



SketchDeck, a 24 Seven company, built out an Embedded Team solution for Nike to scale their digital and creative teams.



OVERVIEW

- Nike needed to close the gap between their creative initiatives and the customer insights that fuel them.
- They were seeking specialized expertise to scale and having partnered with them to provide existing support across verticals, knew our team(s) could get the job done.
- We presented key insights and a new approach to manage their rapidly evolving multichannel marketing programs: **the embedded team workforce model.**



METHODOLOGY

- Built an embedded team model, integrating existing consultants within the client's organization within individual category teams and geo-specific marketing groups.
- Worked with stakeholders in upstream groups to build dedicated teams of content strategists, creative specialists, retail, and other digital brand experts.
- Integrated our expertise right within the client's organization, so we could ramp up faster and deliver better quality at less cost.



RESULTS

- Our team still has an ongoing and highly successful partnership with Nike through the Embedded Team in place.
- Our embedded team played a major role in Nike's D2C division launch, which they credited for driving virtually **100% of company growth in following fiscal years.**
- We now partner with **12+ orgs** throughout the client company, have provided embedded teams from **50-100 in size, and have had the ongoing partnership for 8+ years.**