



Nike-Las Vegas

Overview

In the summer of 2011, Global Experience Specialists (GES) partnered with Nike to elevate its Caesar's Palace location in Las Vegas, from the old "Niketown" brand to the new "Field House" concept. The store includes a significant expansion from 20,000 to 40,000 square feet, as well as a new customer experience.



Case Study | Nike-Las Vegas

Objectives

- Surround each visitor with the values of the Nike brand and the athletes who support it.
- Partner with Nike's team of designers in Portland, OR and embrace the company's high standards for detail and creativity to ensure the success of the new concept.

Solutions

- Build several custom, museum-like displays, including the Nike Heritage Wall, the Player's Lounge, the Soccer + Football Niches, and the Running Innovation Area, all of which provide a historical perspective featuring Nike athletes, products, and brand messaging.
- Work quickly and effectively with Nike's best-in-class designers to ensure seamless execution of each display.

Results

- The high quality custom displays, product information, and inspirational imagery mirrored that of a sports museum and allowed customers to immerse themselves in the Nike brand, learn about the product, and understand the passion of Nike athletes, all while choosing products to purchase.
- The combination store/museum experience accounted for a successful store opening at the The Forum Shops at Caesar's Palace.
- GES and Nike forged a strong relationship, allowing for the creation of a successful experiential marketing environment and an engaging experience for store visitors.



Testimonial

"It was a pleasure working with everyone on the GES team. The quality of the execution is excellent and the level of professionalism and grace under pressure of every single person was greatly appreciated. This was a very important and high profile project for Nike as an organization and your team took the most prominent brand experiences to a high level of consumer engagement...Thank you. GES sent the A-team and it showed."

– Suzi Poore, Program Manager, Experience Design