



**FOR IMMEDIATE RELEASE:**

**NIKE, AKQA and MindShare Partner to Change Widget Advertising For Good**  
*Eyeblander distributes largest dynamic video widget campaign to 10 countries*

**New York, New York (June 30, 2008)**—Eyeblander, home of the world's most innovative integrated digital marketing solutions has been selected by global advertising agency AKQA and worldwide media agency network MindShare to serve and measure innovative branding video widgets for NIKE across 10 countries.

As part of a multi-faceted campaign that crosses multiple borders, the widgets leverage Eyeblander's digital expertise and technology to enhance user experience and brand integration for one of the most well-known brands on the planet.

"We're excited to launch one of the largest global video widget campaigns ever," said Mike Cookson, content and media director at Nike EMEA. "AKQA's creative ability, MindShare's leading distribution strategy and Eyeblander's targeting technology is enabling Nike to distribute content in ever-smarter ways."

NIKE's new campaign uses ad-unit content distribution (ACD) to extend the reach of NIKE branded football films found on its groundbreaking NIKEFootball website. AKQA designed the NIKE widget to showcase video using well known sporting and media celebrities to deliver NIKE branded content directly from a video banner ad to social networks, homepages, blogs, etc.

"NIKE's new campaign breaks the traditional online advertising model," said Chris Hancock of AKQA. "We wanted to invent a way to push content out to users. Using Eyeblander, we designed a campaign that uses advertising space on websites as a channel to distribute video from a site in conjunction with the added ability for consumers to 'grab' the content."

"The widget represents fresh thinking that adds value to consumers' experiences of the brand. It allows us to sustain a 3-way dialogue between Nike and consumers and amongst themselves, throughout the campaign and beyond, by continually refreshing our messaging and the functionality of the widget," added Hani Mahdi, account director at MindShare WorldWide.

To maximize ad spend and add a viral aspect to the campaign, AKQA integrated seeding technology with the video widget. The seeding technology is powered by Gigya in cooperation with Eyeblander. Users can "grab" the widget from the website they are looking at and install it on their social networking page. This opens a direct, permanent communication channel with users where NIKE can update video content at anytime.

"NIKEFootball's new widget campaign revolutionizes the way any brand has ever used ad serving technology," said Gal Trifon, CEO and co-founder of Eyeblander. "Eyeblander makes it possible to fully execute MindShare's and AKQA's creative strategy and we are confident that the campaign will generate great results."

The campaign is being served and measured using Eyeblander's Ad Campaign Manager (ACM) platform. With ACM, AKQA and Nike can access data consolidation and manage geo targeting, dynamic content and global distribution from one platform.



You can get the widget at: [http://demo.eyebalster.com/AKQA/NIKE/NIKEFOOTBALL\\_Widget.html](http://demo.eyebalster.com/AKQA/NIKE/NIKEFOOTBALL_Widget.html)

### **About Eyebalster**

In 1999, Eyebalster was among the pioneers in rich media communication. Today, Eyebalster extends its inventive heritage in digital advertising through Ad Campaign Manager (ACM). ACM enables interactive agencies, advertisers and publishers to manage campaigns across digital media channels, including online, mobile and in-game, and a variety of formats, including rich media, in-stream video, display and search. ACM is a robust, integrated and easy-to-use platform that allows customers to focus on campaign strategy, creativity and media efficiency without having to worry about the technical complexities associated with managing global advertising campaigns online.

In 2007, Eyebalster delivered campaigns for nearly 7,000 brand advertisers serving approximately 2,500 ad agencies across over 2,700 global web publishers in over 40 countries worldwide throughout North America, South America, Europe, Asia Pacific, Africa and the Middle East. Learn more at <http://www.eyebalster.com>.

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