

Nike

Spec Project — 7-Day Instagram Campaign

Speculative portfolio piece, written by Srijayee Ghosh to demonstrate brand-voice fluency. Not affiliated with, commissioned by, or endorsed by Nike, Inc. The product and campaign described are original and fictional.

THE BRIEF I SET MYSELF

Nike's social voice is short, direct, and always pointed at the person reading it — second person, present tense, daring you to move. The brief: plan and write seven days of launch content for a fictional running shoe, in that exact register.

CAMPAIGN CONCEPT

A 7-day countdown for a fictional new running shoe, “Nike Current,” built around momentum — each post a single, short provocation, building toward the drop on Day 7.

Day 1 — Teaser

Visual: a single frame of a foot mid-stride, motion-blurred.

Something's moving. You'll feel it before you see it.

Day 2 — The Tease, Closer

Visual: close-up of the sole's new cushioning pattern.

Every step you've taken got you ready for this one.

Day 3 — Athlete Voice

Visual: UGC-style clip from a sponsored runner, unscripted.

“I stopped checking my pace. I just ran.” — on testing Current before anyone else.

Day 4 — The Why

Visual: carousel explaining the new foam technology in three frames.

Less energy lost. More of it returned. That's the whole idea.

Day 5 — Community Call

Visual: UGC grid of runners' personal bests, submitted via hashtag.

Tag your last personal best. Day 7, we're coming for it.

Day 6 — Countdown

Visual: stark black frame, single line of text, no product.

Tomorrow. Lace up.

Day 7 — Launch

Visual: full product shot, link in bio live.

Current is here. Go find out what it feels like to stop holding back.

WHY THIS PIECE

Demonstrates short-form, high-energy campaign writing and the ability to plan a content arc across multiple days rather than just a single post — strategy and copy in one deliverable.