

**EXAMPLE
FINANCE**

**NIKE &
EXAMPLE FINANCE:
POV & CAMPAIGNS 2024**



1.

THE ENDURANCE PORTFOLIO

(XXX,XXX)

Creative Concept:

This campaign creates parallels between durable investment portfolios and training for endurance sports. It focuses on endurance and resilience required in both fields, with Nike products being the catalyst for sustained athletic effort, similar to long-term investment strategies that withstand market volatility.

Scope of Work:

- Creation of editorial content that draws similarities between long-term investing and endurance training.
- Testimonials from athletes who use Nike products to enhance their endurance along with stories of investors who have built robust portfolios.
- Tips on endurance training and long-term investing, highlighting how Nike supports both endeavors.

Point of View:

"Build an Endurance Portfolio with Nike. Just as endurance athletes trust Nike to go the distance, savvy investors trust our insights for long-term financial growth."

"The Endurance Portfolio" Campaign Deliverables:

- A co-branded content series featuring endurance training tips and investment strategies.
- An interactive campaign for tracking both fitness and financial goals.
- A Nike-sponsored virtual marathon event where participants can also learn about endurance in investing.
- Exclusive insights from endurance athletes on how they manage their finances and stay fit with Nike.