



Nike

DISCIPLINE

Product Innovation

"There's nothing like running a race with a community of passionate women. There's an energy unlike any other I've ever felt on a normal day in San Francisco."

MEGAN PILLA, CHIEF CONTENT OFFICER,
BULLDOG DRUMMOND

DESIGNING AN EXPERIENCE TO TAKE OVER A CITY

CHALLENGE

The Nike Women's Marathon is far more than a marketing vehicle or product showcase for Nike. It's a tangible statement of their commitment to women. Nike's desire is to constantly evolve the event, their support of the female athlete and their understanding of her needs. Bulldog Drummond was asked to take the event to the next level by designing a new theme and experience concepts that could enhance the marathon with a female-centric lens.

RESULT

Our team of designers dove into the project to create something so unique and so desirable that it would drive additional excitement around the race. The San Francisco Landmark Flower design took over the city for the days preceding the event. Almost all of the designed merchandise sold at Nike's downtown flagship sold out the day of the race. And the Tiffany necklace that replaced the traditional medal was voted favorite of all time. The design was so successful it was used for the next two years—unprecedented in Nike history.

