



NIKE ACADEMY

HOW NIKE DEMOCRATIZED THE BEST FOOTBALL FOR EVERY PLAYER IN THE WORLD

BACKGROUND

The **Nike Academy** has always been a key pillar of the Nike Football category, but in 2016 there was a need to breakdown the walls and democratize the proposition at a global scale. This meant to re-think the entire program while leveraging the equity that was created with the consumers.

This has been a journey that started in 2009 with the first professional football grassroots program with the **Nike Chance**, a trial event at the Arsenal training grounds with the endorsement of Arsène Wenger. By the end of its 8th year, the program achieved the following:



500,000
APPLICANTS



200
GRADUATED PLAYERS



12% HIGHEST
ENGAGEMENT
ACROSS ALL NIKE CHANNELS



60 PROFESSIONAL
CONTRACTS
LANDED

NIKE ACADEMY'S LIFETIME EXPERIENCES



THE BRIEF

Now, it was a time to flip the Nike Academy on its head. The brief I had received from senior leadership was to relaunch and reposition the category's most authentic connection with consumers and to align with training apparel as a business driver.

I had to extend the physical presence of the Academy to 16 key cities with 25 coaches servicing weekly training sessions physically engaging close to 250K members annually.

THE APPROACH

How did we crack this challenge? For those who have read or heard me speaking, there are two must haves for a successful marketing program:

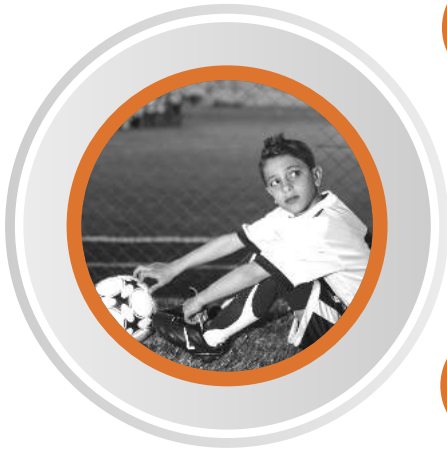
- 1) Ground your proposition on a consumer insight
- 2) Product is king - make sure that there is a clear product payoff for the brand and consumer

FINDING THE INSIGHTS



in-person interviews with professional athletes, coaches and consumers

INSIGHTS



1

"I dream big, but I know the reality"

2

"My coach can't do everything"

3

"I work hard, but I'm not sure it's right"

BRINGING THE VISION TO LIFE

The Nike Academy re-imagined has the goal to democratize the best of football in the world in every consumers life through a curated live and digital training program, unleashing the aspiring footballer's full potential.

But, this is all great in theory. It looked amazing in our internal presentations. Now, I had to bring it all together and get the local teams excited about the future. I wanted to make sure that everyone felt that this was their program, and the consumers must feel the same way.

Running an integrated offense with +25 people from various functions



to deliver a creative direction, including an activation toolkit. This body of work was delivered in the form of a new creative direction, including a new brand identity and naming convention.

FIRST NIKE ACADEMY GLOBAL SUMMIT

DESIGNED AND FACILITATED A CUSTOMER-CENTRIC IMMERSIVE SUMMIT WITH
BRAINSTORMING AND FOOTBALL TRAINING SESSIONS



OUR GOAL
CREATE MULTIPLIERS
AND CO-CREATE
LOCAL MARKETING
LAUNCH PLANS

60
BRAND LEADERS

3 DAYS AT
ST GEORGE'S PARK

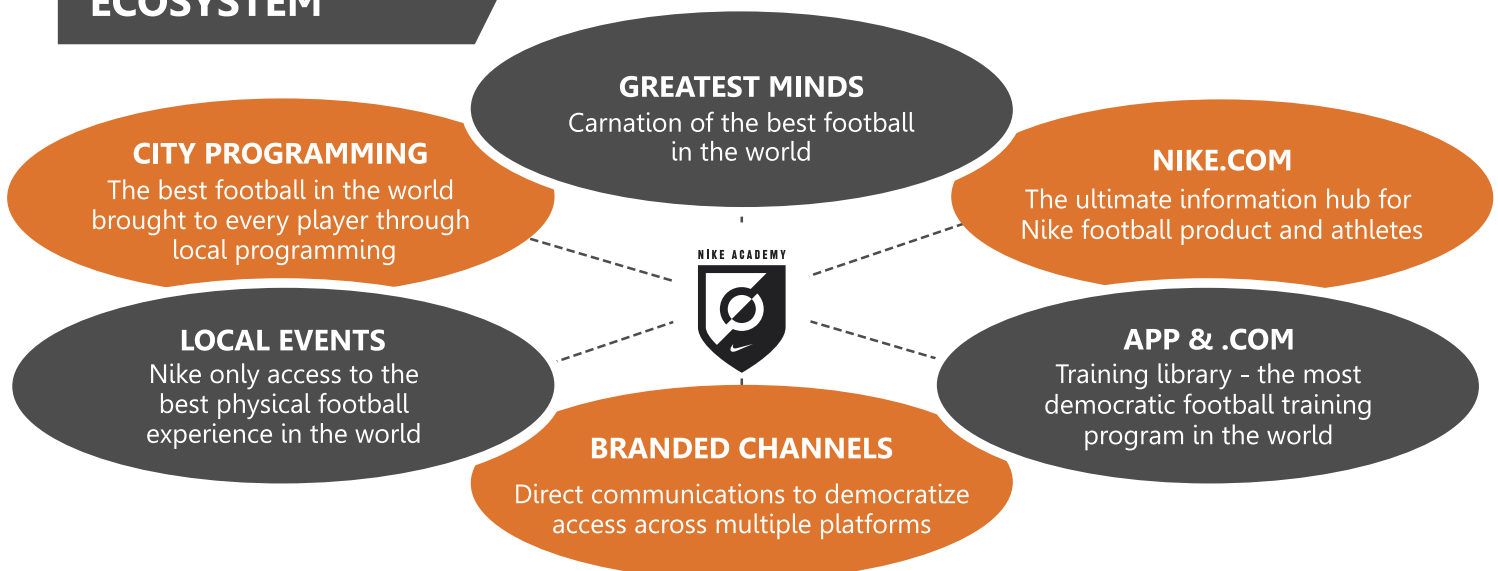
HOME OF THE NIKE ACADEMY

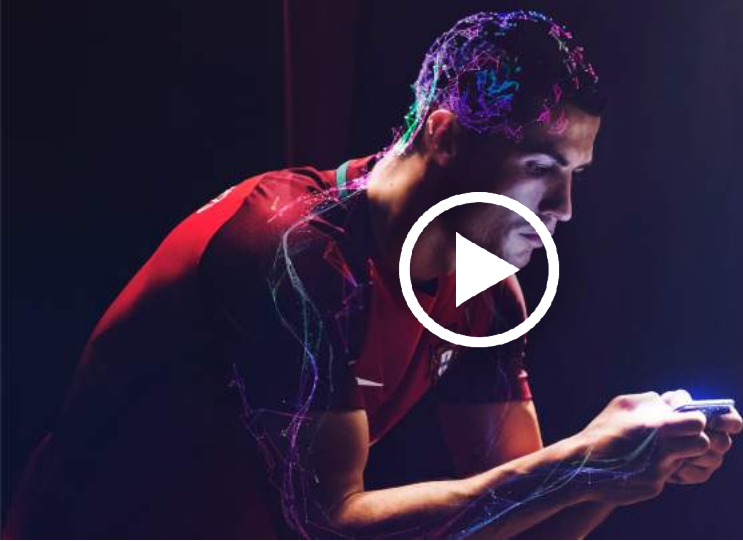
GETTING DOWN TO WORK



After three days working on the future of the program, the team built the Nike Academy services ecosystem

THE NIKE ACADEMY ECOSYSTEM





NIKE FOOTBALL PRESENTS PRO GENIUS

Physicality is nothing without mentality.
Train your mind like the pros with Nike
Football Pro Genius in the App.

THE DEMOCRATIZATION OF THE BEST FOOTBALL FOR EVERY PLAYER IN THE WORLD

RESULT

Implemented the new Nike Academy in (16) global cities: Tokyo, Rio de Janeiro and São Paulo, Barcelona, London, Shanghai and Beijing South Africa, Argentina, Mexico, Paris, Instambul, Melbourne, Berlin, Moscow, Milan and Amsterdam.



30K NEW
MEMBERS IN
6 MONTHS

800+
STORES GLOBALLY

+74% RETENTION IN APP WITH
MORE THAN 5M MEMBERS



TAMBOSI
CREATIVE LEADERSHIP



TAMBOSI

CREATIVE LEADERSHIP



● ABOUT ME

Fabio Tambosi is a modern marketer building and growing brands in today's fast-changing digital landscape. His leadership and ability to define clarity in chaos are rooted in the teamwork, discipline, and strategic thinking is built in his experience as a soccer player throughout his youth in Brazil and as a Division I student-athlete.

Visit my website today at

www.fabiotambosi.com to learn more about how we could help each other.