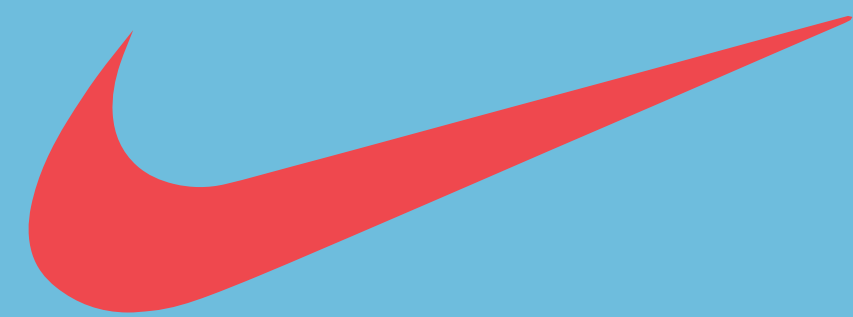


**FREEDOM  
FOR YOUR**



**NIKE BANNER ADS**



**FEET**

# BACKGROUND

Nike aims to do everything possible to expand human potential. Through these banner ads the goal is to get more of that innovation on peoples feet.

## TARGET AUDIENCE

The target audience is people interested in making an improvement from their current shoe. Leaning more towards a younger audience who will create hype around the shoe.

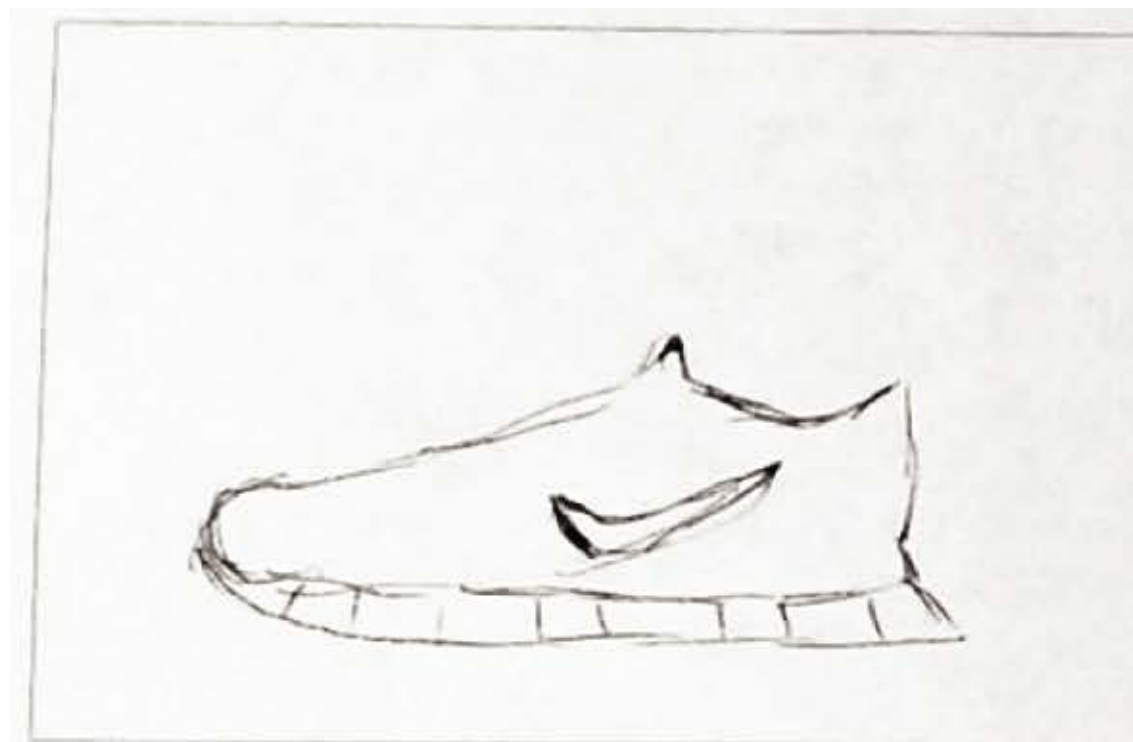
## OBJECTIVES

Showing off the flexibility and comfort of the shoe without going too long and losing the users attention. Creating a visual that sparks curiosity to know more and leading them into Nike's site through a simple but appealing introduction.

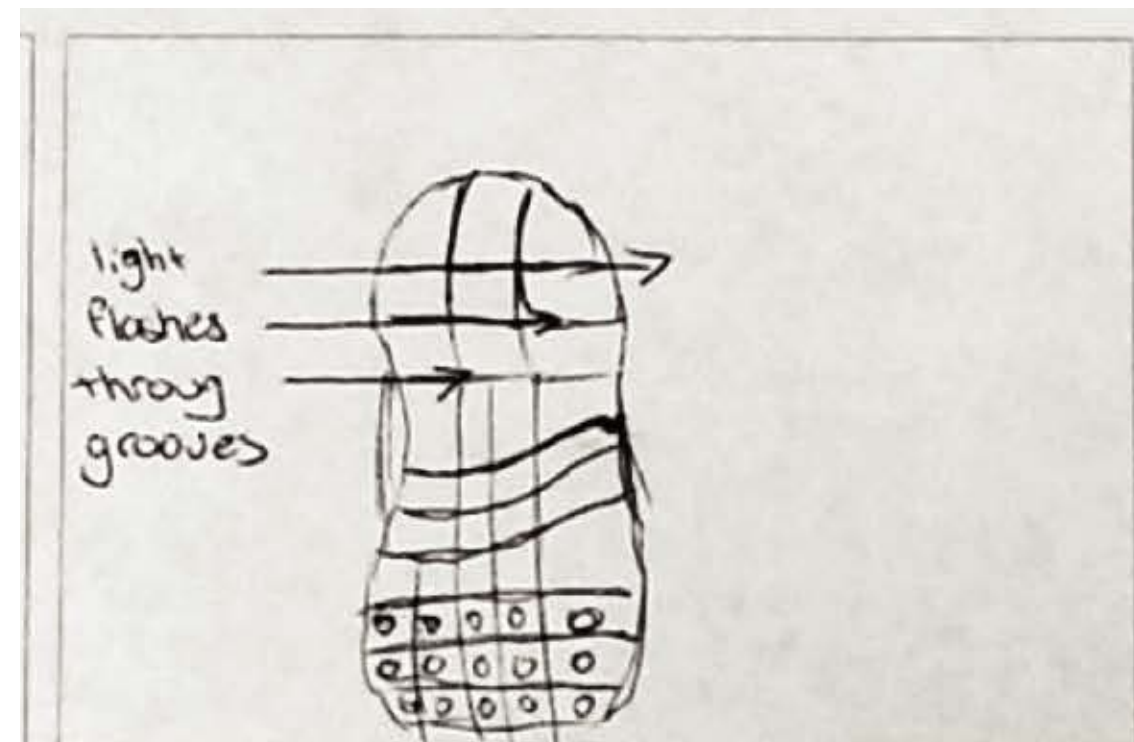
## OBSTACLES

Most of the web pages these banner ads will be on will be loaded with content. Trying to create a simple design with subtle flash to pull attention away from the main screen. Knowing the screens the ad will be on could be overwhelming gives opportunity for a well designed banner ad to pull the user away from the busyness to a fresh experience. If not executed well the ad could overload the already full page.

# STORYBOARD SKETCHES



1. Note shoe flashes to grab attention



2. Note cut to bottom of shoe



3. Note cut to full shot of shoe flexibility



4. Note Fade in of shoe

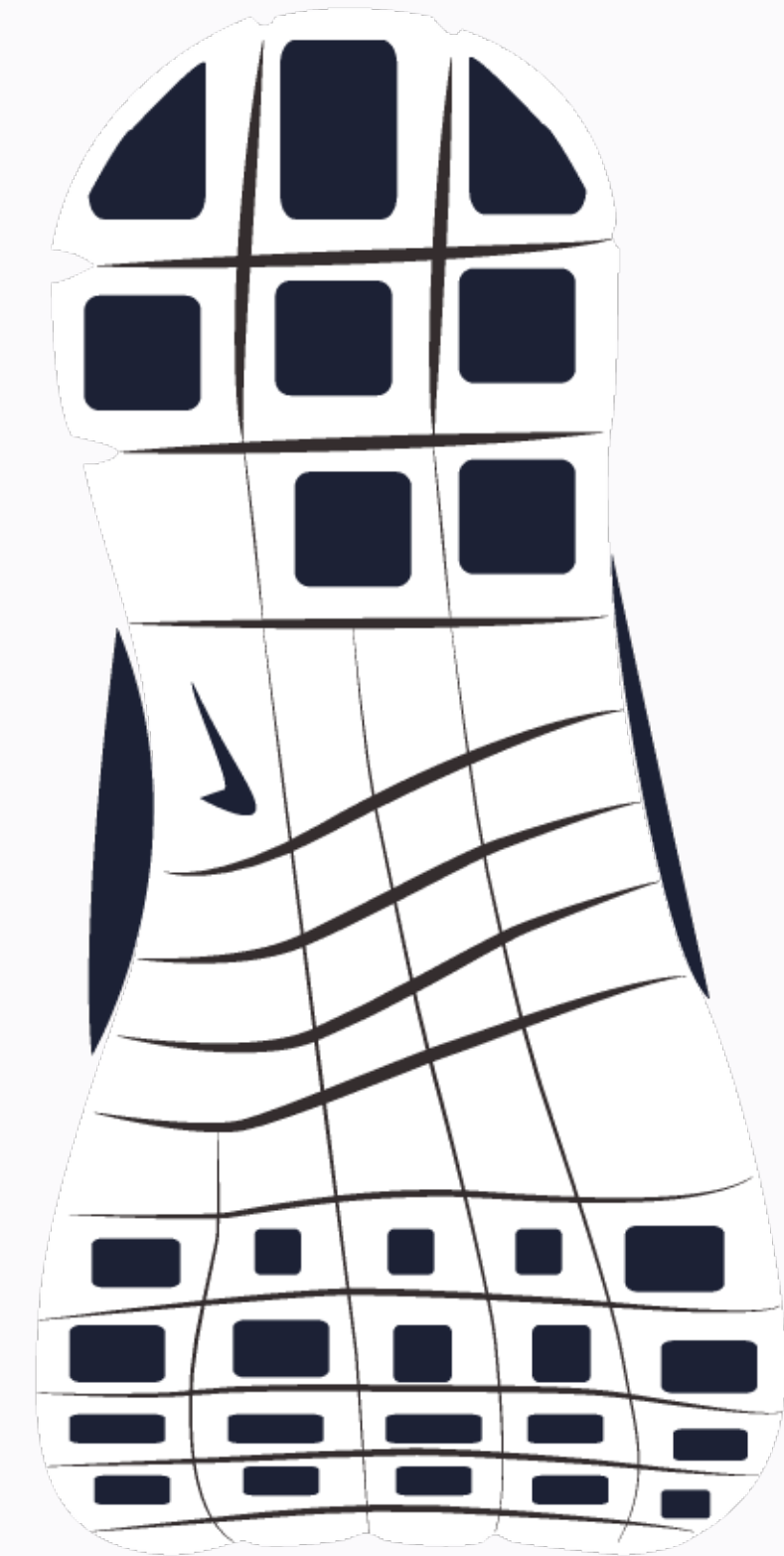
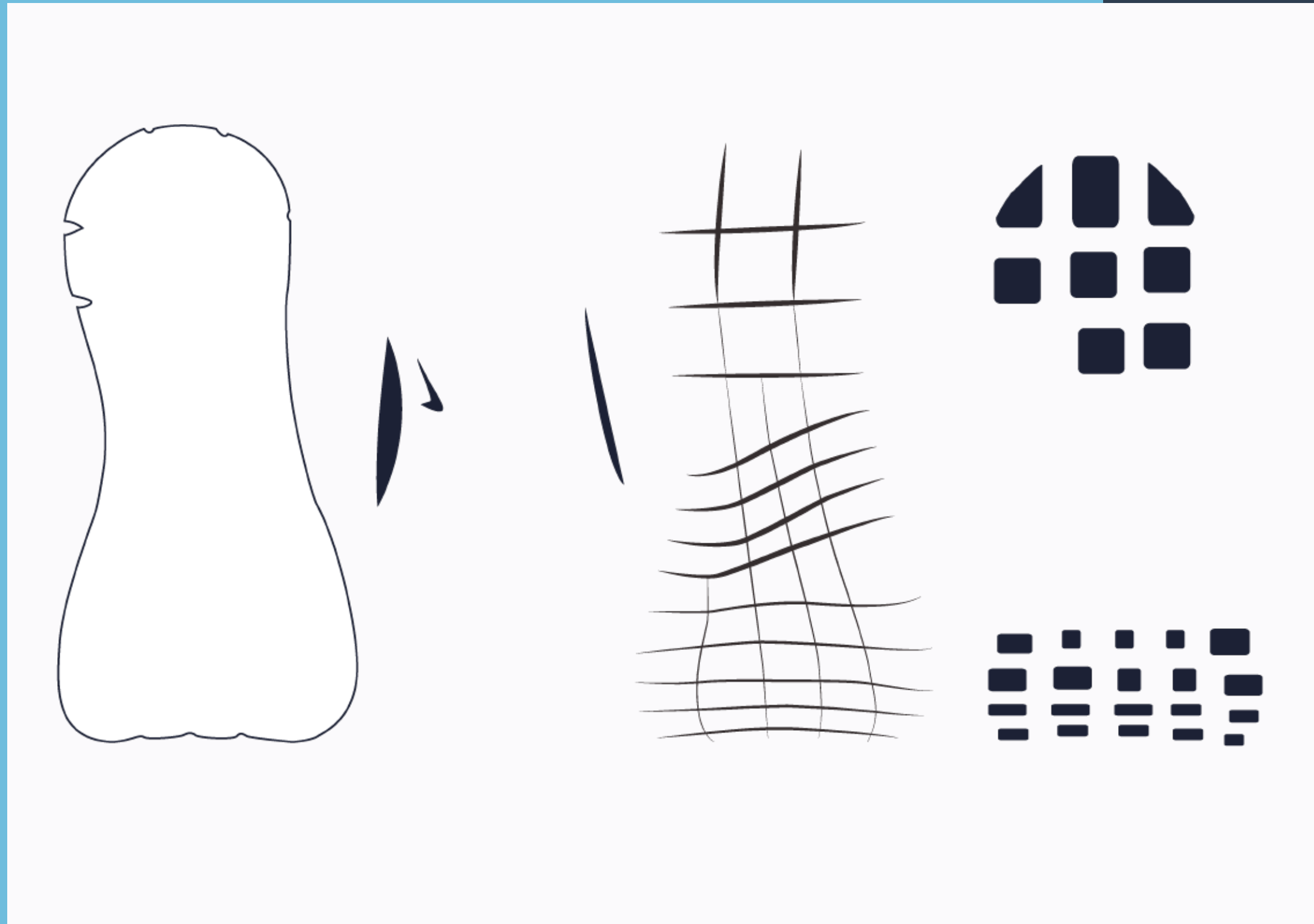
# SHOE DESIGN

PT 1



# SHOE DESIGN

PT 2





# SHOE DESIGN

PT 3

