



RED SOX + NIKE CITY CONNECT PROJECT OVERVIEW

JULY 6, 2021

THE CHALLENGE

Lead Major League Baseball as the first team to unveil MLB City Connect Series Uniforms, designed in collaboration with Nike to capture the spirit of Patriots' Day weekend and the unique bond between the Boston Red Sox and the city of Boston.

Produce a multi-platformed launch campaign to unveil the uniform, a bold departure from the tradition featuring colors that honor the spirit of Patriot's Day weekend.



KEY MESSAGING

- The City Connect jerseys represented an opportunity to depart from tradition and provided a platform to market the ballclub in a bold new way.
- Patriot's Day Weekend is squarely Boston's weekend. Nike and the Red Sox collaborated to honor that spirit and reflect the energy of the weekend and the city.
- The vibrant new color palette highlighted the energy, diversity and creativity of Boston, and presented an opportunity to feature dynamic and diverse voices who are helping to shape Boston's culture and its future.





NEW VOICES. AUTHENTIC EXPRESSION.

To introduce the uniform, the Red Sox worked with several creatives and cultural influencers from Boston and the region who embody the boldness of the design. Their stories were featured on Red Sox and Nike social media channels ahead of the on-field uniform debut.



REAL STORIES. REAL PEOPLE. THE CREATIVE SOUL OF BOSTON.



MOTION MAMI | ANIMATOR



JENNY LAFLAME | IG STYLIST



CLIFF NOTEZ | MUSICIAN



ROB GIBBS | ARTIST



RED SOX / NIKE CITY CONNECT CATALYSTS

CHRISSY SPAGELY | IG STYLIST



DREW WHITE | BODEGA DESIGNER



SMASH BROZ | MUSICIANS





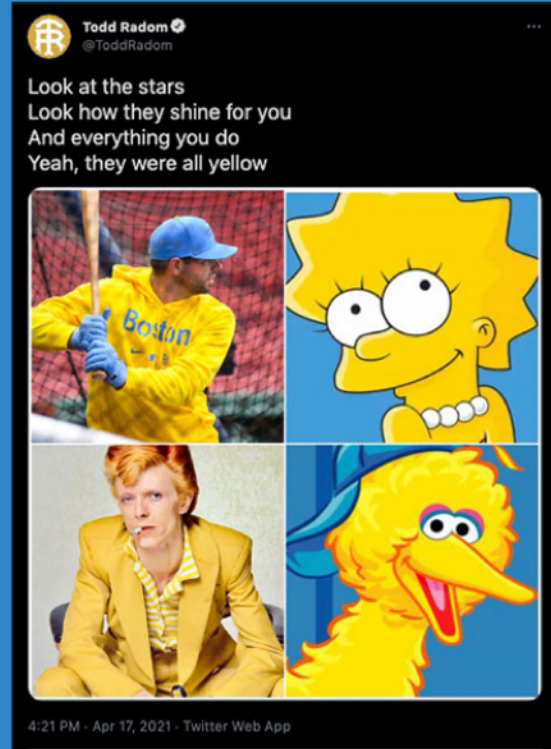
BY THE NUMBERS

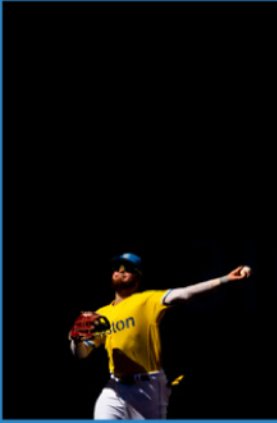
LAUNCH VIDEO

490,889 VIEWS
 65,179 LIKES
 1,679 COMMENTS & REPLIES
 3.00% ENGAGEMENT RATE

PLAYER CAROUSEL

133,353 LIKES
 2,608 COMMENTS
 2,181 RETWEETS
 6.55% ENGAGEMENT RATE





WORN IN-GAME

