

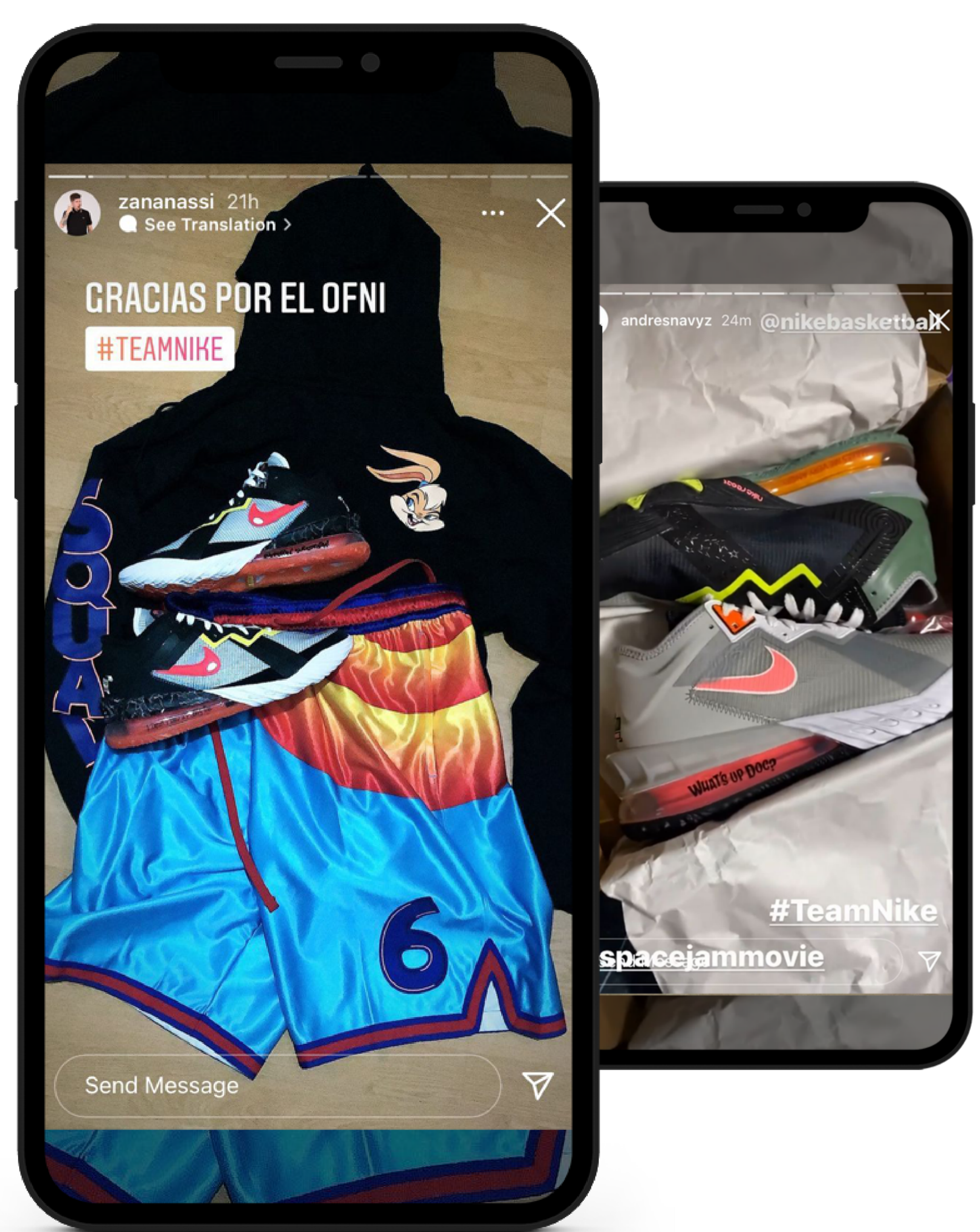
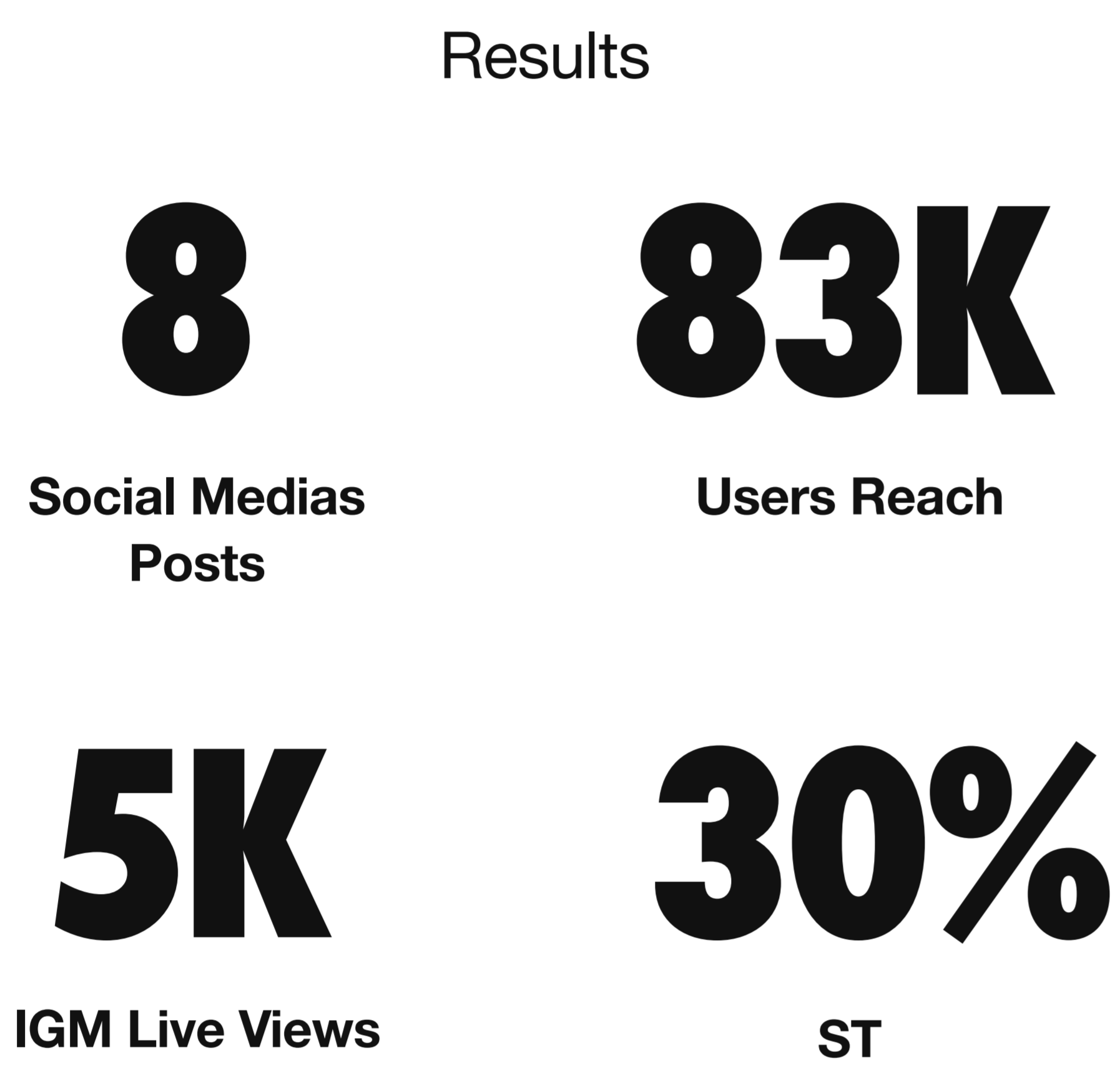
SUFA21 Mexico Recap



We didn't lose the opportunity to leverage the global energy around the movie to serve consumers across the marketplace with this expected collaboration, through which we were able to energize the game and the culture of basketball.

SEEDING RESULTS

In order to authenticate The New Legacy, we identified and seeded the catalysts who shape basketball nowadays, on and off the pitch.



RETAIL

A long waited, energy moment that we achieved to place around Mexico marketplace, delivering a consistent message on Nike Direct, Strategic, Key and authenticator partners. We curated head to toe look in partnership with VMS, powering up the energy and buzz we had for the collection.



NIKE APP RESULTS

