



nike air jordan. iza el nems 2024 ©

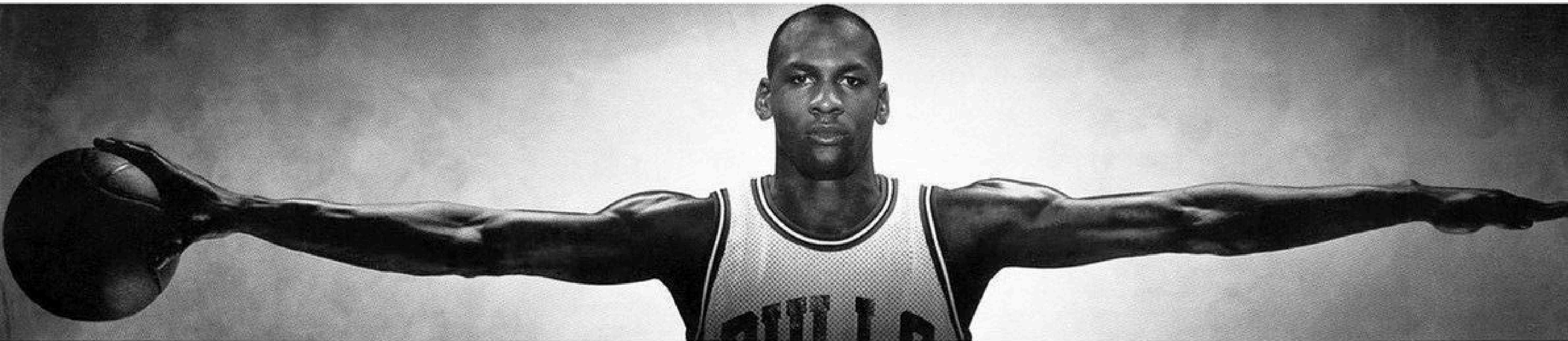
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*“No bird soars too high,
If he soars with his own wings”
— William Blake.*

Elevate with Air Jordan: The Art of Movement

creative direction

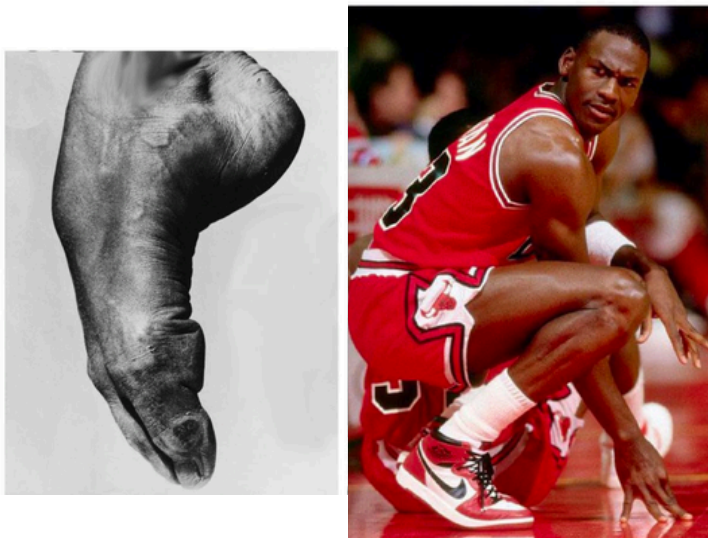
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(pg 2)



vision and narrative created +
directed by iza el nems.



Campaign Proposal

picture this: the nyc ballet at showtime—lights dim, a faint basketball bounces in the background, and a pair of jordans stashed under a seat. red curtains part, and nyc ballet dancers hit the stage in a fluid, basketball-inspired performance—decked out in clothes with subtle aj references, moving like they’re on a court, channeling jumps and pivots straight out of a pickup game. cut to jordan athletes in action—luka’s step-back, zion’s monster slam—flowing right back into the ballet. a ballerina leaps, tying it all together. the finale? 'AIR JORDAN' flashes across the screen as the dancers take their final pose. a celebration of movement, a mash-up of sport, art, and city culture that screams: basketball is a dance, and air jordan is the ultimate partner. that’s the campaign. air jordan isn’t just a sneaker; it’s how we elevate ourselves and redefine what’s possible.

campaign celebrates movement as an art form, merging the elegance of ballet with the energy of basketball. shot like a live performance at the nycb, it takes the viewer from the theater to the court and back again, connecting the rhythm of the city, the stage, and the game. air jordan becomes the ultimate symbol of elevation—reminding us that whether on stage or on the court, the art of movement inspires us to break boundaries and push the limits of what’s achievable.

accompanied by stunning hero bts stills of the dancers to further capture the artistry & sport behind the scenes.

the art of movement strives to dig deeper into the brand’s lineage, its role in inspiring movement, and ensures the audience sees the campaign as more than just a beautiful performance—it should feel like a natural extension of the air jordan legacy.

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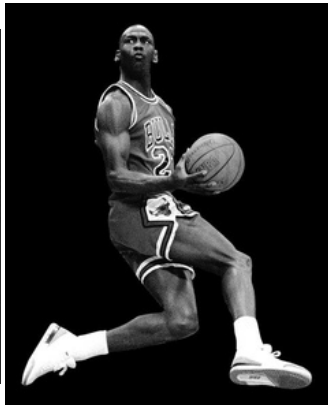
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creative direction

(a visual perspective)

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+1. Setting the Stage — (Immediate Air Jordan Association)
Opening Sequence (Audience POV)

the camera opens from the perspective of someone seated in prime orchestra seats. the theater is dim, a hush settles. we catch subtle cues—a classic pair of air jordan sneakers resting under a seat, a sound cue reminiscent of a basketball bouncing somewhere backstage, and the faint hum of city noise woven into the score.

the production is elevated by a symphonic-meets-street soundscapes, combining the elegance of classical instruments with the rhythm of city sounds.

we want to set the tone for what we’re about to witness, which is no ordinary ballet performance, but something distinctly air jordan. grand red curtains slowly part, revealing a stark, stage-lit scene. the lights focus center-stage.



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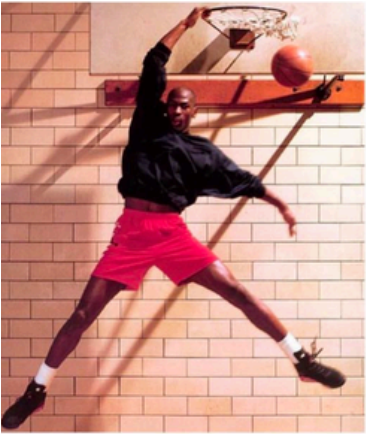
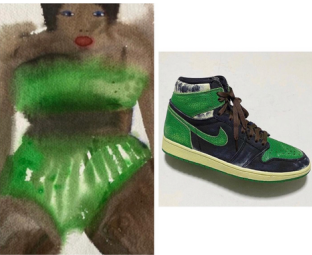
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(pg 4)



+2. Performance as Metaphor — (Emphasizing Brand Legacy)
Choreographed Performance (~15 Seconds)

nyc ballet dancers glide forward, wearing custom-designed outfits (incl. sneakers) that incorporate subtle air jordan references—colors, lines, perhaps inspired by the sneaker silhouettes. their movements, precise yet fluid, echo the rhythm and agility of basketball—a dance of its own. the choreography is reminiscent of players on a basketball court: precise footwork, quick directional changes, leaps that mirror dunks, + formations that suggest teamwork on the court. every step, leap, and turn calls to mind the subtle flow of basketball, as if the dancers are dribbling through invisible defenders in a delicate and strategic dance of bodies in motion.

video captures the dancers’ seamless interplay, emphasizing the performance attributes of the air jordans they wear. we see jordans as a tool of both artistry and athleticism.

the camera work is straight on, making the viewer feel part of the moment—these dancers are not distant performers; they’re right in front of us, breathing life into the notion that sport and art share the same heartbeat.



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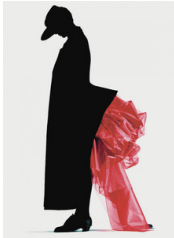
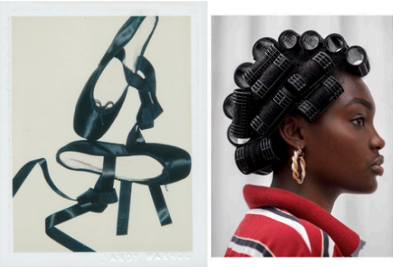
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(a visual perspective)

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(pg 5)



+3. The Universal Dance of Movement — (Connecting the Personal to the Universal)
Weaving Personal Perspective into Brand Vision (Tying It Back to Jordan)

as the dance reaches its finale, the tempo shifts, and the camera seamlessly transitions from the stage to a quick-cut montage of jordan nba athletes—luka dončić hitting a jump shot, zion williamson soaring for a dunk, and jayson tatum in action—each move perfectly mirroring the ballerina’s leaps and turns on stage.

each scene connects through the shared language of elevated motion and sport, honoring the legacy and spirit of air jordan.

i grew up playing basketball in the city—a sport that, in many ways, is a dance of its own—a celebration of those faux familial ties we make as city dwellers. the streets of nyc, similar to a basketball court, act as a giant runway, where community is at the heart and music, dance and fashion help to confront challenges and celebrate the everyday.

the court was a stage where we performed, improvised, and created something larger than ourselves (or so it felt). i remember my first pair of jordans—8 years old and unbeatable. air jordan has always stood for pushing boundaries, transforming sport into culture, movement into power...inspiring generations to redefine what’s possible.

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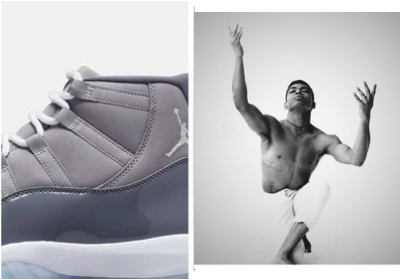
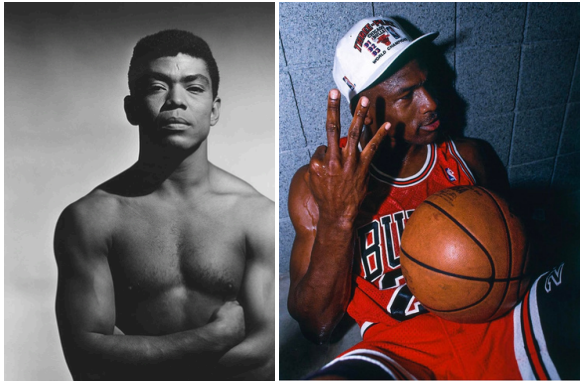
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creative direction

(a visual perspective)

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+4. The Grand Reveal (Air Jordan Branding)

Conclusion (Final 6 Seconds)

the dancers strike their final pose. the lights dim briefly. the words “AIR JORDAN” scroll across the screen, bold and unwavering, accompanied by the iconic jumpman logo. in these last six seconds, we understand: air jordan isn’t just a product; it’s a cultural force that continues to define the meaning of legacy.

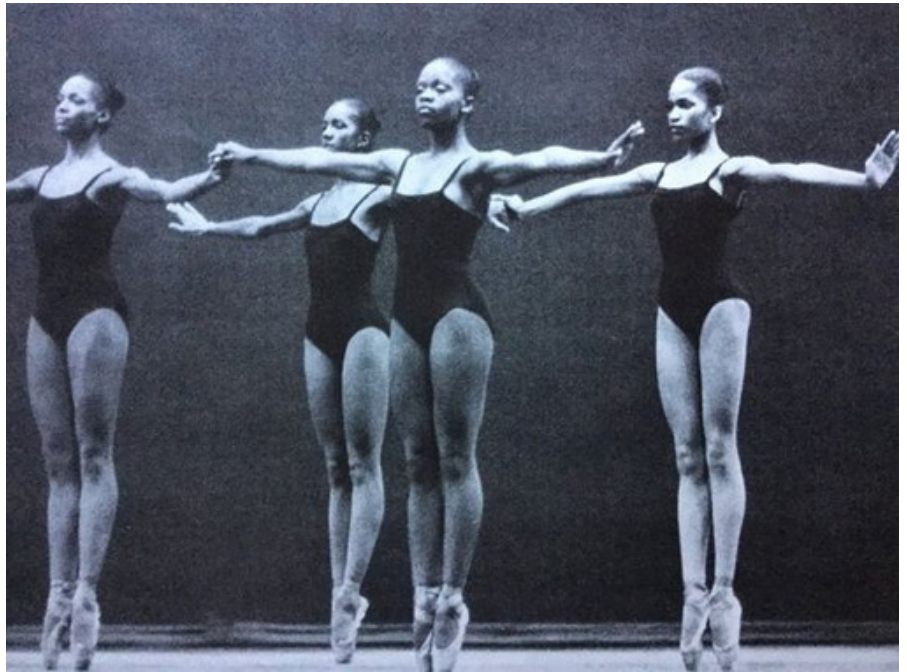
the curtains close, the audience returns back to reality in their seats, but the energy lingers, as if the performance is still playing out.

still in the theater’s audience seating, we are reminded that basketball, like ballet, is a spectacle where thousands watch the synergy of a select few who move as one. in this seamless blend of performance and perspective, we highlight air jordan as more than a brand—it’s a testament to the art of movement, a nod to the shared spirit of dance and sport, and a celebration of communities that rise together.

outro: the camera pans to the audience, revealing jordan nba athletes seated in the front row. they’ve been watching the entire time.



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martha graham said, 'dancers are the athletes of god,' and in my opinion, they are.



video direction

Elevate with Air Jordan: The Art of Movement

creative direction

(video)

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Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction

Art Direction —
camera alternates between tightly controlled movements + loose, flowing captures to mirror the duality of precision + improv. found in both ballet and basketball. every shot considers the angles + lines created by performers’ bodies, treating them as living sculptures within the frame. by juxtaposing the raw athleticism of the court with the refined nature of the stage, the visual language unites two worlds under a shared narrative of movement as art. art direction transforms movement into a cinematic experience and bridges the two disciplines, creating a visual narrative that feels both dynamic and timeless.



Cinematography Focus —
movement is seamless. slow-motion close-ups of dancers’ feet in mid-air, showcase jordans' design and performance features. contrast this with dynamic, wide-angle shots of the ensemble, emphasizing both individual strength and collective harmony. utilize dramatic lighting with sharp contrasts—spotlights on the dancers in an otherwise dimly lit theater to create a sense of drama. incorporate air jordan’s signature colors subtly into costumes or lighting (e.g., red, black, and white), tying the visuals to the brand.



Numero — 1
+

(dancers and players in silhouette)



Numero — 3
+
(group dancers forming a tight formation)

Numero — 2
+
(ballet leap juxtaposed with a dunk)



Bodies in flight —
capturing the shared elevation of ballet and basketball through synchronized leaps and cinematic framing. the grand stage and the court share the same energy, cinematography highlights the rhythm of collective movement.

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Elevate with Air Jordan: The Art of Movement

creative direction

(video)

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Cinematography Focus

- + 1
Choreography
Direction
- + 2
Movement
Direction



Movement with Purpose — (framing the rhythm of the stage as a reflection of the court)

from synchronized leaps and tight formations to dynamic pivots and raised arms, the choreography captures the power of collective motion, the fluidity of athleticism, and the precision of a play—showcasing how air jordan redefines movement as both an art form and a cultural legacy.

Numero — 6

+

Defining Strength — (arms raised in unison, choreography shows moves on the basketball court draws braves from the world of ballet)

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Elevate with Air Jordan: The Art of Movement

creative direction

(video)

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(pg 10)



Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction



Lines of Expression — (a synchronized group, extending the choreography’s story)

the intersection of form and motion: geometric precision, fluid transitions + powerful symmetry. from timeless classical poses to avant-garde structures, performance reveals the artistry of movement as it unfolds on stage.

these visuals speak to the shared language of discipline and artistry, bridging tradition and change, they reflect the core of air jordan’s legacy: pushing boundaries while honoring craft.

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Elevate with Air Jordan: The Art of Movement

creative direction

(video)

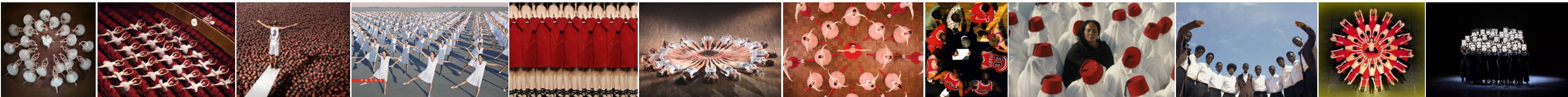
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Cinematography Focus

- + 1
- Choreography
- Direction
- + 2
- Movement
- Direction

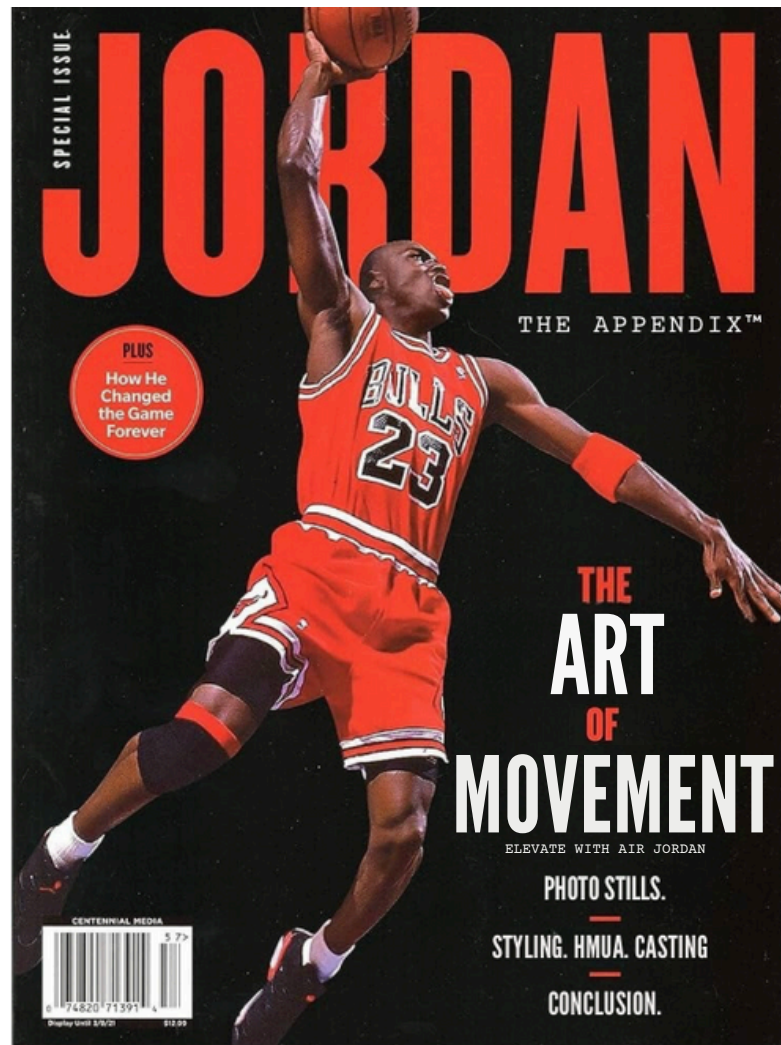


The Huddle Reimagined — (bodies form into a collective force, ready to make the next move)

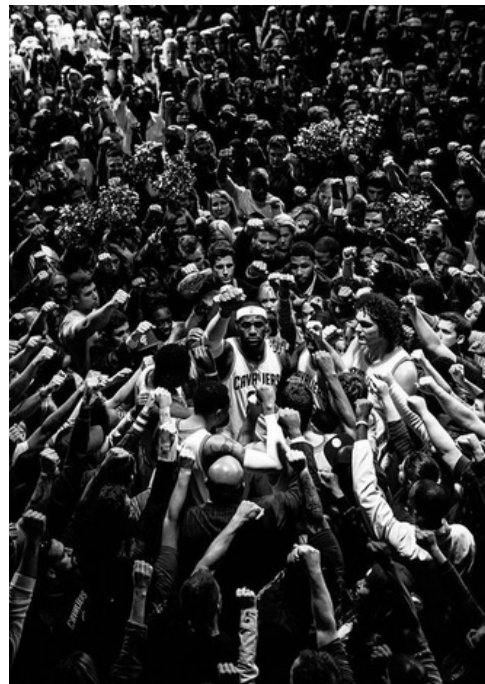
we reimagine the choreography of basketball, translating plays and formations into striking visual art. from rotational movement reminiscent of full-court strategy to orchestrated rows echoing fast breaks, every frame captures the rhythm and precision of the game. pops of color, tight formations, and expansive geometries mirror the fluid energy of the court. through this lens, basketball becomes a dynamic dance of power, strategy, and expression.

- Numero — 1
- +
- A Perfect Full-Court Press — (dancers form a circular pattern, viewed from above. rotational movement intentionally parallels players in a game shifting to protect the rim)
- Numero — 10
- +
- Time Out — (team huddles)
- Numero — 11
- +
- An Explosive Tip-Off — (radial symmetry mirrors the start of a game)

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appendix



“talent wins games, but teamwork and intelligence wins championships”



photo composition



Numero — 1

+

Dance Theatre of Harlem in Swan Lake

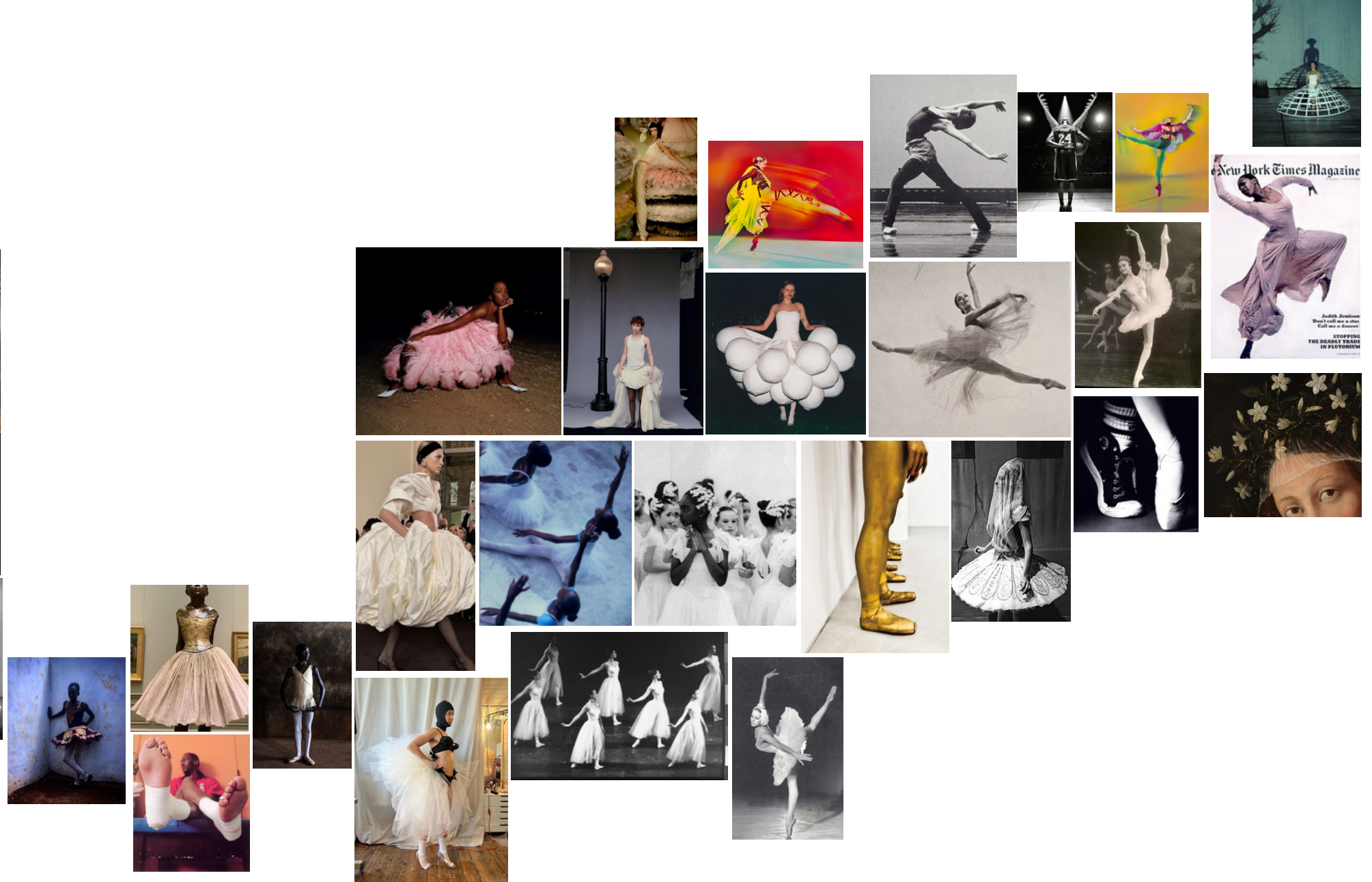
the dancers flow through a dynamic mix of movements—powerful leaps, graceful pirouettes—showcasing the sneakers' flexibility and performance. every step, turn, and jump captures how air jordans move seamlessly with the body, a blend of agility and strength.



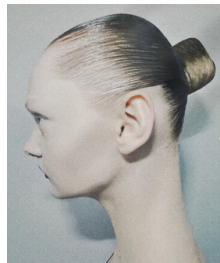
styling direction

classic ballet forms reimagined with air jordan color palettes + bold details (sharp lines, bright accents serve as a visual link to the brand's cultural + athletic roots). sculpted lines in fabrics mimic sneaker silhouettes, creating visual references to the dynamic movements of both athletes. e.g., custom tutus constructed from jerseys combine the functionality of sport with the elegance of classical ballet costumes.

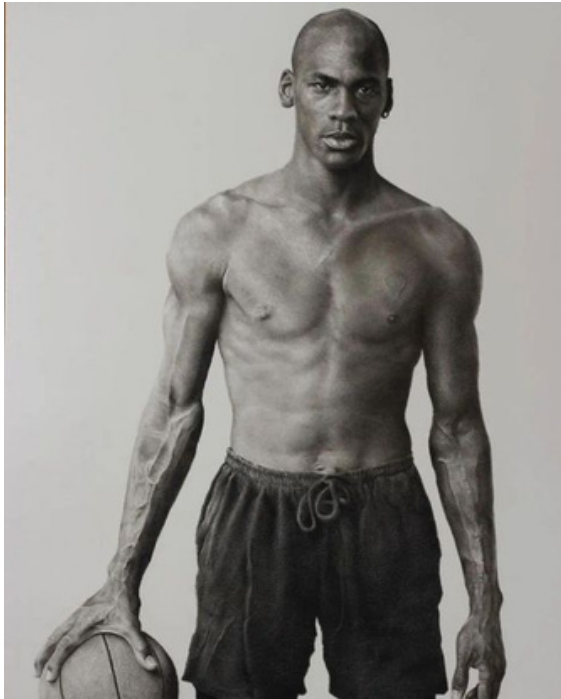
A collage of ten images showcasing various theatrical costumes and stage designs, primarily featuring large, white, feathered or wing-like structures worn by performers. The images include close-ups of faces with large white feathered headpieces, full-body views of performers in elaborate white winged costumes, and detailed views of the wing structures themselves.



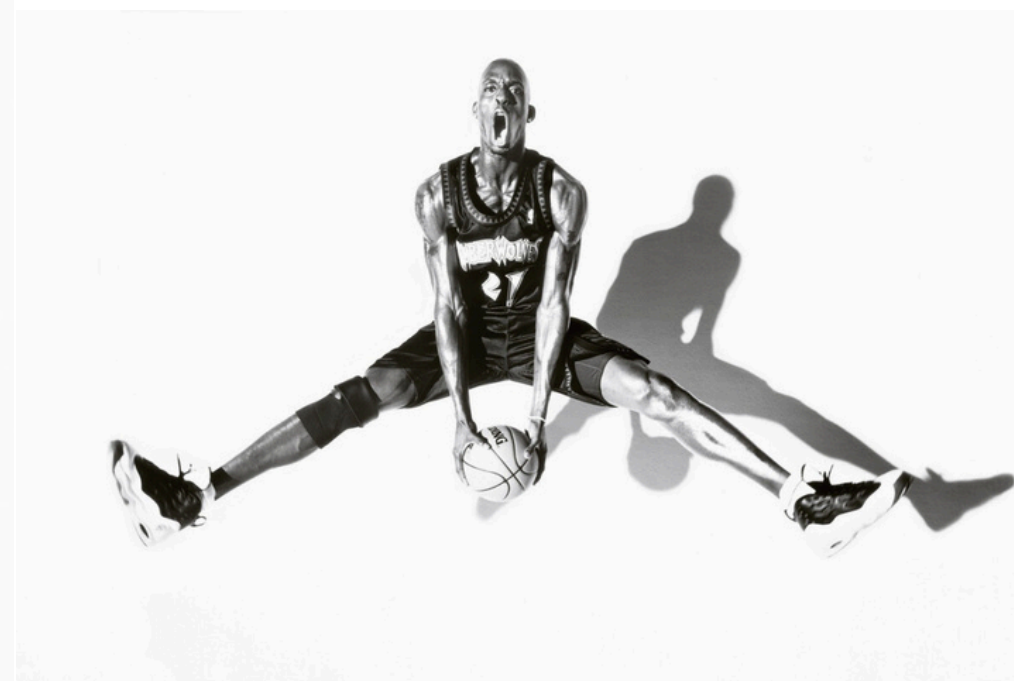
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hmua direction



ft. principal dancers and star soloists from nyc ballet, alvin ailey, and dance theatre of harlem—many with 20-800k followers—casting amplifies the campaign’s cultural impact and marketing reach.



"we all fly. once you leave the ground, you fly. some people fly longer than others"



creative justification

Elevate with Air Jordan: The Art of Movement

creative direction

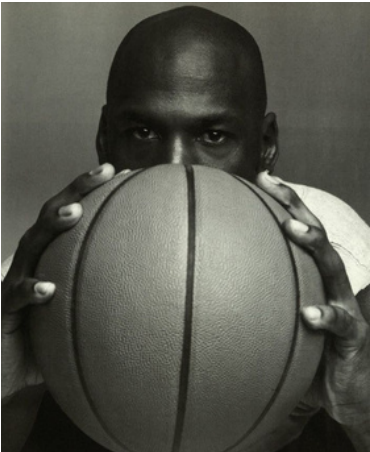
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Creative Justification



Why Jordan Should Say Yes

this campaign doesn't just celebrate air jordan's past—it propels its legacy forward by reimagining its ethos through the lens of movement and culture. by blending sport + ballet, we demonstrate that jordan has always transcended the court, existing as a symbol of artistic expression, personal ambition, + cultural evolution.

Cultural Authenticity

integrating the nyc ballet with iconic in-game footage of jordan athletes + a personal narrative component creates a dialogue between global + local narratives, firmly grounding the campaign in true cultural authenticity. air jordan isn't just a sporting brand, its influence isn't just confined to sneakers; it's a cultural export that speaks to the shared pursuit of excellence across borders.

Elevated Marketing

this is not a product campaign—it's an art form. by positioning air jordan as a universal language of movement, the campaign links dance, sport and community, reinforcing the brand as a pioneer in storytelling-driven marketing. visually bold, emotionally rich, and designed for longevity in cultural memory.

Personal Connection

humanizes the campaign and positions air jordan as something personal and relatable rather than distant and commercial, striking a chord with brand decision-makers who value genuine storytelling.

Unforgettable Storytelling

this campaign doesn't just nod politely to the brand's roots—it sings the brand's anthem loudly and clearly. it's bold. it's visionary. it's undeniably air jordan. saying yes isn't just an option—it's the next chapter.

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Elevate with Air Jordan: The Art of Movement

creative direction

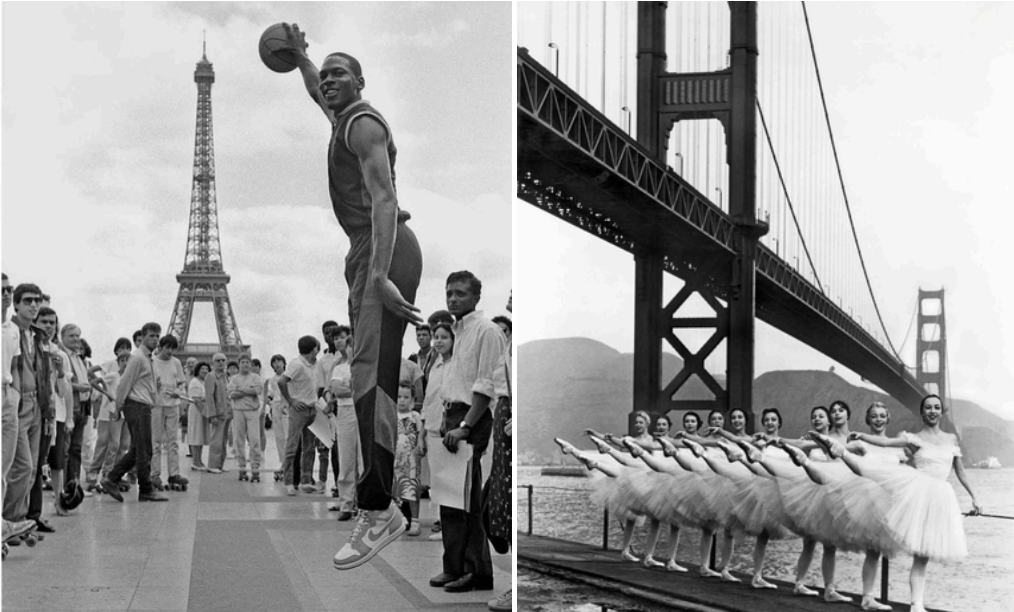
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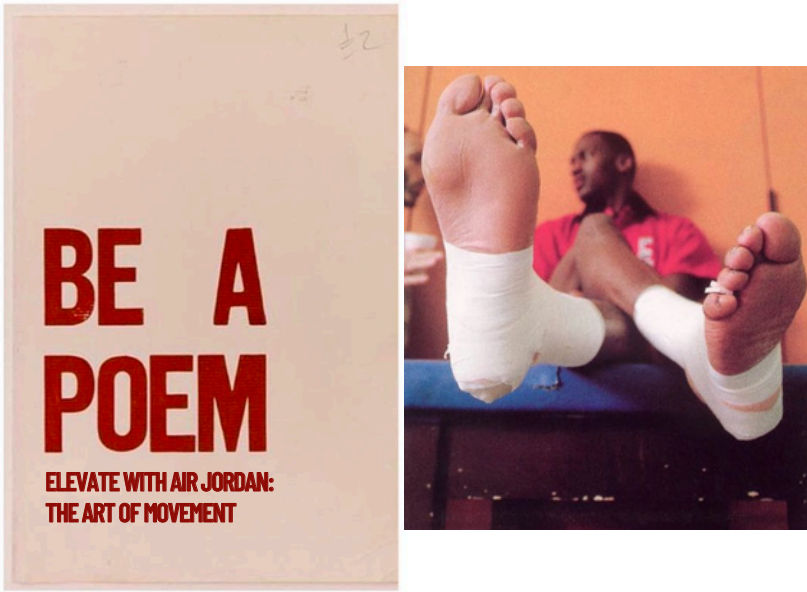


Creative Justification



much like the nyc ballet and the basketball court—where thousands gather to witness the grace, strength, and raw energy of bodies in motion—this campaign reminds us that movement, in any form, is art. made by nyers for nyers, *elevate with air jordan*. *the art of movement* extends far beyond a geographic reference and creates a universal sentiment by recognizing the presence of air jordan across cities around the globe, as people continue to dance, and continue to hoop, like nobody's watching.

internal use only



“make it happen”

-mj

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thank you