



red FISH media
YOUR GATEWAY TO THE MOBILE WORLD

CASE STUDY

Client

Nike Footwear

Objective

Deliver a custom ringtone from Nike's WAP deck in a promotion for the 25th anniversary for the Nike Airforce basketball sneaker. Additionally deliver another custom ringtone for a charitable benefit promotion.

Solution

Red Fish Media created a platform to covert, host and deliver the ringtone for each campaign to all major US carriers in the correct format necessary for each handset.

