

yellow @OBSESSION



Creative agency : DDB Paris
Client : Nike

Strategy : During almost a month in France, a creative concept based on the obsession which represents the yellow singlet for the participants of the Tour as for the general public. A will to capitalize on the yellow colour and to run all the retail supports to serve the obsessional message and make it more concrete than ever.

Execution : Two generic visuals which divert the test of Rorschach by recreating cyclists' silhouette in a yellow symmetric task. At the same time, in shop window and in-store, the stickage of a yellow transparent film on all the glazed surfaces (cf. shop windows, mirrors, display, escalator) plunges visitors in the heart of the obsession through the claim "Yellow Obsession". Because Tour de France takes place in the streets, transparent stickers representing a cycling singlet were developed and distributed to people in NikeParis store. Stickers intended to be stuck on yellow urban supports and spread the obsession of the yellow singlet in the heart of the city.

Results : A 360° approach which allowed to associate effectively Nike to the Tour de France while regenerating the imagery traditionally associated to the event, and increase of 80% the traffic in store during the operation.



Nike Yellow Obsession (Outdoor)



Nike Yellow Obsession (In shop window)
Stickage of a yellow transparent film on all the glazed surfaces.



Nike Yellow Obsession (In-store)
Redecoration of the NikeParis store.



Repérez une surface jaune • Collez le sticker • Courez

Ne pas utiliser sur les véhicules



Nike Yellow Obsession (Transparent stickers)

Transparent stickers were distributed to people in NikeParis store :
"Find a yellow surface, stick it & run fast."