

Razorfish Hong Kong and Nike Win MARKies Award

Awarded a Silver MARKies Award for Best Idea – Customer Acquisition

HONG KONG, April 26, 2016 – Razorfish, the world leader in helping global brands drive **customer obsessed business transformation** and part of the Publicis.Sapient platform, today celebrates a win at Hong Kong inaugural MARKies Awards, *Marketing* magazine's annual celebration of creativity, effectiveness and media execution.

Razorfish Hong Kong has been awarded a silver accolade for **Best Idea – Customer Acquisition** for their work on Nike Digital Draw. Nike Digital Draw is a game changing platform for Nike fans to purchase the most in-demand Nike products in the city. In late 2015, Razorfish reinvented the Digital Draw service using Nike.store.com.hk as a single platform for fans to buy popular items, both on-and-offline.

Speaking of the win, Joanna Kalenska, managing director, Razorfish Hong Kong said, "Yet another award win for our Nike team! Razorfish Hong Kong has worked with Nike Hong Kong for many years. We have a joint legacy of helping Nike's Hong Kong customers by using technology to solve problems unique to our city. Nike Digital Draw is a great example of how Nike is committed to constantly evolving their customer experience by innovating with new technologies."

This year Razorfish Hong Kong was shortlisted for two 2016 MARKies, the other nomination was for Nike Digital Draw in the category of Best Idea – Customer Engagement.

According to the MARKies website, The MARKies Awards are *Marketing* magazine's annual celebration of creativity, effectiveness and media execution. The MARKies recognises the most innovative, creative and effective campaigns or projects spanning Hong Kong's entire marketing services industry. From unique one-offs to long-term

campaigns and programmes, the MARKies gives agencies in HK the opportunity to showcase unique and deserving work of brilliance.

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About Razorfish

Motivated and inspired by what's next, Razorfish helps its clients navigate the unknown, drive change and transform business. One of the pioneers of marketing in the digital age, Razorfish has a unique blend of technology, creativity and media at its core. The agency's world-class capabilities in strategic consulting, experience design, brand building, technology platforms, data services, retail/commerce and media services enable transformational work for clients including Citigroup, McDonald's, Mercedes-Benz USA, Microsoft, Nike China, Unilever and Uniqlo. Razorfish's team of 3,000+ experts span 25 regions, including Australia, Canada, China, France, Germany, Hong Kong, India, Italy, Singapore, the United Kingdom and the United States.

Razorfish is part of the Publicis.Sapient platform. For more information, visit Razorfish.com, like us on [Facebook](#) or follow us on [Twitter](#), [Weibo](#) and [Instagram](#).

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About Publicis.Sapient

Publicis.Sapient, part of Publicis Groupe, is a Digital Transformation Platform purpose-built to solve for the challenges of today's digital world — where companies seek to become fully digital businesses. Publicis.Sapient was forged to address this challenge by helping clients advance 7 key and increasingly interrelated business activities. We do this by uniquely combining Digital Solutions & Business/Technology Consulting. The platform houses the leading digital pioneers and thinkers from DigitasLBi, Razorfish and SapientNitro, combined with experienced consultants and technologists with deep industry expertise from Sapient Consulting. By dynamically configuring to ensure our clients have access to our full collection and connection of expertise, the Publicis.Sapient platform is creating a new way of working with clients that is agile and responsive to meet the demands of the digital marketplace. Publicis.Sapient is 23,000 people strong, across 100 offices in 50 countries. For more information, visit www.publicis.sapient.com.

Media Contact

Rebecca Simpson
rebecca.simpson@razorfish.com
+852 9172 1758

Maya Hart
VP, Communications
brittany.slattery@razorfish.com

razorfish™

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+1 (216) 316-8305