

CASE STUDY

spot
Labs

House of Hoops by Foot Locker

PROBLEM

How does a global brand with a plethora of digital assets bring the quality, consistency and engaging nature of their online experience in to a 3rd party's retail location? That was the challenge posed to Nike's Digital Innovation Team. To help solve it they called Spot Labs.

SCOPE

Nike wanted to deploy an app on large touchscreens in Foot Locker's House of Hoops locations to ensure a consistent, impressive and engaging customer experience while creating brand awareness and presenting Nike's latest products. The application needs to reliably serve diverse on-demand content to a network of screens across the world. Additionally, Nike agency needed a platform through which they could push daily content updates and continuously monitor network well being.

SOLUTION

Nike's interactive application running on the NV Platform™ gives customers the opportunity to: **WATCH • EXPLORE • ACCESS**

Watch dozens of interchangeable on-demand videos featuring athlete interviews, shoe designer retrospectives, practice drills, "signature moves," and event footage.

Explore Nike's latest shoe releases through interactive images that provide detailed information about standout features, comparisons, prices, and available color combinations.

Access Nike's kicks calendar to find out when new shoes are scheduled for release.

DEPLOY

Write a sentence about working with Nike to deploy the product hundreds of locations with ease.

The application lives in Foot Locker Stores across the globe and is seamlessly hosted, monitored, and managed using Spot Labs' NVPlatform™, giving Nike the assurance that the experience they create is consistent across all House of Hoops locations.

