



"ONE OF THE BEST  
EVER MADE."



"I WOULD LIKE TO BE  
THIS ADVERT."



INDEPENDENT  
"EVERYONE HAS  
AN OPINION."

BuzzFeed

"LONDON DECLARING  
INDEPENDENCE."

HYPEBEAST

"THE TALK OF  
THE TOWN."

METRO

"GREAT MIX OF CULTURE  
AND SPORT."

noisey

"CELEBRATION OF  
CULTURES."



"NAME ALL THE  
FAMOUS PEOPLE."

# NOTHING BEATS A LONDONER



## WHY AND WHAT?

Nike wanted to reaffirm their connection with London's youth. We created a mobile-first cross platform tale of one-downmanship capturing insightful moments young athletes face in London, where they turn hardship into fuel. Real London; real kids, authentic language, true stories, cult locations, iconic tracks and a supporting cast made up of London's most influential stars.

## SOCIAL LAUNCH

Knowing how our audience consume media, we designed the film to be launched scene by scene by the real kids, to their social communities; all via their Instagram accounts. Stars commented on these posts, before the individual stories came together as the full film, which went instantly viral. This was supported by: Instagram Stories, Snapchat stickers, shareable gifs for dark social and loads more - all directing kids to free sport across London.

## STOKING THE HYPEBEASTS

INFLUENCERS, IN NEVER SEEN BEFORE T-SHIRTS, GET THE TWITTER, INSTAGRAM AND SNAPCHAT BUZZING. THE KIDS GO CRAZY TRYING TO FIND OUT WHERE THEY GET THEM.



## INSTAGRAM LAUNCH

SKEPTA LAUNCHES THE CAMPAIGN ON INSTAGRAM. THE KIDS FROM THE FILM RESPOND FROM THEIR OWN ACCOUNTS.



## FILM GOES VIRAL

THE FULL FILM HITS #1 TRENDING ON YOUTUBE AND GETS ALL OF LONDON TALKING.



## 'SWIPE UP' INSTA STORIES

AN INFLUENCER LED CAMPAIGN GOES LIVE IN INSTAGRAM STORIES, ENCOURAGING KIDS TO GET INVOLVED IN SPORTING EVENTS ACROSS THE CITY.



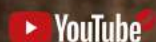
## SOCIAL STICKERS AND GIFS

AT THE SAME TIME, CUSTOM MADE GIFS LAUNCH ON INSTAGRAM, THROUGH GIPHY, WHILE STICKERS BECOME AVAILABLE ON SNAPCHAT AND INSTAGRAM.



## XBOX LIVE

KIDS CAN EVEN EARN A LIMITED EDITION T-SHIRT FOR THEIR XBOX AVATAR.



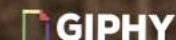
#1 TRENDING ON YOUTUBE  
WITH 18K+ COMMENTS.



EARNED AN ORGANIC  
TWITTER MOMENT.



TWEETS FROM THE MAYOR  
OF LONDON AND DRAKE.



32 MILLION VIEWS.



COUNTLESS PARODIES.