



GAME ON WORLD - NIKE PUSH THE BOUNDARIES OF OUT-OF-HOME ADVERTISING

In conjunction with Razor Media (planning) and Us Sydney (content production), The Creative Shop have designed and produced yet another unique digital platform for use in JC Decaux panels.

Working across the NIKE brand to promote the launch of the NEW Lunar Glide +4 athletic shoe; The Creative Shop (TCS) have created a translucent LCD screen whereby real, tangible NIKEs are showcased inside a JC Decaux panel, all whilst dynamic digital content can be run over the top.

Featuring across CBD sites in both Sydney and Melbourne, the 46" translucent screen acts as a retail window display, providing consumers with a 3D view of the shoe in action. The content revolves around the ability for the Lunar Glide +4 to seamlessly transfer exercise data to the iPhone, a core design feature and function of the shoe itself, delivered via bursts of colour and motion graphics.

"The use of a translucent screen to showcase the tangible and intangible aspects of the new NIKE Lunar Glide +4 is a great way to communicate the technology behind the shoe in a split second. This is one of those times that innovation and technology work in unison, whereby the technology itself is almost hidden from initial view as you are drawn into the experience"

*David Wommelsdorff
Director – Business Development / The Creative Shop*

This is the first time a product of this nature has been adapted to the OOH environment here in Australia and is testament again that both innovation and interactive digital mediums are on the rise.

For further information:

David Wommelsdorff
Director – Business Development / The Creative Shop
e: davidw@thecreativeshop.com.au
p: +61 (0) 400 006 506



