



R/GA SCOOPS GRANDY FOR NIKE+ 02 May 2007

For the first time in the 43-year history of the ANDY Awards, a digital campaign walked away with the best in show GRANDY at the event in New York last week.

Interactive agency R/GA picked up the top prize for its work on Nike+, a website that encourages runners to set goals for themselves and track their fitness progress through the use of a "Map-It" feature, a Google-powered map which allows them to chart their favourite routes while interacting with a community of fellow runners from around the world.

The screenshot shows the Nike+ website interface. At the top, a navigation bar includes the text "Get connected to your running experience. Relive your runs. Track your progress." and a "NIKE+ USERS" button with a "Log in" link. The main content area features a "Run World" section with a map of Europe. The map displays "34181 runs logged in the last 24 hours" and a "FIND OTHER RUNNERS" button. Below the map, a "TOTAL KM RUN TO DATE" counter shows "00022100874" and a "SEE OTHER COUNTRIES" link. The bottom navigation bar includes buttons for "My Runs", "Products", "Community" (with a sub-count of "22,100,870 km"), "Sport Music", and "Support".

"[Nike] have always been an innovative client, using digital technologies in new and creative ways. Helping them bring Nike+ to life was a rewarding challenge, one I believe will revolutionise the way brands engage customers," said Bob Greenberg, chairman and chief executive officer of R/GA.

TBWA\Chiat\Day was the most awarded agency on the night, picking up a total of 14 awards, while Leo Burnett was also a multiple winner with ten awards.

For more information on the winners click **HERE**.