

NIKE Mobile Activation

Why Nike could benefit from a mobile activation

NIKE + NYC Marathon Mobile Opportunity

Nike is known for its brand positioning by pushing past limits, influencing athletes, and empowering people through movement. Using NIKE and mobile activation at the NYC Marathon creates an opportunity for Nike to bring this message to life by engaging directly with runners and spectators during one of the most influential athletic events in the world.

Benefits include:

- **Memorable brand experience:** Nike can use an interactive space with consumers experience firsthand.
- **Connecting athletes and communities:** With NYC Marathon brings together professional runners, everyday athletes, and fitness communities who align with Nikes mission.
- **Showcasing innovation:** Consumers can explore Nike's performance technology and products in real athletic environment.
- **Increasing engagement:** Exclusive experiences, rewards, and personalized interactions that build with the brand.
- **Social Media Impact:** Encourages participants to share their Nike x Marathon experience online to create buzz.



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NIKE x NYC Marathon

Concept Overview

Nike x NYC Marathon activation would be designed to celebrate runners before, during, and after race day. The activation creates an immersive Nike Experience where participants can prepare for the marathon, explore Nike sponsored products, and connect with the community.

Located at the end of the race, this activation would be a temporary Nike truck used as a product gifting, recovery, and personal connection.

As part of this experience, the first 200 marathon runners who visit the activation would receive an exclusive Nike gear bag with training essentials.



Experience & Features

1. **Gear Bag Giveaway:** First visitors receive an exclusive Nike gear bag including running accessories, recovery essentials, limited edition NYC Marathon Nike items.
2. **Performance Zone:** Learn about Nike technology, shoe recommendations
3. **Personal Marathon Moment:** Runners can create a profile with track records, race number, goals, and favorite nike products, and receive a personalized content through Nike app
4. **Recovery Station:** Recovery tips and Hydration station



Marketing Impact & Connection

Why This Activation Works for Nike:

At this Nike Event would turn this Marathon into a brand experience by supporting runners beyond the product.

Expected Impact:

- Stronger connections with athletes
- Generates UGC for marathon participants
- Increases app engagement
- Reinforces Nike's position as a brand that supports every athlete.

Every runner has a story. Nike helps them go further.



Works Cited

Nike. “FY23 NIKE, Inc. Impact Report.” Nike.com, 2025, about.nike.com/en/mission/.

“Nike Run Club App.” Nike.com, 2023, www.nike.com/nrc-app.

AI generated mobile truck for image reference made by gemini.