



The Nike campaign featured marathon runner Lee Grantham, who has built an Instagram following of over 100,000 | Photo source [instagram.com/jungle.vip](https://www.instagram.com/jungle.vip)

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## AN INFLUENCER CAMPAIGN WITH 'AUTHENTIC CO-CREATION'



ADVERTISING & MARKETING

**Creative agency HarrimanSteel developed a social media marketing campaign that gave creative freedom to runners testing out Nike sneakers**

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