco

(challenge winner)

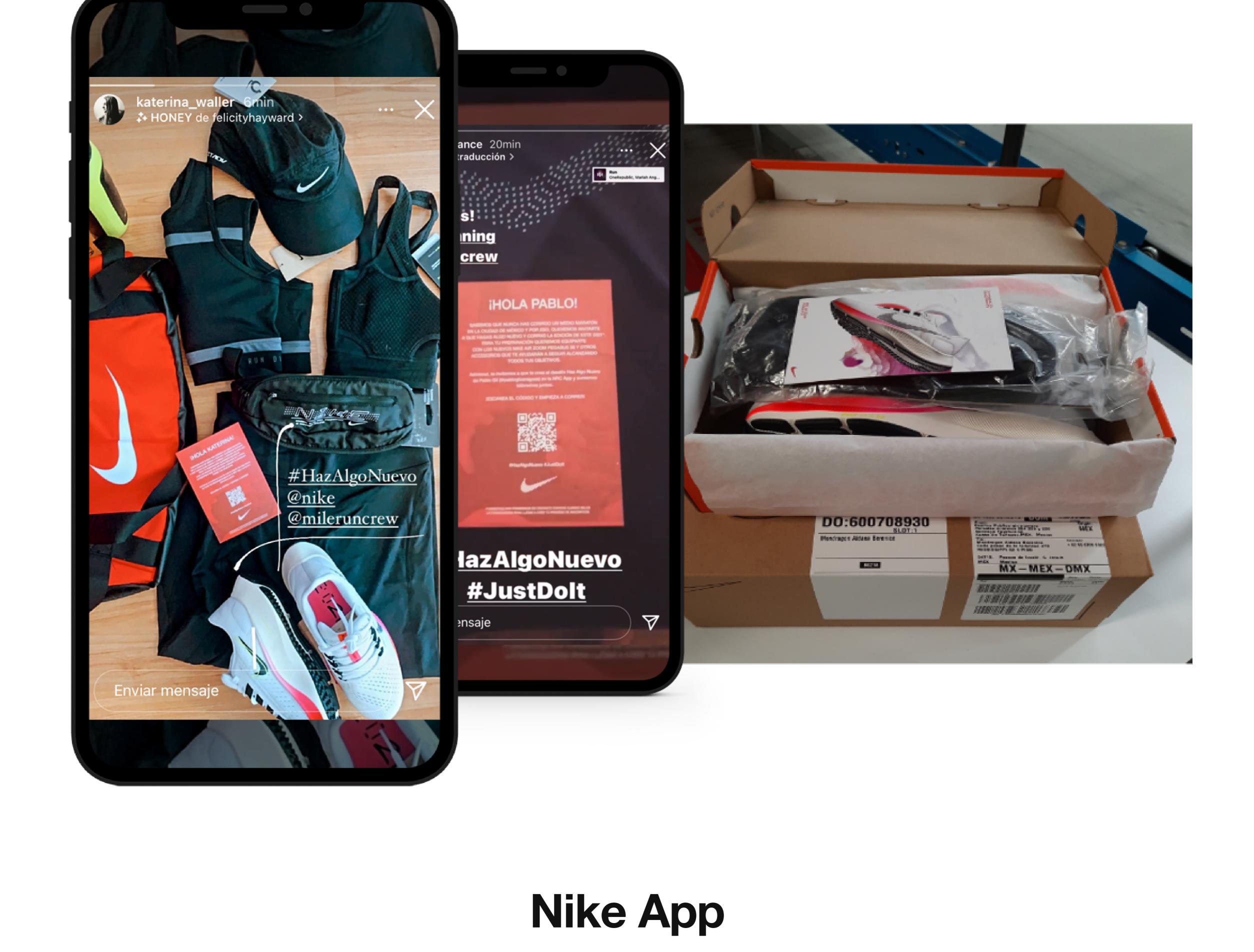


To continue with the energy around the Rawdacious launch, we rewarded buying and active members

SEEDING

product through Nike.com or the Nike App with a nice running waist bag. We also seeded our run crews with the innovation and an invitation to join Pablo's challenge.

by partnering with our DC Tepana and surprised our 50 first buyers of the Peg38, who bought the



Thread Views

Thread clicks 611

Results

Thread CTR 4. (

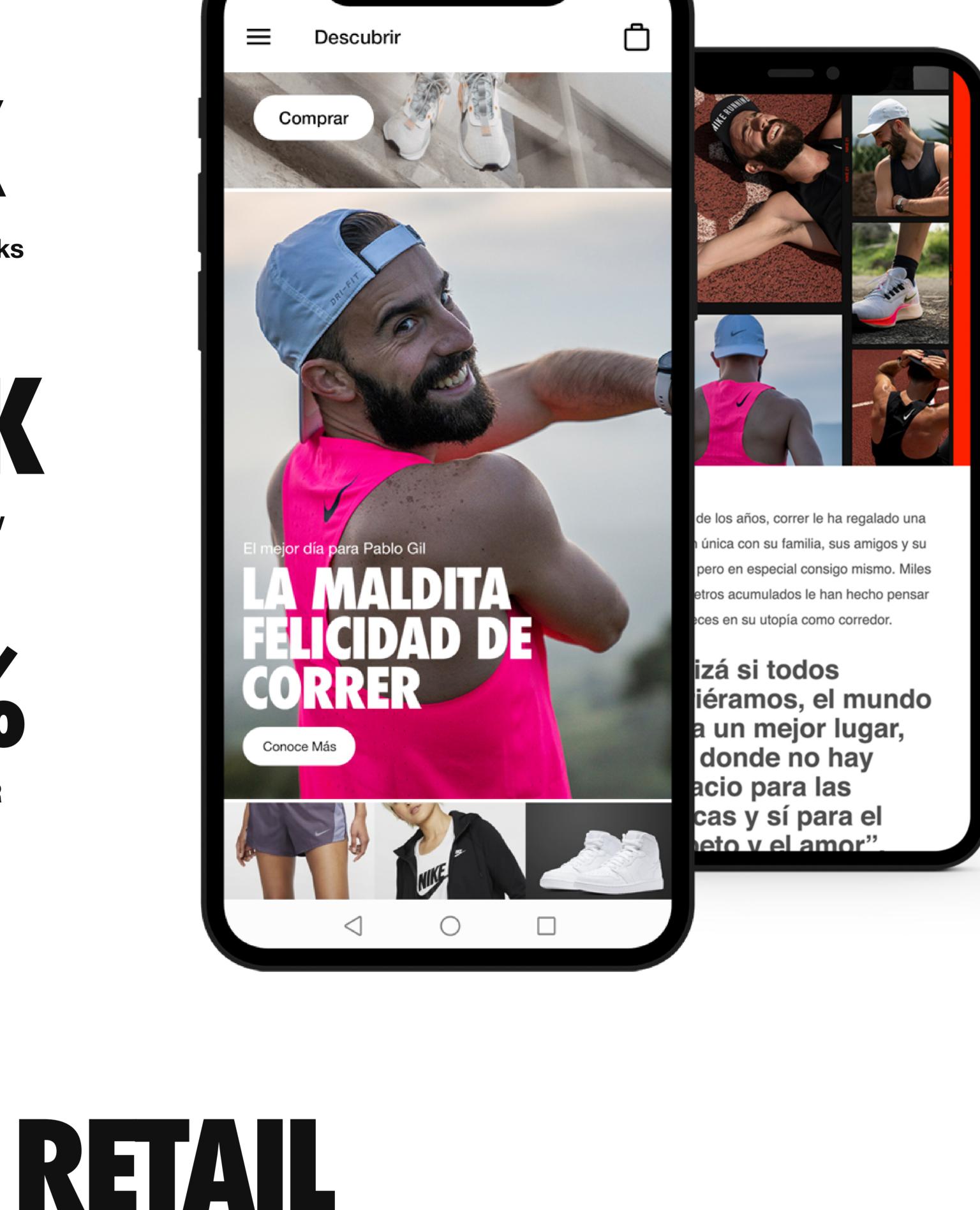
Feed Clicks

52%

Feed CTR

Feed View

Conoce Más



With the power of catalyst and brand efforts we leverage our strategic partner Innovasport to keep their

positioning as the running destination; obtaining a consistent double digit sell through in the first weeks

(Digital and B&M). With Liverpool we focused on serving her and her running journey.





