



**The future inspires us.**  
We work to inspire.

AKQA exists to maximise our client's investments  
by contributing vision, ideas and intelligence.

*World's most awarded digital agency:*

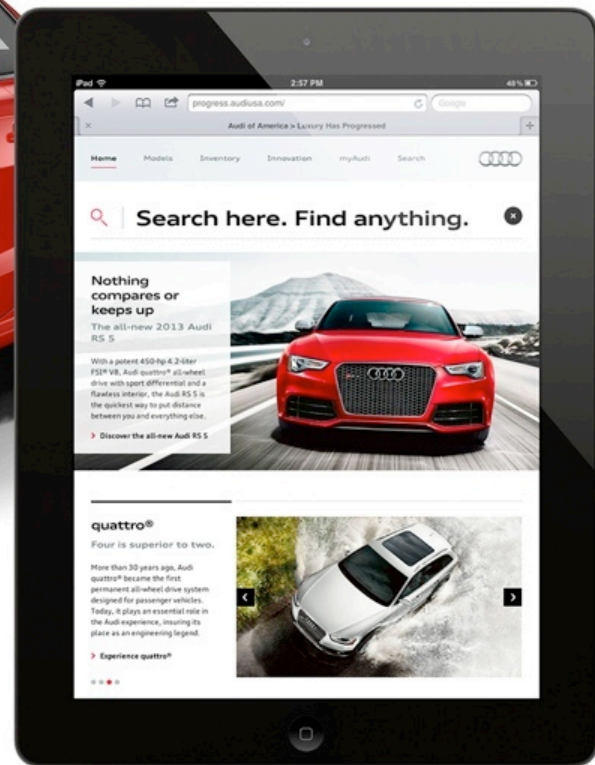
Agency of the Year winner on both sides of Atlantic.

11 offices: New York, San Francisco, Washington D.C., Atlanta, Portland;  
London; Berlin; Amsterdam; Paris; Shanghai, Tokyo

*The smartest automotive platform*

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AUDI



*Most advanced digital automotive platform combines cutting-edge software  
with groundbreaking new technologies including:*

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Real-time recommendation engine, personalizes each customer experience

---

Fully responsive, adaptive design delivers optimal performance on every device

---

World first real-time listing of all available Audi's

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Full-screen car configuration provides striking clarity and rich detail

A black and white photograph. In the foreground on the left, a man with a short haircut, wearing a dark suit jacket, a light-colored collared shirt, and a patterned tie, is looking towards the right. In the background, five runners in athletic gear are running on a track. The scene is outdoors, with a large stadium structure visible in the distance. The overall tone is professional and aspirational.

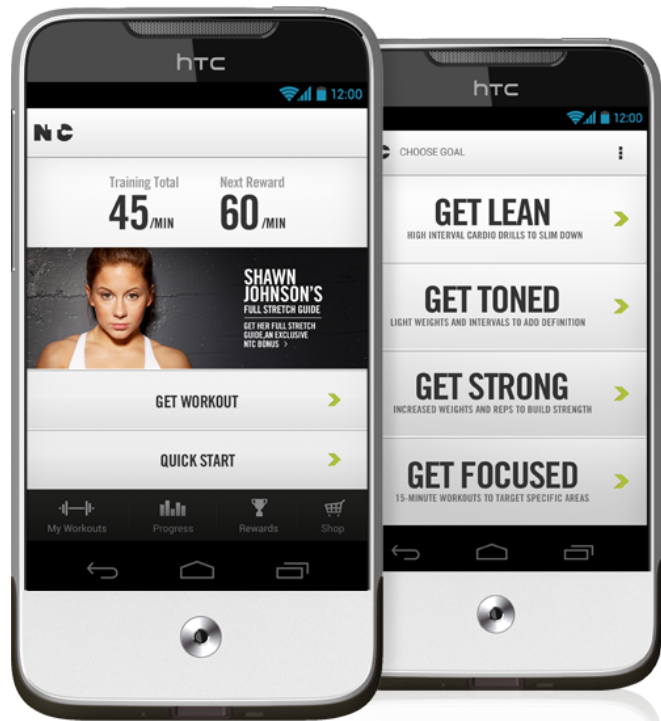
**TO BRING INSPIRATION  
AND INNOVATION TO EVERY  
ATHLETE\* IN THE WORLD**

*The world's best training platform*

---

Nike Training Club, Nike+ Kinect Training





Over 200 million minutes of connection and workouts

---

World's most popular personal training app

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No. 1 Health & Fitness app in over 21 countries



XBOX 360

XBOX 360

KINECT

KINECT TRAINING

235+

NOKIA

KINECT TRAINING

PREVIOUS SESSION

CARDIO

2050

9 of 12

Fri, Sep 28

NEXT SESSION

STRE

30

11 of 12

Fri, Sep 28

FRIENDS

CORI

16

TESLA

17

MICHELL

18

BYRON

19

IS WORKING OUT NOW

(last seen 10:00 AM)

LEADERBOARD

16

TESLA

17

MICHELL

18

BYRON

19

XBOX 360

KINECT

Speaking of robot replacement, I think Nike+ Kinect training is as good as real trainer & costs less than 1 hr's lesson. Plus 24/7 @ home.



**Chris Anderson**  
@chr1sa



*Harnessing the power of social engagement to the next level*

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Nike The Chance



facebook

Nike Football

Wall Info Notes Video CR9SpeedTest THE CHANCE >>

BACK WHAT IS THE CHANCE? HOW DO I ENTER? WHO'S IN?

# THE CHANCE

WRITE THE FUTURE

LIVE

WATCH WENGER ON THE CHANCE

WATCH VIDEO > SEE PAGE >

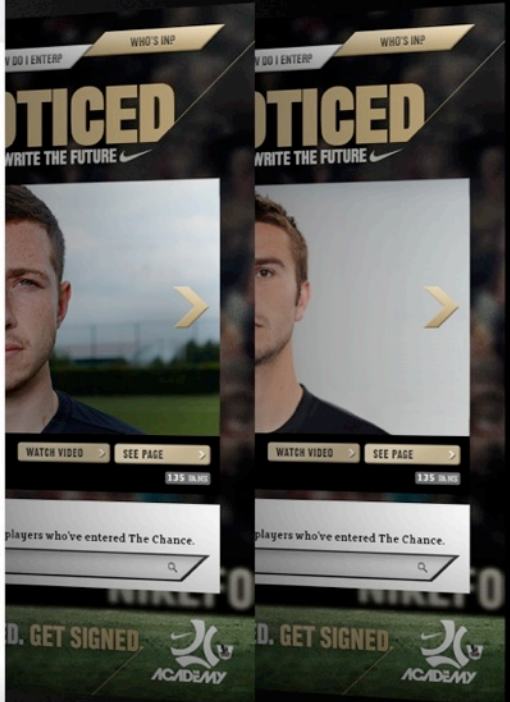
135 IN

players who've entered The Chance.

GET NOTICED. GET SCOUTED. GET SIGNED.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Nike Football and not to Facebook.

Facebook © 2010 English (UK)





51 countries; 38,000 teams; 85,000 players signed up

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2 million shares; +1 million comments

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20 million YouTube views

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Extraordinary 99% approval rate of Undiscovered documentary

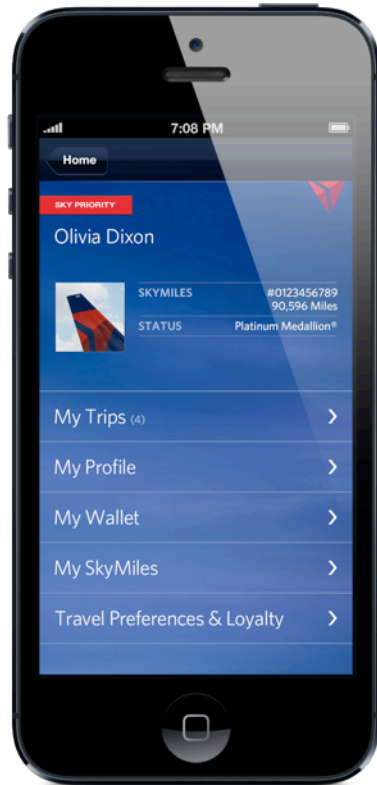
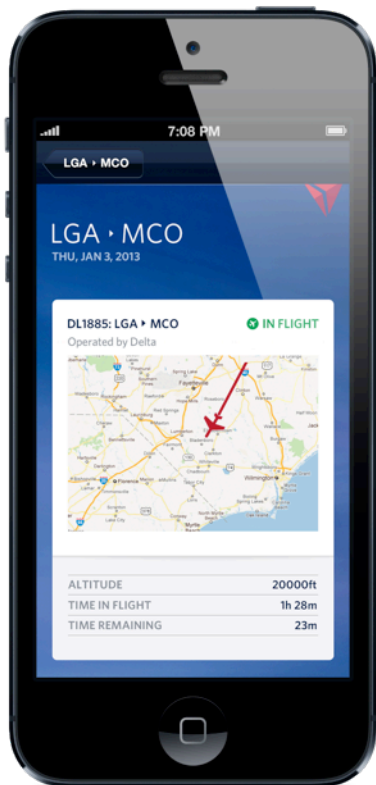
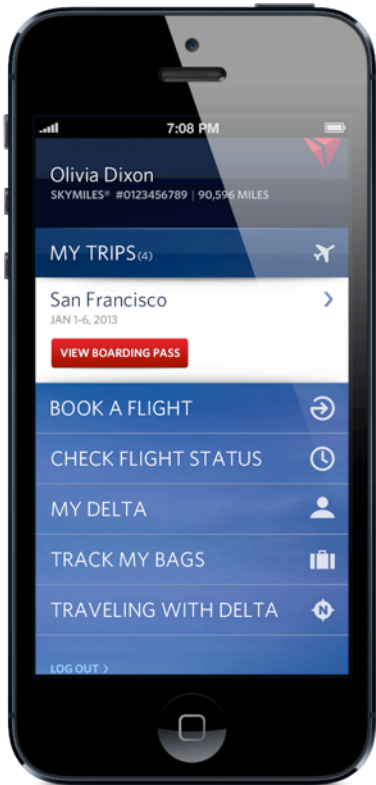
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*Taking the pain out of flying*

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Delta



421%

*increase on mobile check-in*

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317%

*increase on mobile flight status*

---

5M+

*downloads of smartphone apps*

---

15%

*decrease in check in time on kiosk*



**Avoiding the beaten path.**  
Seeking terrain unexplored.