

Nike extends 'Better For It' campaign with online video series

Nike Women has extended its 'Better For It' campaign with online video series, Margot vs Lily beginning on 1 February 2016, and a online destination for Better For It on nike.com.

Nike Women Week activities take place in select cities worldwide this week (25-29 January) and the first episode will be premiered at an exclusive NTC Live Workout in Braamfontein, Johannesburg on Friday evening, 29 January.



The 8-episode series that follows two sisters - one fitness obsessed but socially awkward (Margo) and the other who is better at making friends than going for a run (Lily) - in a bet to switch roles and the chaos that ensues, as their worlds are turned upside down. It is made in collaboration with celebrated filmmaker Alfonso Gomez-Rejon, acclaimed director Tricia Brock and bestselling author Jesse Andrews.

Half-million women, across 33 countries, pushed themselves last year to complete Nike half-marathons in Mexico City, Taipei, Nagoya and San Francisco, participate in Nike+ Training Club (NTC) sessions everywhere from Shanghai to Stockholm and join Nike+ Run Clubs (NRC) in New York, Rio de Janeiro and beyond. Around the globe, this community of women was united around one common goal: to be Better For It on the other side.

The site hosts training advice, offers access to the latest NTC and NRC workouts, provides a look into product seen in the series and includes inspiration from elite athletes. These platforms are designed to motivate and challenge the swelling wave

of women around the world who are adopting sport and fitness as a lifestyle, rather than a trend.

To view the trailer, [click here](#)

For more, visit: <https://www.bizcommunity.com>