

Wunderman Thompson South Africa awarded the Nike account

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In October, Nike appointed Wunderman Thompson South Africa after the agency was approached to pitch a creative concept for the Nike 'Home of Air' campaign. The appointment scope includes customer experience, strategy, creative, UX and UI design for all Nike products on Sportscene, with the launch of the first release planned for December.

Creative director, Wunderman Thompson South Africa, Francois Botes expressed, "We had to consider how might we differentiate Nike in an increasingly crowded e-commerce space. We found opportunities within Nike's customer journeys to provide delightful digital experiences through the creation of new value-added services. These services will elevate Nike's e-commerce customer experience beyond an undifferentiated purchase transaction."

Agency managing director – Consulting, Thamsanqa Moyo added, "We are thrilled to be creating future-fit customer experiences for an iconic brand like Nike. Wunderman Thompson has the right set of capabilities for Nike to thrive within a highly competitive and fast-changing e-commerce environment."

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