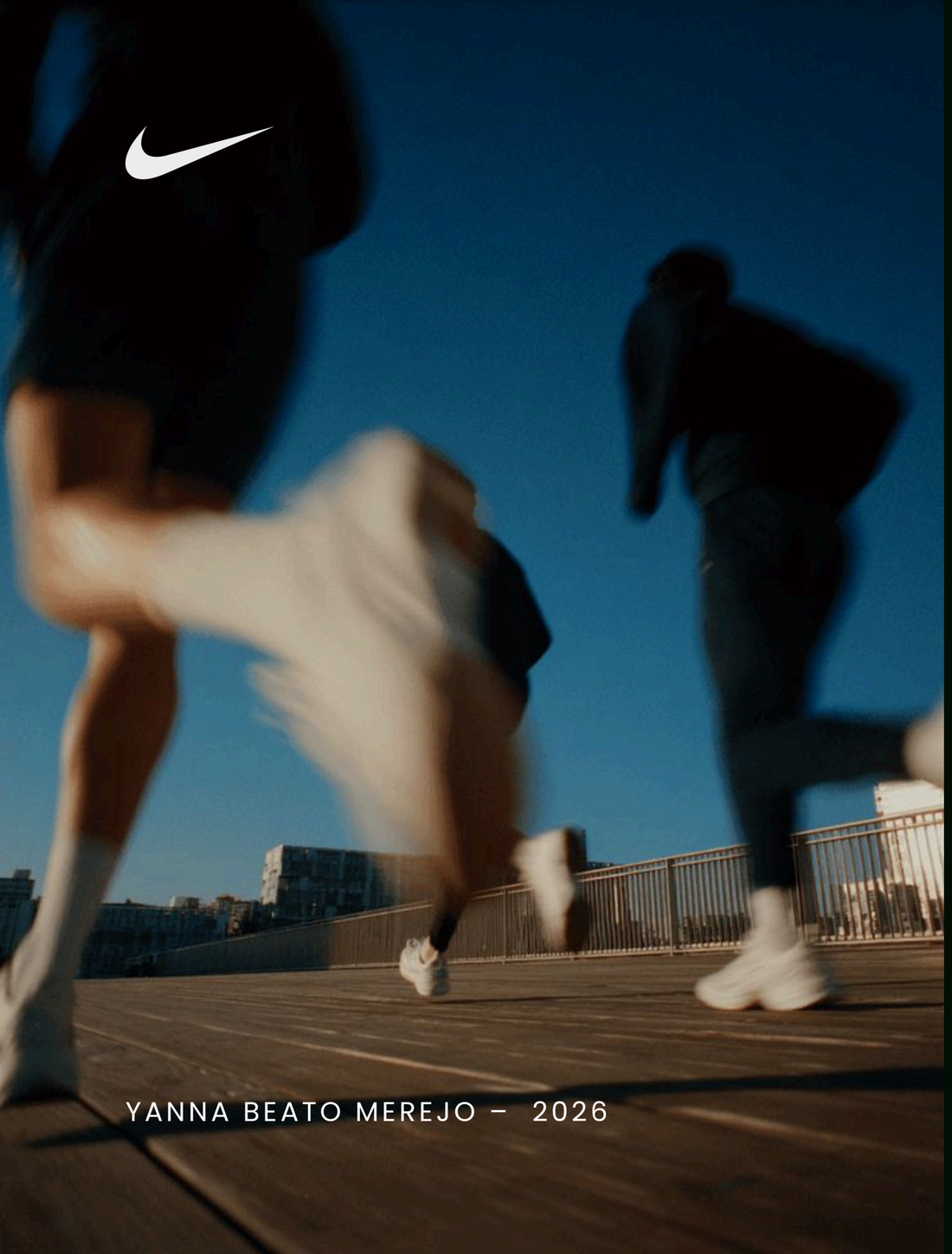


YANNA BEATO MEREJO – 2026

ART DIRECTION
CREATIVE DIRECTION
STRATEGY

360 CAMPAIGN

– IT STARTS BEFORE YOU FEEL READY

INSIGHT

Many of us are waiting to feel ready in
our bodies to participate in our own life.

IDEA

The campaign makes visible the invisible moment before action.

It celebrates the decision to begin, showing that confidence and belonging are often built after we start, not before.

Every execution explores the same idea from a different perspective, reminding people that the first step doesn’t happen when we finally feel ready.

It happens as we speak. It happens as you read right now.

NIKE

BILLBOARD

Instead of pushing people into action, this campaign chooses to meet them where they already are. It acknowledges and validates the moment when you genuinely want to do something but still can’t bring yourself to take the first step. Rather than using urgency, guilt, or pressure, it offers understanding. Throughout the campaign, Nike doesn’t manipulate people into moving—it accompanies them, gradually making that first step feel a little closer, until they’re ready to take it on their own.





HERO FILM



The Hero Film follows a woman through the quiet moments before leaving her apartment to do something she's been wanting to do for a long time. As she gets ready, Nike's voice guides us through everything happening beneath the surface: the overthinking, the imagined judgment, the fear of being seen, and the emotional weight that exists before taking a first step.

Instead of asking her to simply "Just Do It," the film first acknowledges why she hasn't yet. It stays with her through those private thoughts, validating them instead of trying to erase them.

By the time she finally opens the door, the audience understands that the hardest part wasn't stepping outside.

It started long before she ever reached the doorknob.

NIKE

VOICE OVER

(Frame 1) (Frame 2)
I'm not going to tell you to "just do it".
(Frame 3)
Not because I don't believe you can.
But because I know that's not what's happening.
(Frame 4)
You're not fighting against walking out the door.
(Frame 5) (Frame 6)
You're fighting against everything you feel walking out that door means.
(Frame 7) (Frame 8)
You imagine how your clothes are going to fit.
(Frame 9) (Frame 10)
You think about the people who have been doing this for years.
(Frame 11)
How they're going to move.
How you're going to move.
(Frame 12)
Your mind has already gone through the whole place before your feet touched the floor.
(Frame 13)
And that's exhausting.

So exhausting that staying where you are seems like the most logical option.

But the version of you that you admire—the one who walks in naturally, the one who knows what to do, the one who doesn't think about it as much anymore—isn't going to appear before you begin.

That version isn't a condition for walking in.

It's the consequence of having walked in many times.

You know everyone had a first day.

But you're still waiting to feel like someone who already belongs before giving yourself permission to begin.
(Frame 14)
And that's not how belonging works.
No one belongs before they arrive.
(Frame 15)
You begin to belong as you come back.
As you repeat.
As you stop calling it "the first time."
(Frame 16)
So today I'm not going to ask you to be brave.
(Frame 17)
Or to get motivated.
(Frame 18)
Or to stop feeling afraid.
(Frame 19)
I'm only going to ask you not to use how you feel in this moment as proof of who you are.
(Frame 20)
That weight in your chest.
That magnet that seems to keep you from moving.
(Frame 21)
Isn't a sentence.
It's a moment.
(Frame 22)
And you don't have to wait for it to disappear before you move.
(Frame 23)
When you open that door, it won't be because you finally felt ready.
(Frame 24)
It will be because you understood that being ready was never the requirement.
(Frame 25)
You never had to look ready to belong.
(Frame 26)
The version of you you're waiting for isn't on the other side of the door.
(Frame 27)
It's here, with the hand on the handle, deciding whether to open it.
(Frame 28)
That version became who it is every time it decided to open the door, even when it didn't feel ready.
(Frame 29)
Today, just get there.
Touch the handle.
Take a breath.
And open the door.
(Frame 29)
The peace you'll feel one day was born every time you decided to keep going with your chest just as heavy as it feels today.
(Frame 30)
It starts before you feel ready.
Know what you're carrying, and then,
Just Do It.


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Does she think she can be here?
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THE WALK

The Walk is a live performance that turns an ordinary walk into a physical representation of what it feels like to move through the world after choosing to do something before feeling ready.

Four ordinary people walk through different streets of New York on their way to doing something they've been wanting to do for a long time. Throughout the entire walk, each of them is followed by a crowd of performers representing their internal dialogue.

Every performer embodies a different form of self-judgment. Some constantly body-check themselves. Others fix their appearance, compare themselves to imaginary standards, rehearse perfection, silently categorize the protagonist, or physically embody their internal dialogue. Together, they recreate the feeling of being continuously evaluated, even when no one has actually said a word.



Whenever the protagonist turns around, the entire crowd immediately crouches, reinforcing the idea that this judgment feels completely real until you try to look directly at it.

Each protagonist walks along a life-sized Nike Swoosh painted across the city. Every route forms its own Swoosh, and together, the four routes create a square when viewed from above. The beginning of every Swoosh is intentionally wider, gradually narrowing as each protagonist gets closer to their destination, symbolizing how the emotional weight of beginning is often greatest before we arrive.

Along every route, the city itself becomes part of the story. Billboards, murals, projections and posters feature vulnerable moments from Nike athletes who belong to the same discipline the protagonist is about to try—not their victories, but the moments that came before them: first days, setbacks, injuries, criticism, doubt, perseverance and the decision to keep showing up.

Instead of celebrating greatness, the activation reminds people that greatness has always begun the same way:

with someone taking a first step before feeling ready

PROTAGONISTS



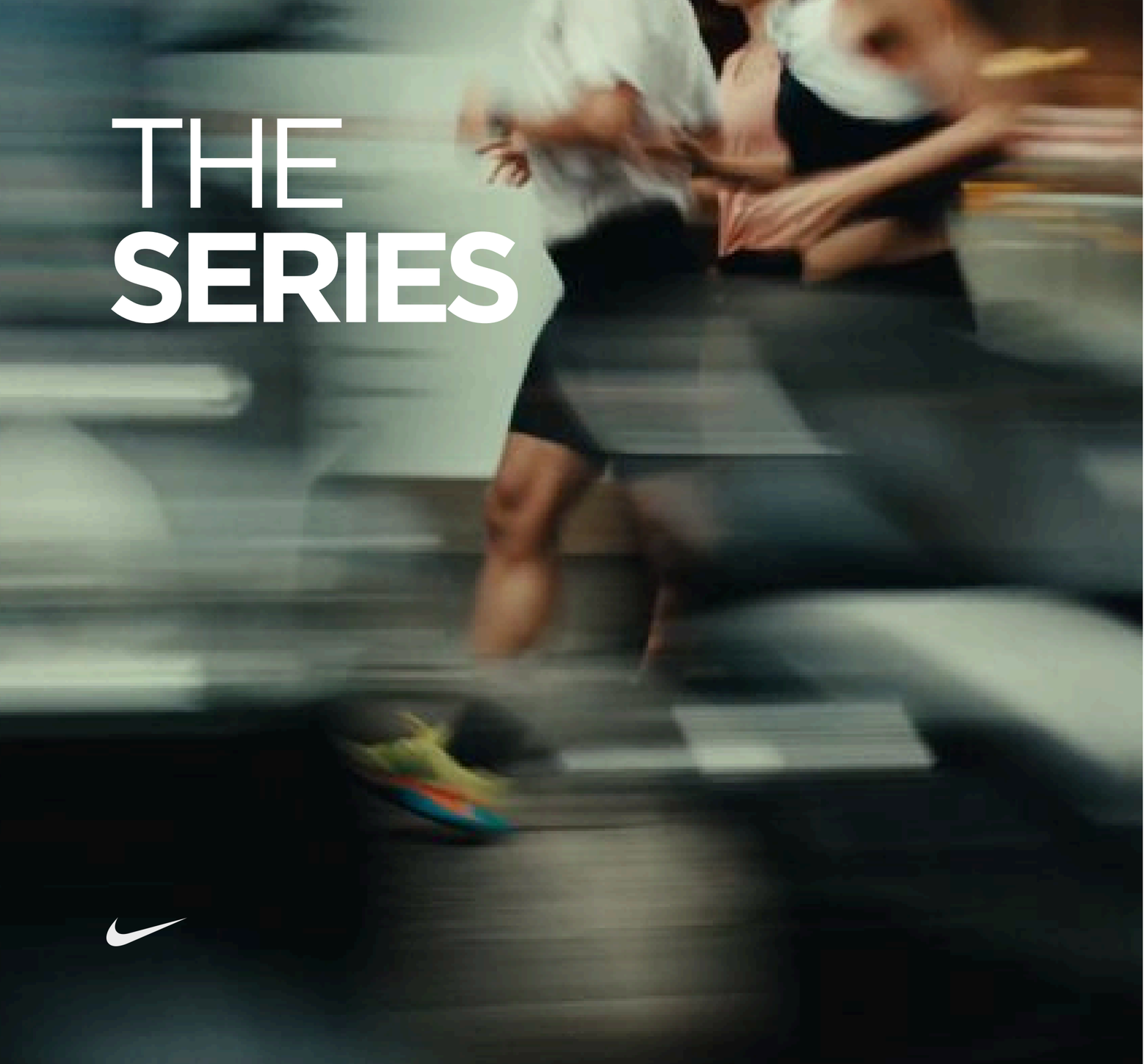
LAURA (30)
(LAUREL • GROWTH EARNED OVER TIME)
RETURNING TO A BEGINNER BALLET
CLASS AFTER YEARS.



DANIEL (23)
(GOD IS MY JUDGE)
GOING TO A RUNNING CLUB FOR THE
FIRST TIME AFTER SPENDING MONTHS
CONVINCING HIMSELF NOT TO.



FRANK (62)
(FREE)
ON HIS WAY TO A PUBLIC SKATEPARK
AFTER DECADES OF BELIEVING HE WAS
TOO OLD TO START SKATEBOARDING.



Each episode begins before the activity itself. We meet **both people,** learn why they chose to be there, and hear what makes them nervous before they even begin. The conversation starts before the first attempt.

As they learn together, the focus isn't on becoming good at the activity. It's about the awkward moments, the small wins, the mistakes, and the conversations that naturally happen when two people are both beginners.

Each episode is around 5–6 minutes long. Every episode also includes a shorter edit, bloopers, and behind-the-scenes moments made for TikTok, Instagram Reels, and YouTube Shorts.

At the end of each episode, both guests share the Nike piece they connected with the most during the experience. Viewers can watch the story first, then explore the product if they want to.

The goal isn't to show extraordinary people succeeding. It's to remind us that everyone—even the people we admire—still has first days. And every first day starts before you feel ready.

Each episode follows one well-known person trying something completely new alongside someone that is not a public figure.

- Jennifer Lawrence trying Ballet with Laura (27)
- Victor Wembanyama trying Surfing with Nova (19)
- Lewis Hamilton trying Archery with Daniel (23)
- Dua Lipa trying Fencing with Sofía (31)
- Bad Bunny trying Gymnastics with Alex (29)
- Emma Chamberlain trying Skateboarding with Frank (62)
- Pharrell Williams trying Rock Climbing with Elise (45)
- Tom Holland trying Pottery with Marcus (41)
- Zendaya trying Surfing with Nadia (52)
- Simone Biles trying Acting with Maya (34)



NIKE

THE STORE

RETAIL EXPERIENCE



A space to try something new.

The space invites people to explore a new sport in an environment that feels safe, welcoming, and free of pressure. At the entrance of every area, two sculptural hands offer the object that represents that discipline alongside a simple message: “Give yourself 30 seconds.”

When visitors step inside, coaches are there to encourage them to try, answer questions, and naturally share stories about what their own first days looked like. The goal isn’t to teach perfectly. It’s to make starting feel less intimidating.

Every area also features an iconic Nike piece from that sport, quietly reminding visitors that every athlete they admire started somewhere.

Before leaving, visitors can pick up a flyer with a free trial at a local studio or sports community that partnered with Nike. If they purchase any Nike item over $40, that offer becomes an even bigger discount, making the next step feel a little easier.

The experience launches across Nike flagship stores around the world, while local studios and sports communities join the campaign by offering free trial classes for one week. Together, they turn the campaign into something bigger than a retail experience: a movement that helps people take the first step before they feel ready.



PRESENTED BY :
YANNA BEATO MEREJO

2026

THANK YOU