

Press Release

Stockholm, June 25, 2002

nikefootball.com wins at Cannes

On Friday, Framfab Denmark was awarded both the Grand Prix and a Gold Lion at the Cyber Lions Awards in Cannes. This marks the third consecutive win in Cannes for the agency and their second Grand Prix in three years.

nikefootball.com has now become the most awarded destination site in the history of the Cannes Cyber Lions with no less than two Grand Prix to its name with wins in both 2000 and 2002. Friday's Gold Lion winner was the Nike Freestyle site (www.freestyle.framfab.dk), a site that has also won the agency a Gold Clio, a One Show Interactive gold pencil and an EPICA award.

Calling nikefootball.com "very deep and very wide" and "an immersive brand experience" the Cyber Lions jury praised the site for its integration into Nike's overall football campaign and said that "Nike Football was, to all of us, the best thing that happened on the web last year".

Framfab Denmark's creative director, Lars Bastholm, sees the winning streak as a confirmation of the web's global nature: "You don't have to work in London or New York or in one of the major networks to produce outstanding work. With an amazing staff, you can be recognized globally no matter where you are based".

Another major reason for Framfab's success is Nike's insistence on the importance of integration, added Lars Bastholm: "Unfortunately, we still see many clients not understanding that an immersive online brand experience can be both a more involving and more cost-effective way of engaging with the consumer. Hopefully, this award can help us to convince more clients that synergy between different media does make a difference".

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