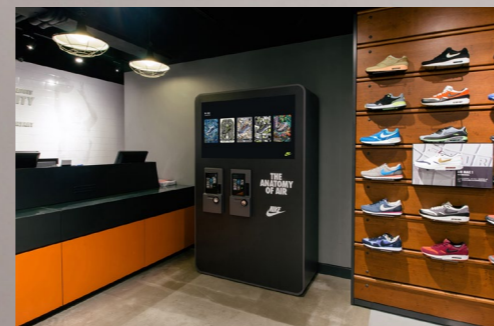
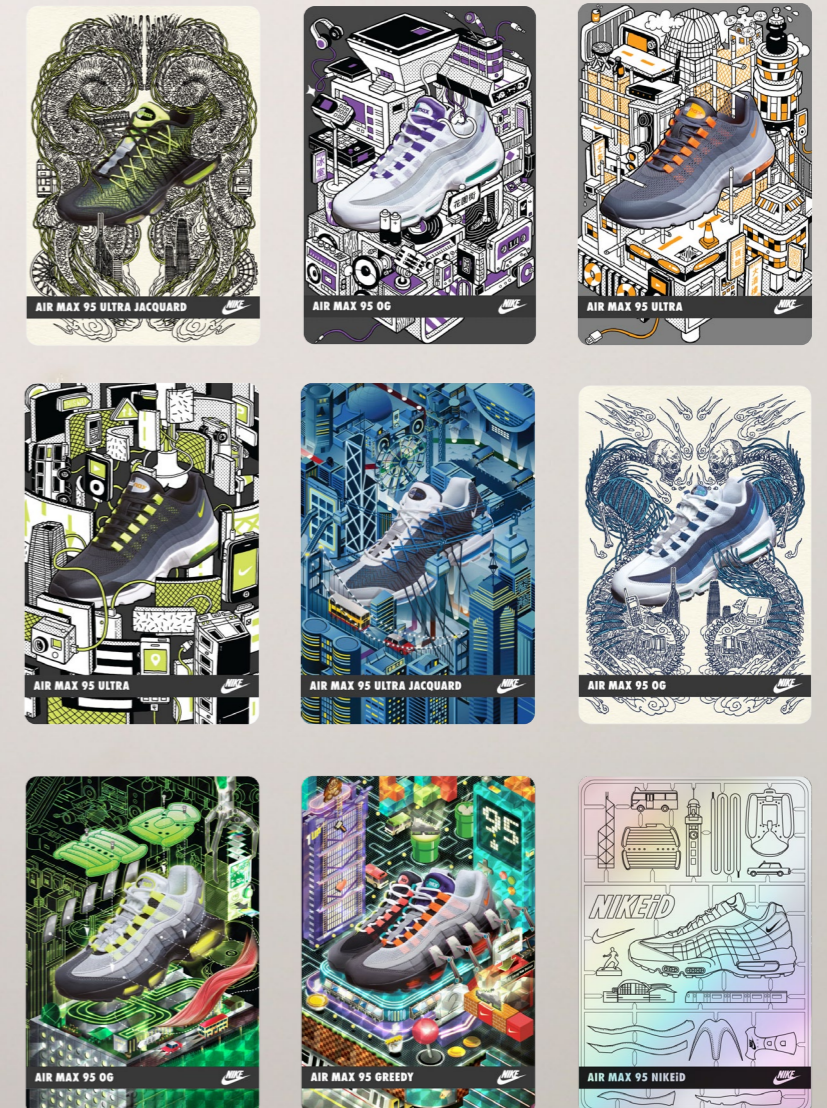




NIKE AIR MAX 95 COLLECTABLES

A NOSTALGIC SET OF EXCLUSIVE TRADING CARDS FOR ITS 20TH ANNIVERSARY



The original card machines were installed in-store.



People came back daily to try and collect them all.



Special rare cards unlocked limited edition sneakers.

BACKGROUND

NIKE AIR MAX 95 is one of the most iconic and sought after sneakers of all time. Twenty years on from the original launch, they were being launched again here in Hong Kong. Our task was to increase awareness and drive traffic into the Nike stores.

IDEA

NIKE AIR MAX 95 COLLECTABLES. Tapping into the mid-90's craze of collecting exclusive trading cards and limited edition sneakers, local artists created a specially designed series of collectable cards showcasing the AIR MAX 95 range to mark the re-release of this all-time favourite shoe with a throwback to 1995 in Hong Kong.

RESULT

These cards gained awareness across the city then also internationally. As a result, it drove traffic to the Nike stores:

- +23% increase in store traffic
- +56% increase in shoe sell through