

Nike - Shox TVC - 'Edgar Davids'



The launch for Nike Shox was the biggest new product launch Nike have done in the last ten years.

Mother Tongue was briefed by Nike's agency, Wieden & Kennedy in Amsterdam, to adapt the TV campaign of four TV scripts for use in Poland, Hungary, Slovenia and Croatia.

Each script featured cartoon versions of Nike-sponsored sportsmen (Edgar Davids, Vince Carter, Maurice Green and Thierry Henry), and the treatment was based on an imitation of MTV's popular 'Celebrity Deathmatch' show.

Our market-based copywriters received the creative brief with the four UK animatics on VHS and some example 'Celebrity Deathmatch' programmes.

The copywriters then created subtitles for each market, reflecting the style of 'Celebrity Deathmatch' by incorporating contemporary local idioms and colloquialisms.

We then produced outline font eps files for all the subtitles, so that the production company would not have to worry about the unusual characters found in these languages.

# Nike - Shox

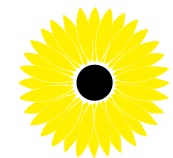
Nike Shox launch press campaign



Mother Tongue was also briefed to adapt the supporting press campaign in two markets: Finland and Norway.

Creative briefs and English versions were sent to the copywriters in each country and we provided adaptations in keeping with the local cultures for each market.

**Mother  
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