# Nike launches marketing campaign to debut its new Air Force 25 and celebrate its Air Force 1

*by Bend Weekly News Sources*

Nike launched its new marketing campaign on Thursday, The Second Coming: Our Game, Our Time" to introduce the new statement shoe of Nike Basketball, the Air Force 25, while paying homage to the basketball revolution that Nike started 25 years ago with the Air Force 1. To kick it off, Nike premiered a short-form, music-fueled montage featuring in-studio highlights of two of the hottest young talents in hip-hop, Just Blaze and Juelz Santana, creating an exclusive track for the AF25 movement, as well as select footage from the highly-anticipated campaign. The special clip premiered on MTV's Sucker Free, MTV2 and www.nikeairforce.mtv.com yesterday. Nike's latest comprehensive basketball marketing campaign, "Second Coming: Our Game. Our Time." celebrates the 25th anniversary of the Nike Air Force 1 with the launch of the Nike Air Force 25.The new advertising spot aired and featured LeBron James, Kobe Bryant, Steve Nash, Amare Stoudemire, Rasheed Wallace, Jermaine O'Neal, Tony Parker, Paul Pierce, Shawn Marion, and Chris Paul playing the ultimate pick-up game. It debuted on MTV's Sucker Free at 4 p.m. ET/PT and at www.NikeBasketball.com. The campaign will also feature two unique music collaborations, out-of-home in six markets, vertical print, digital communications, mobile phone communications and retail marketing. With enough star power to fill a feature length highlight film, the new 60-second commercial was produced by Nike, advertising agency Wieden & Kennedy and renowned music video director Dave Meyer. In 1982, Nike changed the game of basketball forever with the introduction of the Air Force 1, the first basketball shoe with a Nike Air cushioning system. The Air Force 1 evolved from a performance breakthrough on the court to a cultural icon of the street. The new Air Force 25 is based on the design of the original Air Force 1, and is a modern, sophisticated shoe that evokes the heritage of the Force franchise and Nike Air technology. The AF25 features visible Zoom Air cushioning in the forefoot and Max Air cushioning in the heel for ultimate comfort. Moses Malone, Bobby Jones, Michael Cooper, Mychal Thompson, Jamaal Wilkes, and Calvin Natt were the original six athletes who were featured in the now-legendary Nike poster and helped introduce the Force mindset of "I'm going to go through you, not around you or over you." Players such as Charles Barkley, David Robinson and Alonzo Mourning continued the Force franchise while the athletes in "The Second Coming: Our Game. Our Time." represent some of the faces of Nike Basketball and Force today. In addition to the advertising spot, Nike has partnered with MTV to create a show, 1 Night Only, highlighting the history of the Air Force One and celebrating the shoe's 25th Anniversary. The show debuted on January 13th and featured an historic live performance from Kanye West, Nas, KRS-One and Rakim on stage together for the first time. From the 1 Night Only event, the legendary Rick Rubin is producing an original track "Better Than I've Ever Been." The song is scheduled to be released in February on iTunes. There is also a Force website on MTV's digital site, Overdrive, at www.nikeirforce.mtv.com. Basketball enthusiasts can receive behind-the-scene highlights from the campaign on their cell phones. In New York, a billboard at 34th and 7th Avenue also features the mobile registration. The launch will be supported with unique retail executions around the world where targeted retail partners will have exclusive display installations and product. This retail experience will showcase the past, present and future of Nike basketball highlighting both performance and lifestyle footwear and apparel specific to the Nike Air Force 1 and Nike Air Force 25.