

Cases studies

Nike Joga Bonito. Joga 3 Promotion, 3 versus 3 football tournament organised by NIKE in Spain and Portugal.



Communication campaign of Joga Bonito during the Football World Cup in Germany and promotion of the Joga3 event (3 versus 3 football tournament) hold in several sites in Spain and Portugal.



Agency:	MPG
Advertiser:	Nike
Sector:	Apparel
Campaign:	Joga Bonito
Location:	SPAIN AND PORTUGAL



Challenge

The objective of the campaign was to inform the customers of the Nike flagship shops in Madrid, Lisboa and Barcelona, about the organisation of the Joga3 event and invite them to inscribe to such event. By means of a multimedia application adapted to each mobile phone OS version (Symbian, Windows Mobile and JAVA) the users received the participation rules and information about the locations of the tournament.

Additionally, the application offered to possibility to download the popular TV spots of the Joga campaign together with screensavers and images of Ronaldinho, Ronaldo and Cristiano Ronaldo. Then, the users of the application could freely share the contents with other persons, multiplying the final redemption of the campaign thanks to the high level of viral marketing generated.

Updated content and a new spot were issued every week, motivating the customers to comeback to the shop.

Result

In only 2 days, the Joga3 event was collapsed due to the high demand of participants. After 3 weeks of campaign, more than 7,000 persons had downloaded the multimedia contend from the shops in Madrid, Lisboa and Barcelona.

The Joga Bonito campaign, inspired in the Brazilian football, had a dramatic success during the World Cup in Germany among the fans of this sport.