

The marketing campaign that shook the sports world.



The Challenge Our First [Edition]

Nike stepped into the spotlight as the league's new official apparel provider, ousting Adidas. With the introduction of "City Edition" uniforms, teams seized the opportunity to embody their cities' essence through distinctive designs. The Miami Heat knew exactly what needed to be done.

This presented a prime opportunity to spotlight a genuine connection between Miami's Art Deco design heritage and the vibrant South Florida colors showcased in popular films and series. Expectations were at an all time high.

What We Did No Small Feat

The successful planning, execution, and distribution of the HEAT Vice marketing campaign was crucial for providing a cohesive fan experience. The American Airlines Arena (now Kaseya Arena) has over 2,000 displays, including directional signage, digital menus, LED walls, and scoreboards.

The Creative team chipped away at the core idea through countless hours of extensive research and development. Management and Operations coordinated team meetings where thought leaders provided direction to hone in on the final product. IT constantly grappled with massive amounts of data and testing.



In 2017-18 Miami sold more jerseys than the other 29 NBA teams combined.

245,000

Jerseys Sold

\$25M

Revenue

650,000

VICE Items Sold



Miami's record-breaking sales of VICE jerseys surpass even the famed era of the "big three" - LeBron James, Dwyane Wade, and Chris Bosh - clinching back-to-back championships. This demonstrates the power of aesthetics, storytelling, marketing, and design, sometimes overshadowing the prominence of individual player names on the jersey.

