

# Nike and demodern utilize Contentful to deploy content on large interactive screens in stores

## About demodern

Founded in 2008, demodern is an independent design agency that creates innovative communication for the digital age. The three agency founders, together with 18 full-time employees, work with global brands like Nike, Edding and Montblanc. For their creative work demodern received numerous national and international awards, including Gold at the ADC Europe 2010 and two Golden Lions in Cannes 2011.

 demodern

## About Nike

Nike is the world's leading innovator in athletic footwear, apparel, equipment and accessories. If you have a body, you are an athlete and Nike's mission is to bring inspiration and innovation to every single athlete in the world. With Nike+ the world's most famous sporting brand is continuously pushing the boundaries of athletics in the new digital age.



## Background

Nike approached demodern for the development of a large-screen, multi-touch application for their flagship stores. The touchscreens should allow customers to immerse themselves in the world of the Nike product experience, and inform visitors about upcoming classes, events & activities in the surrounding neighborhood of the store. To make the media-rich project work, demodern had to find a way to allow Nike's team to independently manage all the content for these digital walls.

## Immersing in content at the Point Of Sale

Imagine that you want to purchase a new running shoe and you could receive detailed user stories, social content as well as product information directly at the point of sale. This is what the team at Nike Germany thought; so they provisioned the digital agency demodern to develop an interactive multi-touch application as a communication channel directly at the point of sale.

Only 3 months after the creatives at demodern went to work, a SportScheck store in Munich and the Nike flagship store in Berlin already had 75 inch multi-touch screens with the interactive app experience installed. "Besides social feeds, the project required us to integrate editorial stories as well as videos and location-based information about upcoming events and virtual running trails, which have to be customized for each individual store", says Alexander El-Meligi, who led the team at demodern.

### Requirements

- An easy-to-use authoring interface for content editors;
- Targeting of content to different stores;
- A system that empowers the creative team to implement bold ideas;

### Results

- A central CMS with a user-friendly interface;
- Empowered editors to independently distribute content
- Development of an interactive content experience with Adobe AIR;

*"Our goal was to focus on the immersive and rich user experience of the large in-store touchscreen. Instead of creating our own custom backend API and editorial system we decided to rely on Contentful, which has proven to be a perfect fit for the development of this new screen experience."*



## Where should content come from?

When the project got started the team at demodern evaluated numerous backend solutions that would enable editors at Nike to efficiently manage text, video and images for the app. This research quickly uncovered the limitations of existing content management systems.

*"We knew that existing CMS were designed for page-centric HTML content, rather than for managing and delivering content to interactive apps. They have either no or bad APIs and we didn't want to host and maintain an open source solution either."*

*Alexander El-Meligi, Managing Director & Creative Director at demodern*

Instead of trying to customize an existing content management system or building their own tool from scratch, demodern decided to use Contentful's APIs. "We were amazed by Contentful's Content Delivery API. Performance and reliability have been rock-solid. The integration of the API into Adobe AIR and the production of a working prototype took our developers only 2-3 days. Such short turnaround time would be unimaginable if we would have decided to create our own backend.", notes Florian Mueller, the Project Manager at demodern.

## How can editors manage content on digital walls?

Besides pulling in social feeds from Facebook, Twitter, Instagram and OpenWeatherMap, the touchscreen app focused on upcoming classes, videos, events, and activities in the surrounding neighborhoods.

*"The content on the digital walls is edited directly by a team at Nike and demodern. Editors are updating all content and media with ease on a weekly basis in Contentful's web-based editing interface. Within seconds the in-store touch screen apps are brought up to date through the Content Delivery API, making new content instantly available to curious shoppers."*

*Alexander El-Meligi, Managing Director & Creative Director at demodern*



## A new hub for sport lovers

The new walls underline the relationship and identification power of the Nike brand and have a positive influence on the purchasing decisions of customers. They include the direct surroundings of the store and create a real hub for sport lovers and enthusiasts.

*“By using Contentful we saved several weeks in time that we would have needed to develop a good and stable API. Not to mention the time and effort consumed by hosting, debugging and improving the performance of our own solution. Most importantly, Contentful spared us lots of technical headaches, freeing our team to focus on the interactive user experience.”*

*Alexander El-Meligi, Managing Director & Creative Director at demodern*



### About Contentful

Contentful is content management platform for web applications, mobile apps and connected devices. It allows you to create, edit & manage content in the cloud and publish it anywhere via powerful API. Contentful offers tools for managing editorial teams and enabling cooperation between organisations.

To learn more about how Contentful can help you scale your publishing efforts, please visit our website at [www.contentful.com](http://www.contentful.com) or email us at [sales@contentful.com](mailto:sales@contentful.com).