

NIKE / FUTURE CAMPAIGN CONCEPT

CHASE TOMORROW

A cinematic vision for the next era of adaptive performance.

CREATIVE PORTFOLIO

Product concept • Campaign message • Visual strategy • Brand ecosystem

Creative concept & visual direction
SEBASTIEN SOUDAIS



SPECULATIVE / UNOFFICIAL

THE ATHLETE IS NEVER FINISHED.

"CHASE TOMORROW" transforms the future from a distant promise into a daily opponent.

The campaign connects human ambition with intelligent performance technology - not to replace instinct, but to amplify it.

01

HUMAN DRIVE

The emotional center remains the athlete: effort, discipline and the desire to become more.

02

ADAPTIVE INNOVATION

A future product that responds to the body makes the technology feel personal and useful.

03

FORWARD MOMENTUM

Every element - copy, light and composition - pushes the viewer toward what comes next.



A product launch becomes a statement about identity: the shoe is engineered for the person the athlete is still becoming.

ONE FRAME. FOUR LAYERS OF STORY.

The composition reads instantly as a product ad, then rewards a closer look with narrative detail.



01 PRODUCT AS HERO

The oversized shoe signals innovation before any copy is read. Its scale creates immediate visual authority.

02 ATHLETE IN MOTION

The runner proves that the technology exists to serve movement, not to overshadow it.

03 THE HORIZON

Warm light turns "tomorrow" into a visible destination - hopeful, cinematic and attainable.

04 DATA MADE VISIBLE

Performance metrics make an imagined future feel functional, measurable and close to reality.

NIKE A.I.R. FLUX

A fictional next-generation running platform designed around continuous adaptation.



01

ADAPT

Fit subtly adjusts as the foot heats, expands and accelerates.

02

RETURN

The sculpted sole calibrates energy response to pace and surface.

03

LEARN

On-shoe intelligence turns movement data into personalized progression.

WHY “CHASE TOMORROW” WORKS

Two familiar words create urgency, aspiration and personal meaning.

CHASE

TOMORROW

WORD
01

CHASE

Active, urgent and competitive. It converts aspiration into movement and gives the audience a role.

WORD
02

TOMORROW

Open-ended and personal. It can mean the next run, the next record, or the next version of yourself.

TOGETHER

A PLATFORM, NOT A LINE

Simple enough for a billboard, broad enough to support athlete stories, products, films and experiences.

Supporting slogan: *“Engineered for the athlete you’re becoming.”* It bridges technological proof with a deeply human promise.

THE VISUAL LANGUAGE OF PROGRESS

A controlled contrast between precision and possibility.

PRECISION

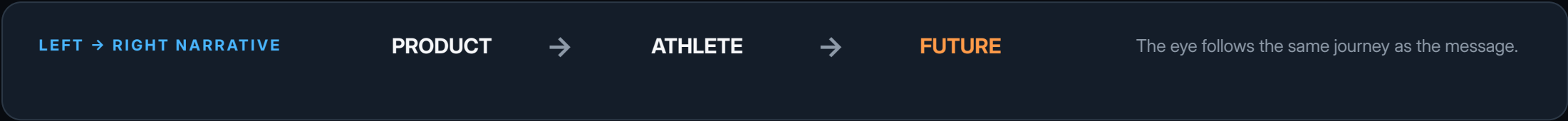
Cool light, technical detail and engineered surfaces.

MOTION

The athlete creates tension, direction and human scale.

POSSIBILITY

The warm horizon provides optimism and emotional release.



THE CAMPAIGN SELLS A FUTURE SELF.

The shoe is positioned as the instrument that helps the athlete reach that identity.

01

SEE

A world that feels advanced, premium and possible.

02

BELIEVE

Technology appears credible because it is tied to a real athletic need.

03

IDENTIFY

"The athlete you're becoming" makes the promise personal.

04

MOVE

"Chase" turns inspiration into an immediate action.

EMOTIONAL PROMISE > PRODUCT PROOF > ACTION



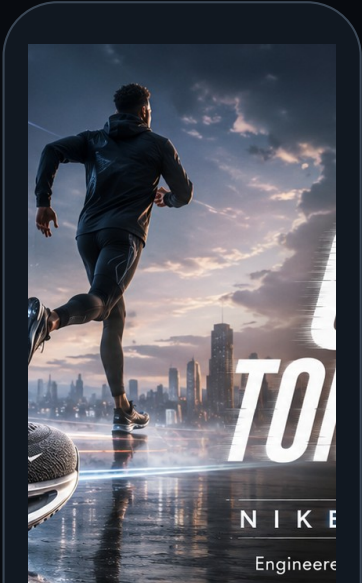
DESIGNED TO LIVE BEYOND ONE IMAGE.

The central idea can scale from a launch film to social, retail and outdoor media.

OUT OF HOME



SOCIAL / MOBILE



RETAIL EXPERIENCE



A.I.R. FLUX

Adaptive fit demo
Personalized energy profile

FILM

THE SHOE ADAPTS

A runner's product changes in real time as conditions intensify.

SOCIAL

YOUR NEXT SELF

Personal progress stories make the campaign participatory.

RETAIL

FEEL THE FUTURE

Interactive fitting translates the promise into physical proof.

OOH

ICONIC SIMPLICITY

One product, one athlete, two words: immediate recognition.

ONE IDEA. MULTIPLE CHAPTERS.

Secondary lines retain the same future-facing voice while adapting to different stories.

PERFORMANCE

FIT SYSTEM

ENERGY RETURN 88%

STRIDE EFFICIENCY +23%



TOMORROW HAS A PACE.

CHASE TOMORROW

Launch film / running

IDENTITY

HEART RATE 142 BPM

PACE 4:12 KM

DISTANCE 12.47 KM



BUILT FOR YOUR NEXT.

CHASE TOMORROW

Athlete stories / social

MINDSET



CHASE TOMORROW

DON'T WAIT FOR YOUR POTENTIAL.

NIKE A.I.R. FLUX

Engineered for the athlete you're becoming.

CHASE TOMORROW

Brand manifesto / community

THE FUTURE ISN'T WAITING.

NEITHER ARE YOU.

CHASE TOMORROW

A powerful platform because it makes innovation emotional,
performance personal and the future actionable.

CHASE
TOMORROW

NIKE A.I.R.

Engineered for the athlete you're becoming