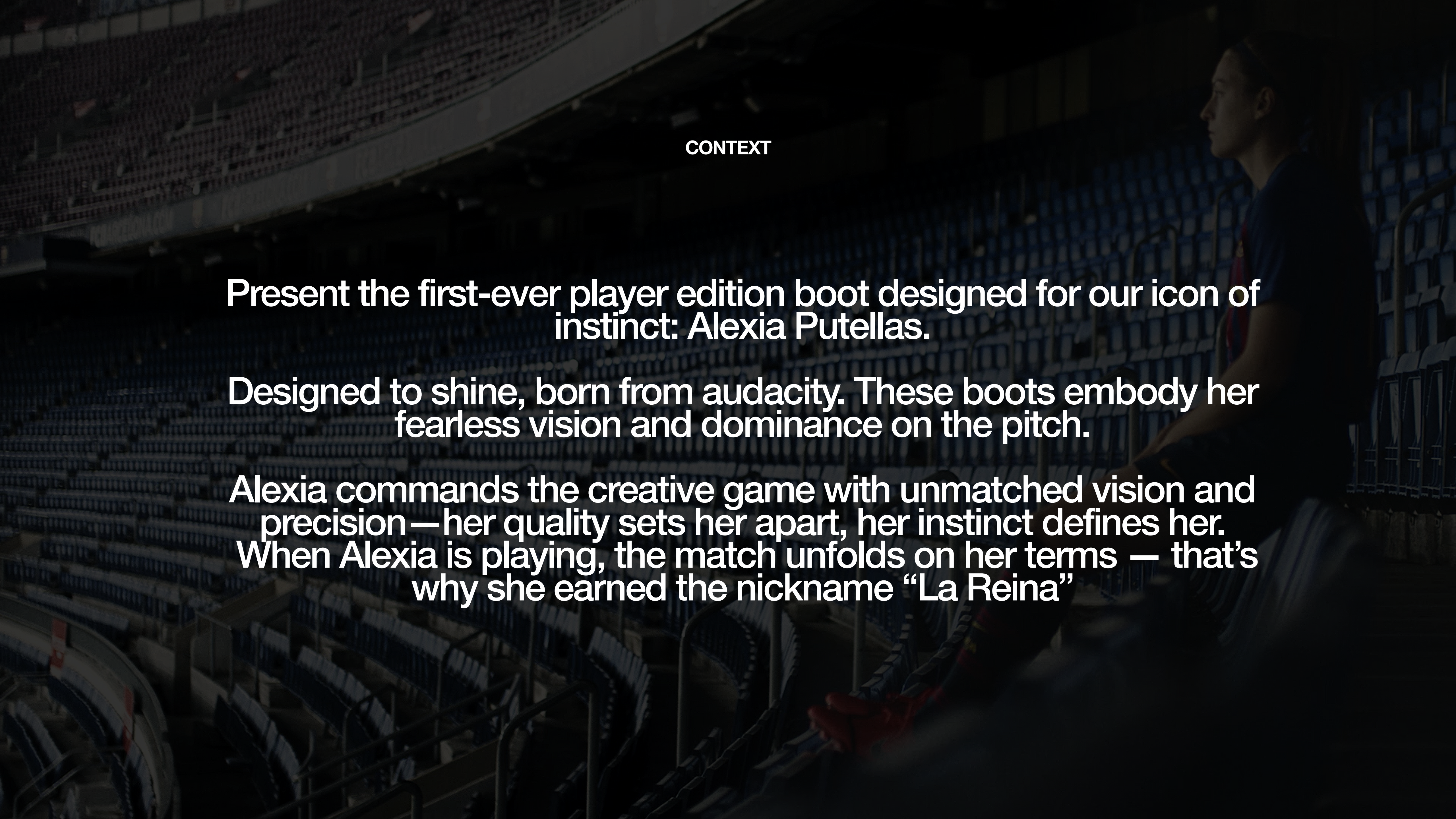


Football Case

Specialist II - Spain & Portugal

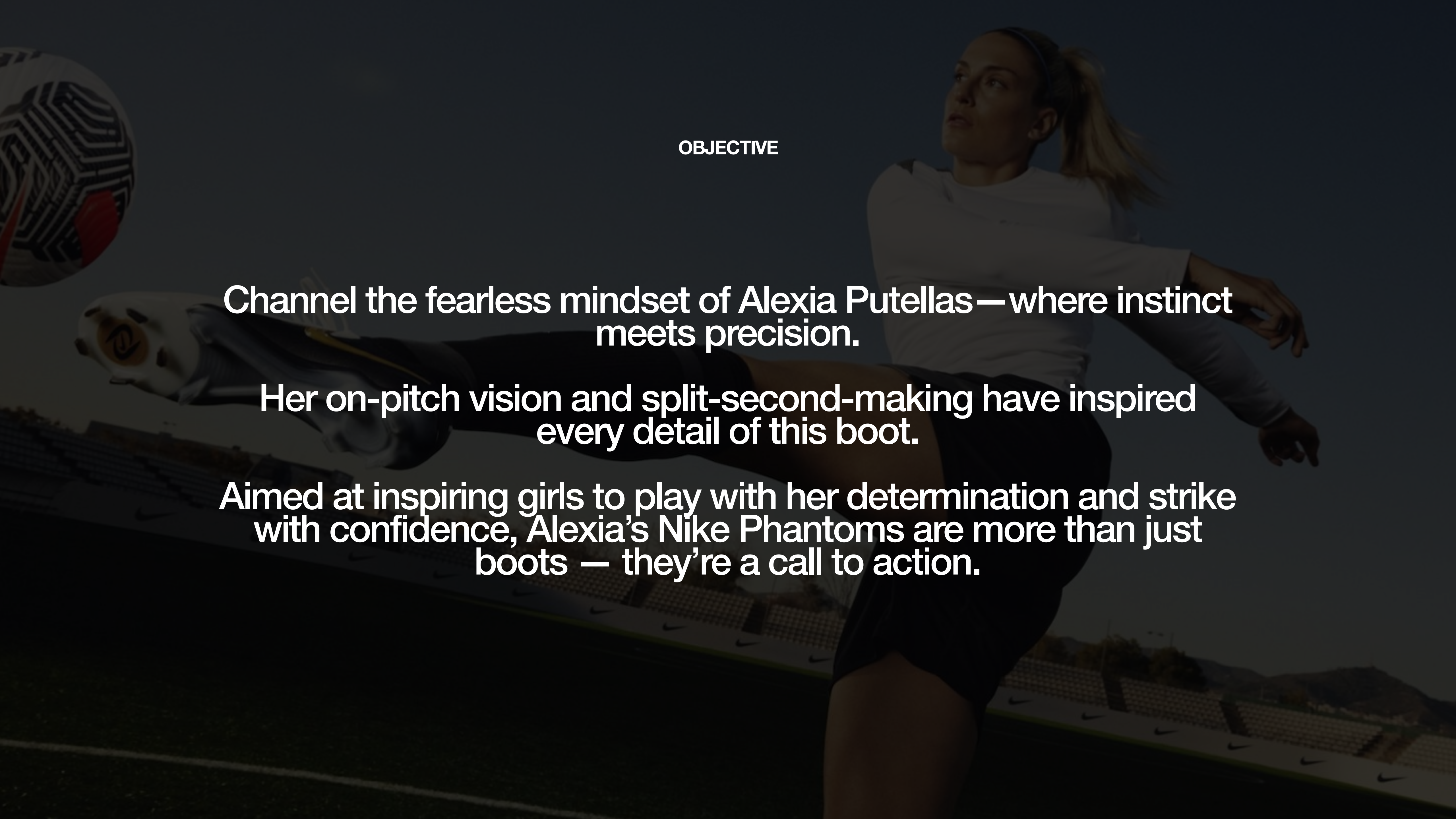


CONTEXT

Present the first-ever player edition boot designed for our icon of instinct: Alexia Putellas.

Designed to shine, born from audacity. These boots embody her fearless vision and dominance on the pitch.

Alexia commands the creative game with unmatched vision and precision—her quality sets her apart, her instinct defines her. When Alexia is playing, the match unfolds on her terms — that’s why she earned the nickname “La Reina”

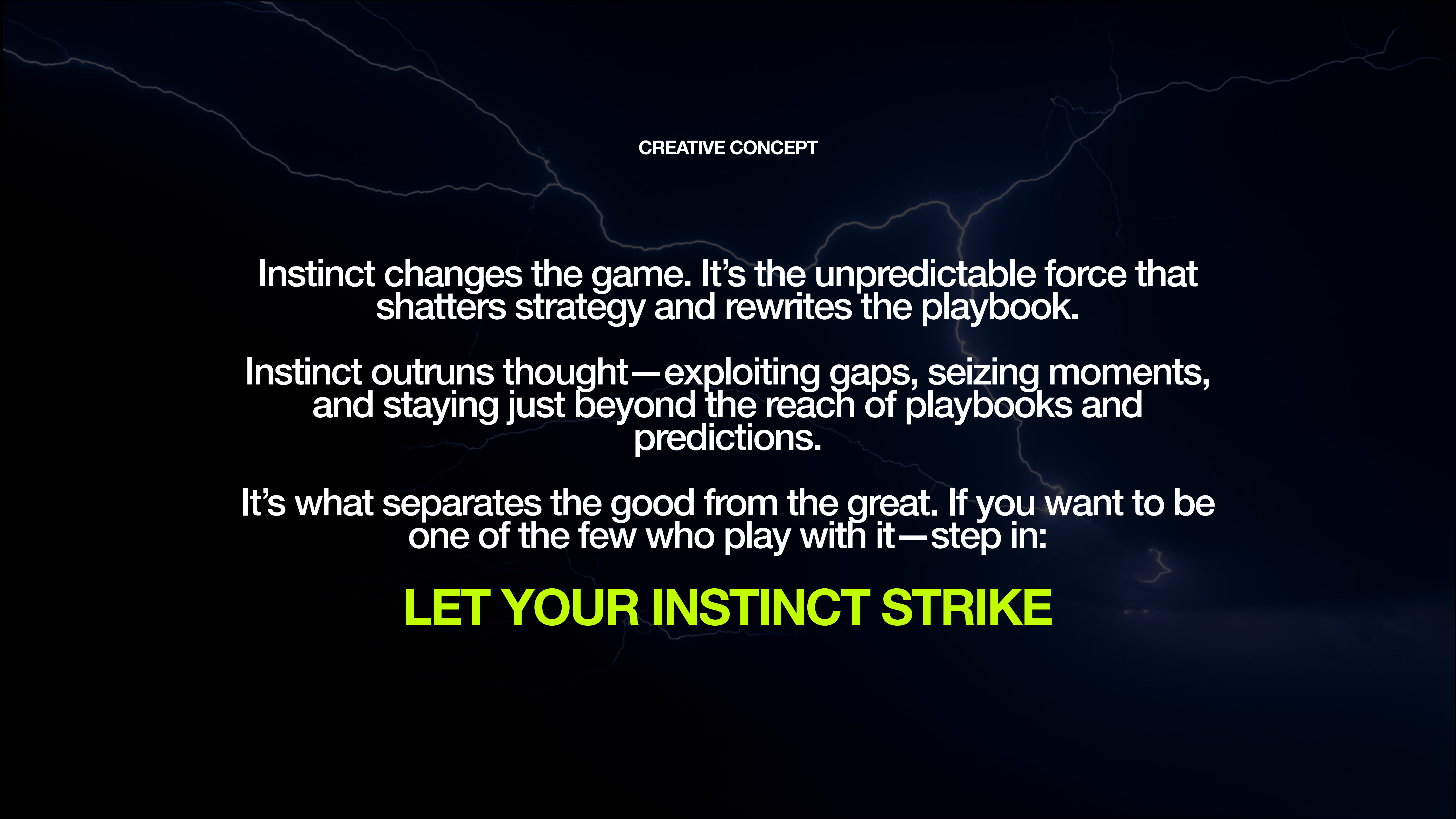
A female soccer player, Alexia Putellas, is shown in a dynamic pose, kicking a soccer ball. She is wearing a white long-sleeved shirt and dark shorts. The background is a blurred soccer field with stadium seating. The text is overlaid on the image in a clean, white, sans-serif font.

OBJECTIVE

Channel the fearless mindset of Alexia Putellas—where instinct meets precision.

Her on-pitch vision and split-second-making have inspired every detail of this boot.

Aimed at inspiring girls to play with her determination and strike with confidence, Alexia's Nike Phantoms are more than just boots — they're a call to action.



CREATIVE CONCEPT

Instinct changes the game. It's the unpredictable force that shatters strategy and rewrites the playbook.

Instinct outruns thought—exploiting gaps, seizing moments, and staying just beyond the reach of playbooks and predictions.

It's what separates the good from the great. If you want to be one of the few who play with it—step in:

LET YOUR INSTINCT STRIKE

MANIFESTO

Attacking football is instinct in motion.

It's about trusting your first move. Feeling the gap before it opens, seeing the goal before the ball arrives.

You don't wait for the opponent's move—you force it. Instinct isn't calculated. It's raw. Explosive. Fearless.

This boot is for the players who don't wait for the perfect moment— they create it.

LET YOUR INSTINCT STRIKE

SOCIAL MEDIA CAMPAIGN
JOURNEY

Phase 1: Tease
2 Weeks Before Launch

Phase 2: Reveal
Launch Week

Phase 3: Sustain
Post-Launch

Before Tease

Strategy
Audience definition
Creative Concept
Storytelling

1 week before

Social Media Teasers
Barcelona Take Over
Post

Awareness

Street & IG/Instagram
Nike Football

Launch

Hero Film
Presentation event
Retail Take over
Posts about Alexia and the
boots

Engagement &
Conversion

Stores
&
IG/TikTok (Nike &
Alexia)
Youtube (Videos &
Shorts)
Web

Email campaign with the
launch info

Conversion

Mail marketing

Social challenge
Clinic

Engagement &
community

IG/TikTok
Youtube (Videos &
Shorts)

KPI analysis

PHASE 1: TEASE

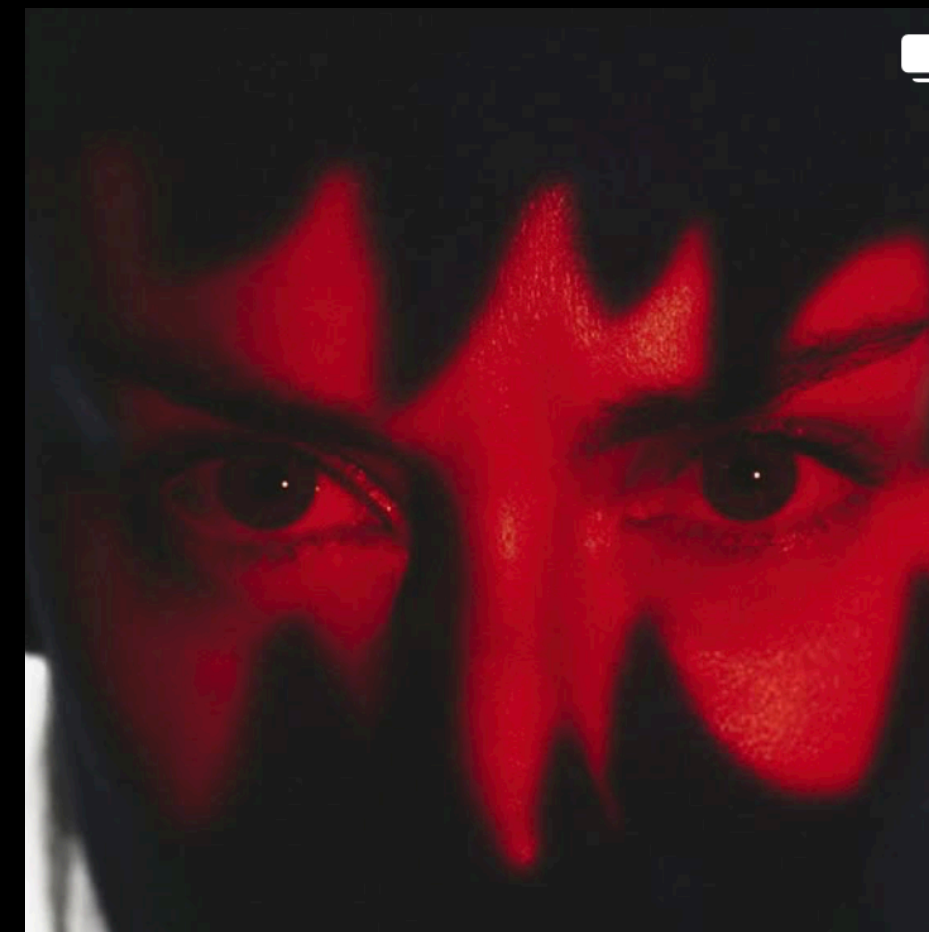
Barcelona Take Over

Barcelona is home—the stage where La Reina plays. Campaign claims and countdowns will be projected into iconic Barcelona landmarks—Camp Nou, Arc de Triomf, Torre Glòries, and more—turning the city into a living canvas for the launch.



Social Media Teasers

Fast-paced 3-second clips capturing players—both in POV and third-person—reacting to the unexpected. For example, controlling random ball bounces or taking blindfolded shots on goal.



PHASE 2: REVEAL

Hero Film

With Alexia and a cast of elite players, the film captures the brilliance of that split second when instinct takes over. Like a lightning strike.

You're about to receive the ball. You have options—shoot, pass, dribble... But instinct doesn't hesitate. It's fast, natural, explosive.

Like a lightning strike. At the moment of contact, everything erupts—light, sound, the decision itself. Out of all the possibilities, the right one emerges.

No dialogue. Just breath, heartbeat, the flash, the blast, and the raw urgency of the moment. Thought disappears. Action takes over. Slow motion and real-time blend to freeze the exact instant when instinct takes control.

Instinct isn't a choice. It's who they are.

LET YOUR INSTINCT STRIKE

Retail Take over

Transforming Nike's flagship stores for the campaign: mannequins dressed in campaign gear, lighting and sound design to play with lightning, in-store screens playing the videos and total brand immersion through every element.



PHASE 3: POST-LAUNCH

Clinics

Host in-person training sessions for young girls in Barcelona, led by Alexia and potentially co-organized with her foundation, Eleven. These clinics are designed to sharpen instinctive reactions in high-pressure moments—where there's no time to think, only to act. Every drill is crafted to unlock natural decision-making and elevate each player's intuitive game.



Seeding & Social Challenge

Send the boots to girls and female players connected to Nike and football to launch a social media challenge where they go head-to-head with Alexia in instinct-driven tasks—like scoring on the first touch, shooting without looking, or controlling a ball from an unexpected angle. No rehearsals. No second chances. Just pure reaction.



POSTS

Creative concept adaptations



Copy In:
LET YOUR INSTINCT STRIKE

Copy Out:
You can wait for the perfect moment or you can create it

#NikeFootball



Copy Out:
Play raw, explosive, fearless.
Play like “The Queen” [@alexiaputellas](#)
LET YOUR INSTINCT STRIKE

#NikeFootball



Copy In:
LET YOUR INSTINCT STRIKE

Copy Out:
You can no more guess where lightning will strike than you can guess what its next move will be.
[@alexiaputellas](#) Instinct is unpredictable and her boots have arrived.

#NikeFootball

Thanks!

Alejandro Díaz Bencomo