

**NIKE 2022**



# INTRO

*A Few thing have changed since we last met.*

*A generation of Fearless footballers have come of age. England may well becoming World Cup winners in 2018. Ok they didnt but we all feel SO different now than the last time we met.*

*Imagine if Ryan, Phil, Mason & Jadon had been part of that team.*

*Imagine looking back on all the material and build up to those moments in the World Cup*

*The moonshot is still a great aspirational idea. Actually more so.*

*In fact with the U21 being Semi finalists at the EUROs, the 1st team Semi Finalists in Russia, THIS IS THE TIME to follow these players and follow the brightest hopes of the growing ENGLAND youth system who have been winning World Cups at U17 & U20's.*

# ***YOUR AMBITIONS***

*You took inspiration from Greg Dyke who threw down a gauntlet which inspired Nike football's Moonshot: to go on a journey with a cast of four fearless young players over four years and document their historic success.*

*But we want to throw down our own gauntlet, or rather a symbol of our ambition.*



# ***MATCHING AMBITIONS***

*No we are serious, are you?*

*Our ambition is to make something that is shortlisted for the Academy award for best social/ documentary in 2022. Period.*

*And we are going to redefine the definition of what makes that category. It is going to be defined by the teenagers who don't even know what an academy award is.*

*It won't be a 60 min film, it won't be the Cannes Social & Influencer advertising award.*

*But it will be something that captivates them as we roll this out week by week, month by month year by year, culminating on Dec 17th 2022, when everyone will watch 4 kids journey over 4 years, the day before the World Cup finals 2022.*



*But don't worry FAM we won't do something  
stuck in the world of 40 year olds,*

*Or 30 Year olds*

*Or 20 Year olds*

*... WHAT THE F\*\*K.*

***Lets get on with this...***



*We all know we can find influencers, collaborators, good creatives, talent management, blah blah blah..*



*THAT'S WHY WHEN YOU CAME TO RIFF RAFF, THE SINGLE QUESTION YOU ASKED WAS HOW DO WE DO THIS?*

*We know how to make films. We take those 54 page slides of words and gifs and turn them into the best films. We have great directors and producers. OK what we do is a lot more complicated than that but let's just start there.*

# ***Riff Raff - a diverse range of talent***



# ***And we know Nike***



***From words to films***

# HOW DO WE DO THIS?

*It then spawned a few more questions: What will it look like, how often will things be seen, how will it be seen and consumed... well actually there are a lot of questions to be answered.*

*But there is only one answer to the questions you really need to know.*

*REAL. That's how 14-18 year olds consume content.*

*It has always been and always will be about THE CONTENT. Ok it maybe they are into MEMES or GIFS with graphics/filters but WHAT WE SHOOT AND HOW WE DO THAT WILL BE EVERYTHING.*

**REAL = SHAREABLE**

**Nike incremental Gains**



*When we first got the LDNR script one of the first things we did was try and simplify it.*

*There was a lot going on.*

*If we had filmed that it would have been 5 -6 mins long and dragged.*

*It needed a visual idea to simplify it.. You may not have noticed.*

*In order to save time both in the edit and shooting, the idea was to have the kid who was replying to be in the same scene ; that way we didnt have to go back and forth with the camera and edit .. it also helped COMPREHENSION.*

**ITS EASIER TO ADD THAN TAKE A WAY.  
YOU NEED A SIMPLE IDEA THAT CAN PULL THIS  
WHOLE IDEA/PROJECT TOGETHER, SOMETHING THAT  
ACTS AS OUR EQUATION. THAT'S WHAT WE DO  
(without you knowing it)**

**HERE GOES...**



# REAL = POV

*EVERYTHING STEMS FROM THIS... it is fundamentally real by definition.*

*Let's not take our eye off the ball here ...What you really want to do is increase Phil, Ryan, Jadon & Mason exposure tied into Nike.*

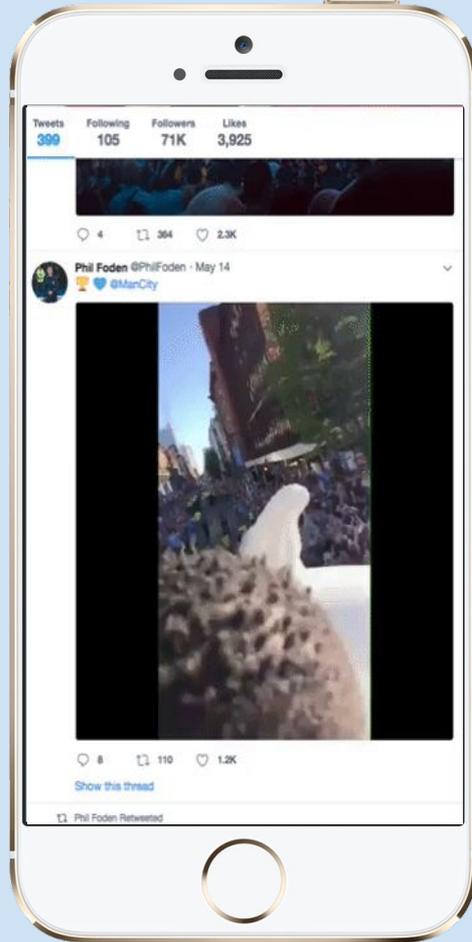
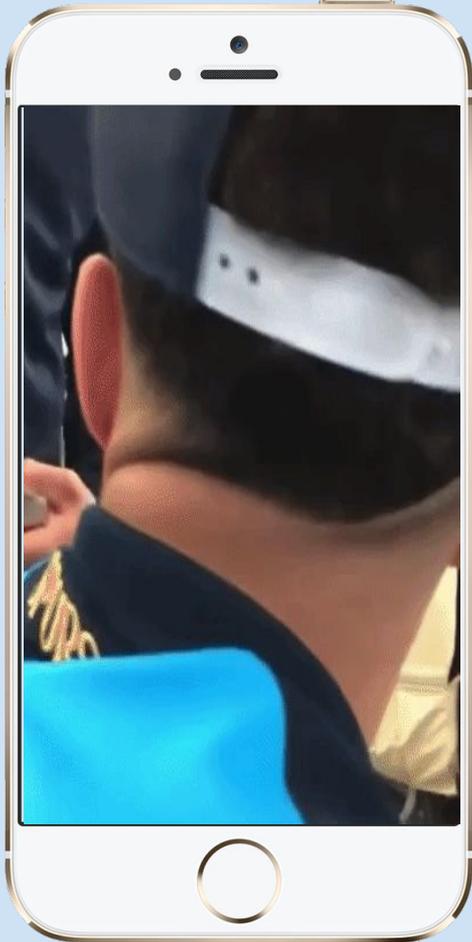
*What if whoever films anything is true to themselves.. That's why people follow influencers, collaborators.*

*Let's embrace what they do and take their feeds, their sharing potential.*

*We get Phil, Ryan, Jadon & Mason's feed. Their POV of everything. Their everyday, but also their POV when they meet collaborators, influencers, even at a boot launch.*

*A different camera angle but one that breaks any BIG BRAND, INFLUENCER SPIN... its REAL, It's THEM.*





# ***But what will they film ... PLAYERS R&D***

*We all want to see the behind the scenes. What players are doing.*

*The whole idea of social media is predicated on images, memes, gifs and videos.*

*Usually a camera team turn up at a training ground, or to do an interview after a match, the same old same old.*

*When you ask a production company to do this we THINK about it. Practicalities come into our head. R&D.*

***DON'T EXPECT TO GET UP CLOSE AND PERSONAL FROM THE START..***

***CONFIDENCE IS BUILT, EARNED AND RESPECTED.***

***THEY ARE SOCIAL MEDIA WISE BUT NOT FILMMAKERS...***

***They are Footballers.***



# PLAYERS R&D

- Let's make some GIFS, films with them to help with their social media, show them tests so they know what we are doing, show them work we have done so they know who they are dealing with.
- 
- We will sit down with them and their friends and family. Lets help them make a film for their brother / best mates Help their Instagram feed,
- 
- We can find out what their tastes are, what they like (Phil Foden fishing), what they feel comfortable doing (can they actually film themselves?)
- 
- Explain to them not everything is to be put out now, this is a longer project.
- 
- And we don't want to use it if they are uncomfortable
- 
- Mundane is good



# PLAYERS R&D

*We can help film them anywhere:*

- *Straight after training,*
  - *bored in pre season,*
  - *going to look at a car,*
- *or on the local shop with banter at the counter.*
- *Not every week but when they are around.*

*We need to make it easy for them to send things to us. We need to show them what we are doing / editing / gifs etc*

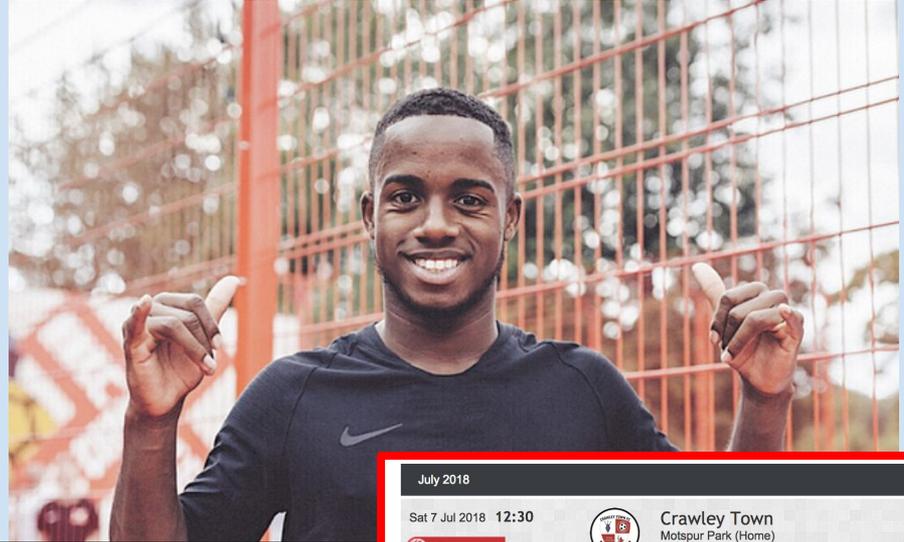
*Add up 10 mins a week, over 4 years that is 52 x 10mins = 8 and a half hours. If we get half that WOW*

*Some will work for putting out now, some will live in the vault for a longer film.*



# PLAYERS R&D

Sat 11 Aug 2018 15:00			<b>Crystal Palace</b> Craven Cottage (Home)
Sat 18 Aug 2018 15:00			<b>Tottenham Hotspur</b> Wembley (Away)
Sat 25 Aug 2018 15:00			<b>Burnley</b> Craven Cottage (Home)



## Ryan Sessegnon

DOB: 18/05/2000

AGE: 18

INSTAGRAM FOLLOWING: 135k

TWITTER FOLLOWING: 32k

PLAYS FOR: FULHAM



July 2018			
Sat 7 Jul 2018 12:30			<b>Crawley Town</b> Motspur Park (Home) <span style="float: right;">W 4 - 2</span>
July 2018			
Sat 14 Jul 2018 13:30			<b>Reading</b> The Recreation Ground (Neutral) <span style="float: right;">Buy Now</span>
Sat 21 Jul 2018 21:00			<b>Lyon</b> Stade Pierre Rajon (Neutral) <span style="float: right;">More Info</span>
August 2018			
Wed 1 Aug 2018 19:45			<b>Sampdoria</b> The Recreation Ground (Neutral) <span style="float: right;">More Info</span>
Sat 4 Aug 2018 15:00			<b>Celta Vigo</b> Craven Cottage (Home) <span style="float: right;">Buy Now</span>

# COLLABORATORS

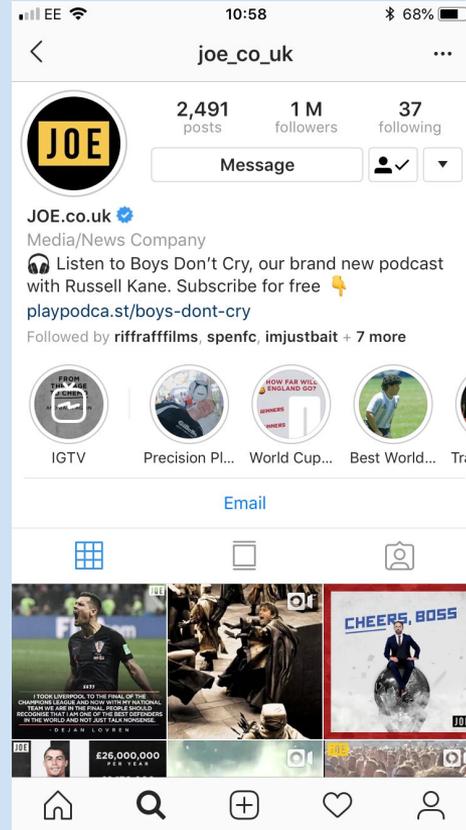
*How interesting would it be if we had POVs from Collaborators as well as our 4 Fearless Footballers.*

*This is how you build up followers, reach but also add intrest.*

*Collaborators see it from one POV, Nike form another, Mason form another... But all the same event.*



# COLLABORATORS



# COLLABORATORS

Instagram profile for Chris Dixon (@chrismd10). The profile shows 246 posts, 1.3 M followers, and 223 following. The bio includes "Video Creator", "Still looking for a real job.", "MY BOOK amzn.to/2hvWglU", and "Followed by rayyanjanalli, 16micah, thefutstuff + 32 more". The grid features various images related to football and lifestyle.

Twitter tweet by Chris Dixon (@chrismd10) dated Jul 3. The text reads: "Bring on Luis Muriel and they score in the 93rd. Pretty sure I've rage quit this game of Fifa 13 before". The tweet has 46 replies, 1.3K retweets, and 15K likes.

**chrismd10**



Twitter tweet by Chris Dixon (@chrismd10) dated Jul 6. The text reads: "Commentator 1 - 'It's been refreshing to see referees letting the game flow, keeping cards in their pockets.' Commentator 2 - 'What hasn't been refreshing is players surrounding the referee.' It's almost as if the 2 are somehow connected...". The tweet includes a GIF of a man's face with mathematical formulas overlaid. The tweet has 6 replies, 61 retweets, and 1.8K likes.

# COLLABORATORS

NIKE 2022

09.07.18

10:57 69%

zerkaahd

510 posts 1.4 M followers 270 following

Message

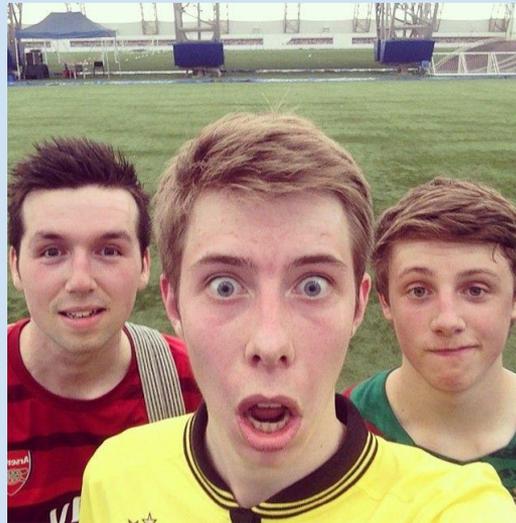
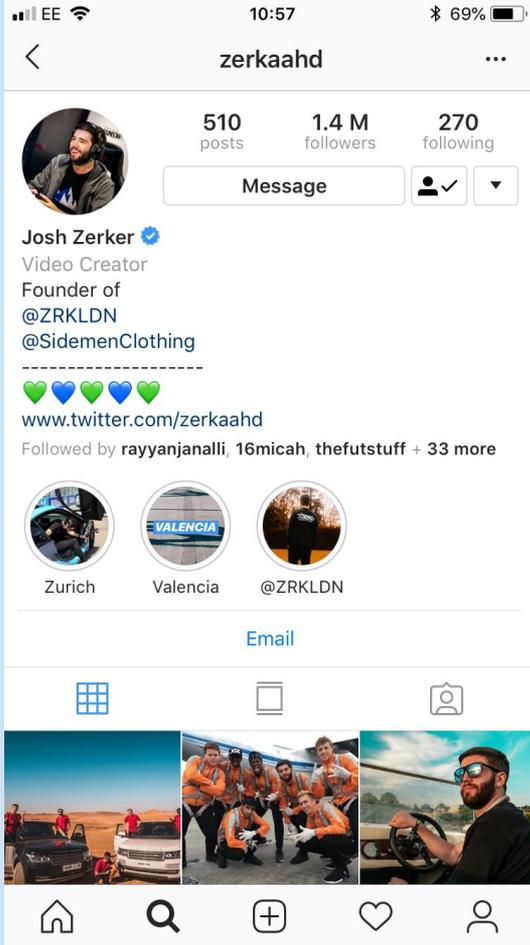
**Josh Zerker** ✓  
Video Creator  
Founder of  
@ZRKLDN  
@SidemenClothing

www.twitter.com/zerkaahd

Followed by rayyanjanalli, 16micah, thefutstuff + 33 more

Zurich Valencia @ZRKLDN

Email



10:58 69%

wroetoshaw

55 posts 2.1 M followers 131 following

Message

**Harry** ✓  
youtube.com/W2S  
Followed by gabriel\_templeton, rayyanjanalli, thefutstuff + 40 more



A grid of 12 small video thumbnails from the wroetoshaw profile, showing various scenes including a dog, soccer, and people in different settings.

Home Search Add Like Profile

# COLLABORATORS

miniminter  
352 posts 2.6 M followers 144 following  
Message [Profile] [Dropdown]  
miniminter **Public Figure**  
YouTuber that posts some pictures.  
Followed by realist.nz, rayyanjanalli, jonnyball3 + 51 more  
Email

A grid of 12 images from the @miniminter Instagram profile. The images include: a person with a red cross on their forehead; a group of people in blue and black tracksuits; a large airplane; a group of people in a stadium; a 'CREATORS CUP' logo; a person in a black jersey with the number 10; and various other scenes of people and events.



bezingagram  
51 posts 1.3 M followers 93 following  
Message [Profile] [Dropdown]  
Ethan Payne **Video Creator**  
@SidemenClothing  
Youtube Content Creator  
1/7 of the Sidemen  
Sidemen Show Out Now  
Watch My Latest Video Now  
youtu.be/6NmCW2Hvx4A  
Followed by rayyanjanalli, 16micah, thefutstuff + 33 more  
Email

A grid of 12 images from the @bezingagram Instagram profile. The images include: Ethan Payne and another person; Ethan Payne and another person.

# Teenagers consume collaborators..

*But they also consume other feeds. FIFA 19, GARETH SOUTHGATE, THE F.A., MOTD, FULHAM TV, FORTNITE, DELI ALI, JESSE LINGARD..*

*Imagine how many followers Jesse Lingard had 4 years ago.*

*Imagine how many followers Deli Ali would have if he was part of this film and we had followed him for 4 years, and helped him with some amazing content.*

*What would his POV be at the new Phantom VSN Launch?*

*Imagine what Phil Foden's POV would be like if we saw his perspective at..*



*The Phantom VSN Launch,*  
*Champion League Away Days,*  
*ADB Street game in LDN/MCR,*  
*Player awards (Man City,PFA),*  
*Meeting his mentors,*  
*Speaking to LeBron about the pressure of winning and losing*  
*His Birthday*  
*His initiation in the England squad,*  
*His input to the 2022 World cup Nike shirt*  
*Having an ice bath*  
*Buying a car*  
***Post match interviews***



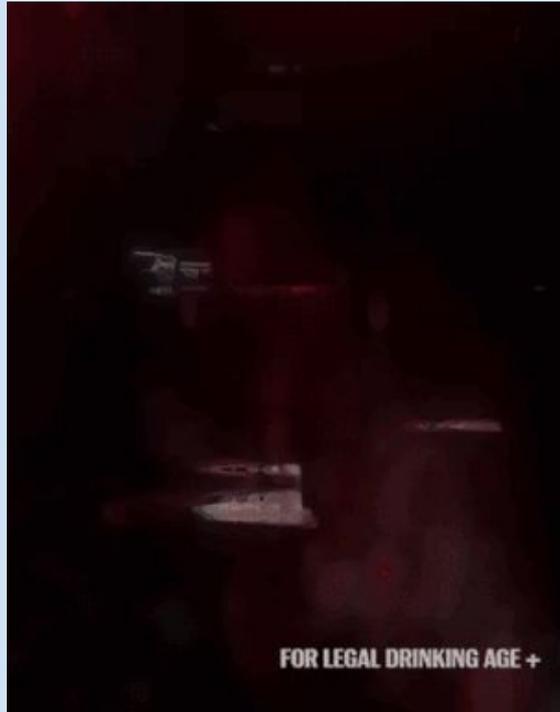
*Imagine what Mason Mounts's post match interview POV would be like if we saw his perspective . With a little help from his friends*

*Simple but cool techniques to break down barriers between stars and viewers are very important. Lets help them. Lets do it in consumers language.*

*Look at this parallax GIF from Budweiserfor the Man of the Match award during the World Cup.*

*Imagine this on their fed as a POV compared to say The Sky Man of the Match feed.*

*It takes no time at all. It's simple but you feel the passion oozing through, how they really feel FROM THEIR POV.*



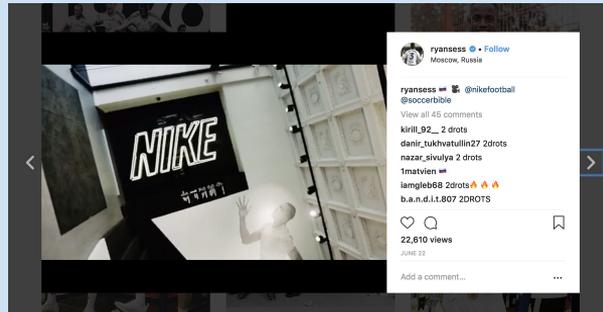
# Phantom Launch POV

We have the individual feeds in Isolation but Multi POV helps link it all together. It also helps to make it shareable as it's interesting to see what the players think of it all.

Jadon Sancho



Ryan Sessegnon



YouTube partner



Nike official Boot  
LAUNCH feed



# Phantom Launch POV

Social media

3 different ways

Footballer posts stuff

celebs/ icons post stuff

Collabs

Nike launch

@nikefootball



Jadon Sancho

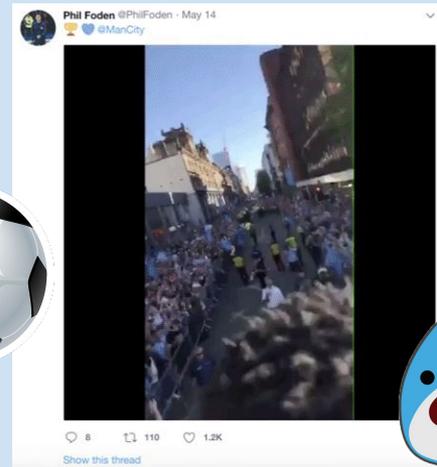
Jadon Sancho @Sanchoo10 · May 20  
LA soon land 🇺🇸 🇬🇧



11 180 2.1K

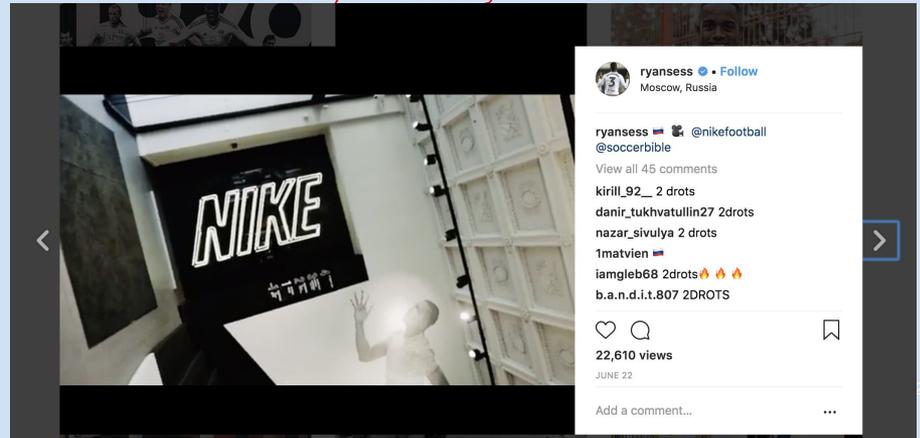


Mason Mount



Phil  
Foden

Ryan Sessegnon



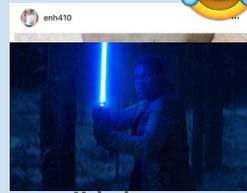
NIKE 2022

15.07.18

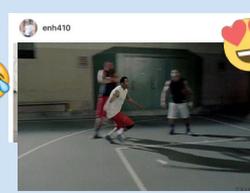
# Phantom Launch POV



POV 1



POV 2



POV 3



POV 4



## REAL CONTENT



POV 5



# ***Boot Launch gif from Players POV (lets make their posts cool or just interesting !)***



***Now imagine this with the collaborators POV***



# Awareness/ Followers



***We can help all POVs, it helps build collaborations and relationships.***



# Big Moments - ENGLAND CALL UP

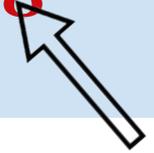
Official Nike Page

NIKE 2022

15.07.18



FIFA WORLD CUP  
RUSSIA 2018



m

Phil Foden



Ryan Sessegnon



# RECONNECTING PLAYERS TO THE AUDIENCE

*This is multi layered.*

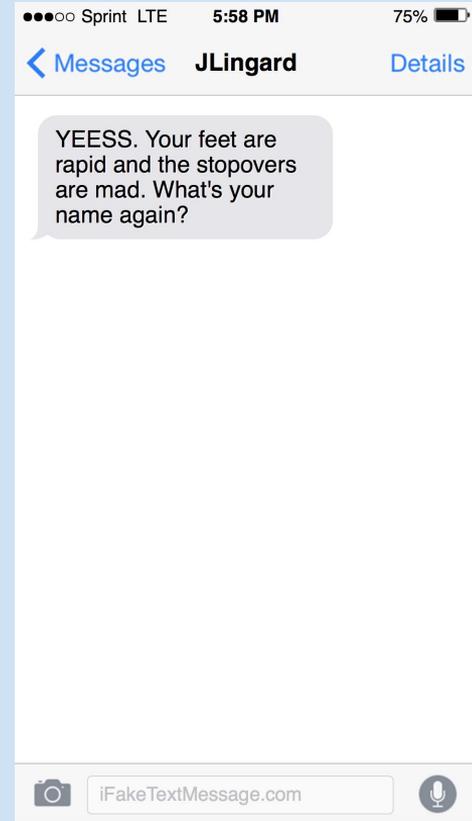
*Short term & Long term.*

*Short Term making interesting shareable POVs. Build an interest. Reconnect players with fans. Slide into their DMs.*

*There's currently a disconnect between England players and England fans. Well this has changed in the last 2 weeks.*

*And that's particularly apparent on social media, where the interaction is strictly one-way. Fans message players. Not the other way around. Let's break that and make the players seem more relatable and human E.G DELLI ALI ON INSTAGRAM LIVE*

*Long term. We are gathering content, personal content that we can feed as we go but also edit to show every 6 months or on a timescale / event schedule that suits us. You Tube Live / Instagram TV.*



# CHATTING CHICKEN

*As it stands, fans can only better get to know players through online series like 'Teammates' where two players ask each other questions etc. This feels old and uninteresting now, lets do something different and get the players in their favourite restaurants.*

*Nandos would be perfect, players and fans love eating there alike. BOOM.*



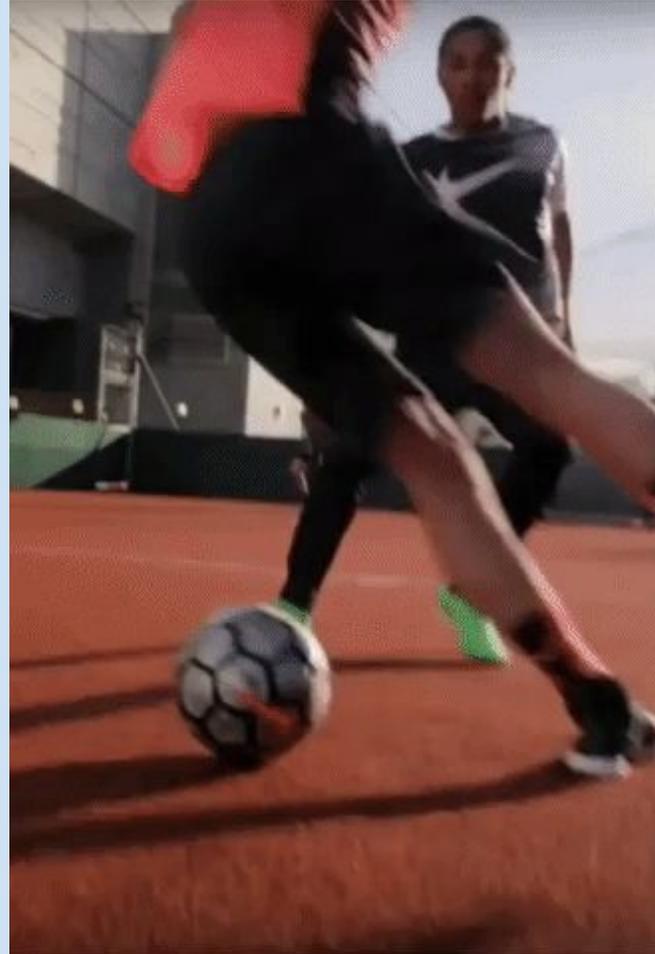
*People love seeing players doing silly initiations when first joining a new team. They are always filmed by other players on mobile phones and give us a strong sense of 'peeking behind the curtain' of their everyday lives. We feel included.*

*We should capture all footage of new England players initiations and post them up online.*



## INITIATIONS

***Bear with me, i know what you are asking what has this got to do with a final film?***

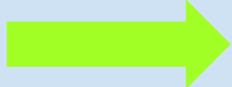




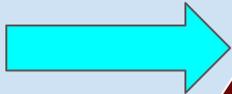
**The film(s)  
originator**

**Who films it creates  
different POVs for  
different media BUT  
MAKES IT INTERESTING**

**The "Ballers"**

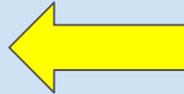


**Collaborators**



**Creates  
Different  
POVS**

**Riff Raff Director Talent**

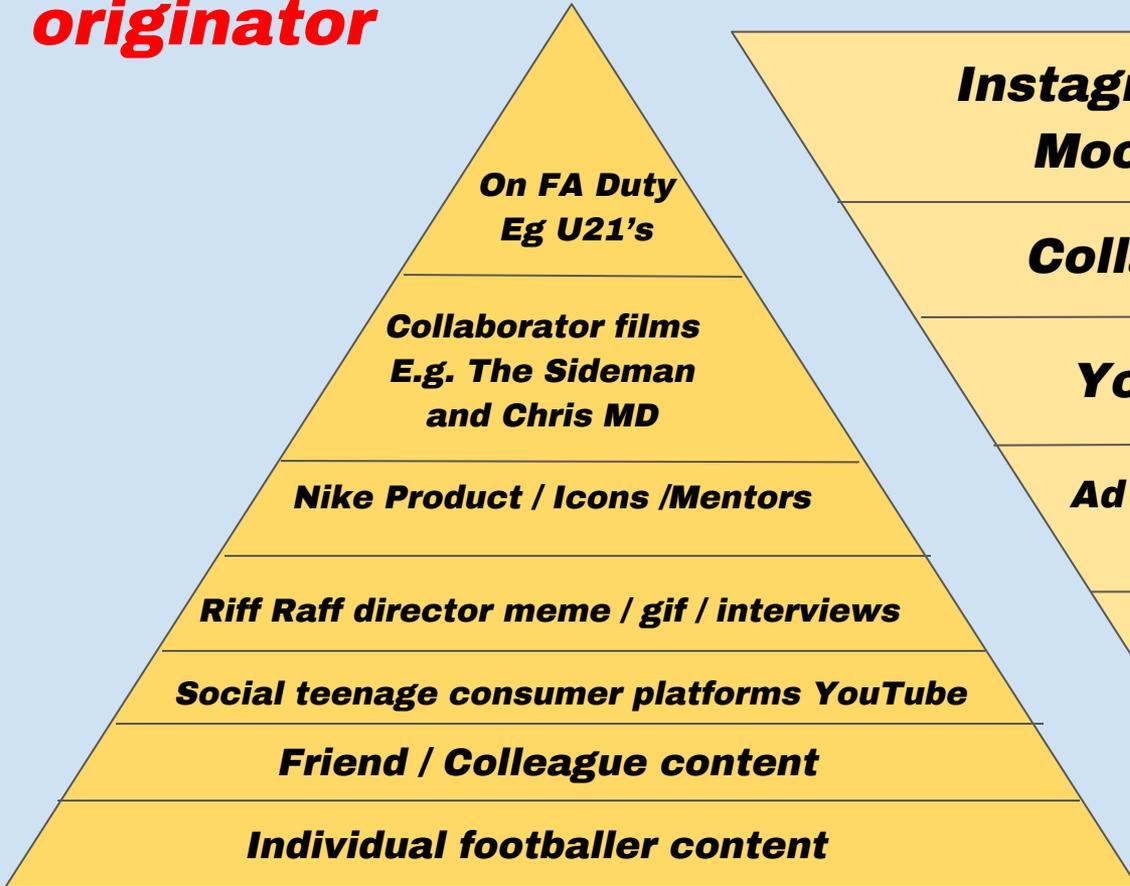


**Ryan / Phil / Jadon / Mason  
& Family / friends**

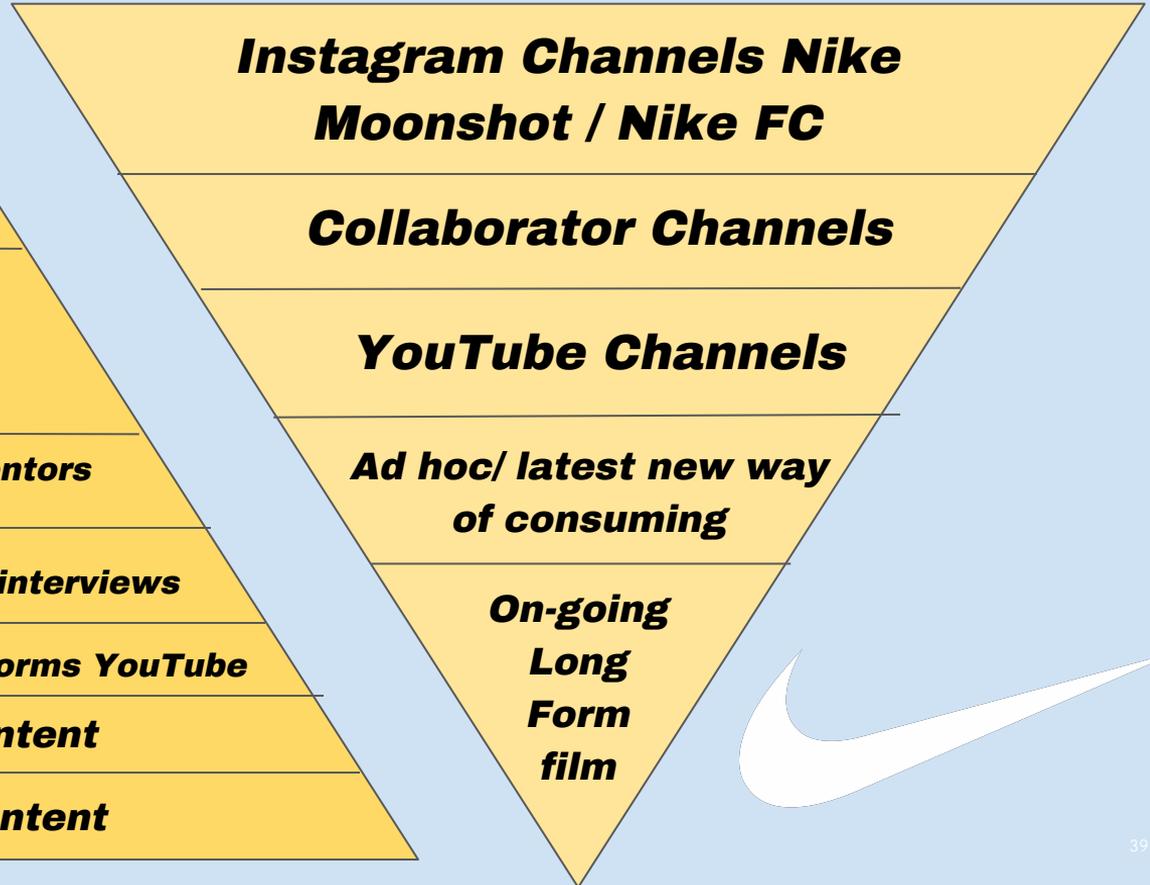


**Confidence**

# The film(s) originator



# The film(s) channel



# ***OTHER THINGS WE UNDERSTAND***

*Narrative is not through celebrity.*

*Podcasts / Voice over... players feeling comfortable*

*Connection of people to watch different formats and POVs*

*We can collaborate with other platforms.. Instagram TV,  
Snapchat, You Tube, Coppa 90*

*No hashtags*

*Kids like things that disappear, live streaming,  
Kids communicate in platforms*

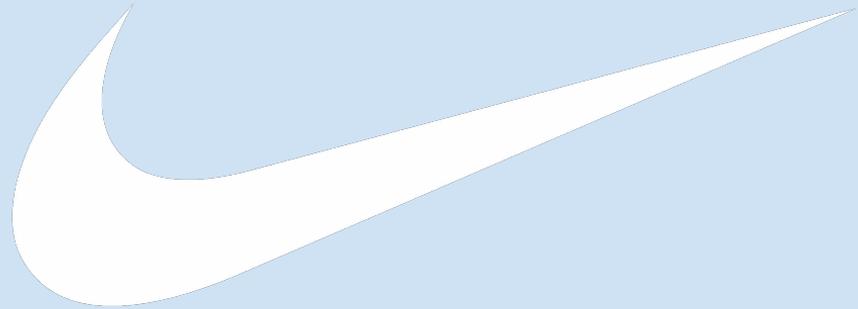
*USE ALL OF THIS .. LEARN FROM WHAT KIDS DO. Nike insiders*

*Spaces & Places Surprise & Delight*

*Pranks*

*Nike awareness Not selling a brand and product / Nike  
apps*

*Minimum degrees of seperation*



England training camp is kept behind closed doors, with the exception of the odd youtube clip of some free kick practice. Let's break that and completely open up training camp for one day, by live streaming it on Youtube.

We could give fans the choice of loads of engaging cameras angles.  
We could put go pros in balls. On players heads.  
Drones could capture the action from unique perspectives.



## **HOW NOT TO DO IT:**

'THE LIONS DEN' CHANNEL AT THIS YEARS WORLD CUP WAS BORING AND NOT DYNAMIC ENOUGH. WE SHOULD OFFER MORE THAN INTERVIEWS IN A ROOM WITH THE PLAYERS SITTING ON CHAIRS AND IN THEIR 'MEDIA TRAINED' MODE. WE NEED TO GET THEM OUT OF THEIR COMFORT ZONES AND ENCOURAGE A MORE CANDID BEHAVIOUR IN ORDER TO ALLOW VIEWERS TO CONNECT WITH THEM LIKE NEVER BEFORE.

## ***HOW TO DO IT:***

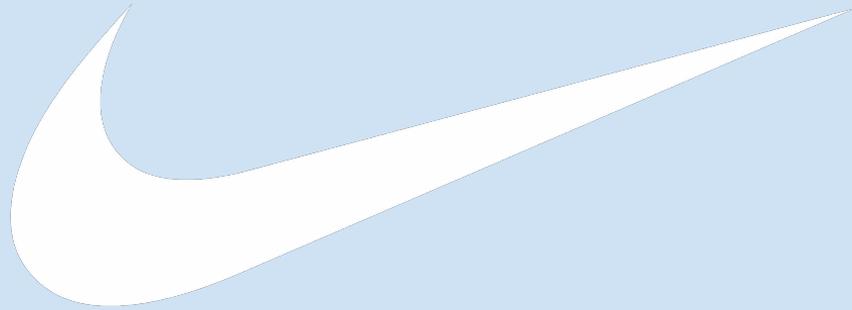
*We could give fans the choice of loads of engaging cameras angles.*

*We could put go pros on balls. On players heads/chests to see the funny moments someone gets nutmegged in a keep ball session. Or the moment one of our boys falls to the floor in exhaustion after a heavy pre season fitness drill.*

*Drones could capture the action from unique perspectives.*



**ONE LAST  
THING...**



**THANK YOU** 

