



MEET YOUR NEW COACH.

Bridging the gap between will and skill: In the Philippines, basketball is nothing short of religion.

For decades, players have dreamt of raising their game and making it to the NBA.

Despite the relentless pursuit, not a single Filipino has actually made it and the Philippines currently ranks 31st in the world.

Nike's ambition was to create a training platform for the youth to get better at the sport that they love.

✂️
Art that trains you: Each of the murals was designed based on player data. Watch the case study video to know more.
nikehypercourt.com

Access to Greatness: Nike took over iconic street courts in Manila and used player data and design to transform the courts to act as your coach. Because no one knows your game better than your court.

It sees the hours you put in. The makes and misses. It knows how good you're getting, and isn't afraid to kick your ass when you need it.



A court that trains you, chats with you, every step of the way: Partnering with Google, we created a platform that unlocks exclusive basketball training drills sent directly to your phone that help you train better.

Hyper-personalized, these drills are based on the playing styles of the three biggest players in basketball - LeBron James, Kevin Durant, and Kyrie Irving. Powered by Google technology, they all stream in Full-HD and are 100% data-free.

This provides invaluable training to thousands of Filipino ballers and raises the game on the street.

Art meets data on court: Illustrated by NYT best-selling artist, Arturo Torres, each of the five courts features a superhero version of a basketball star.

Each element of the artwork is designed and positioned using actual player data—clovers reveal where Kyrie makes 90% of his jump shots. Explosions mark the 5 spots where KD isolates.

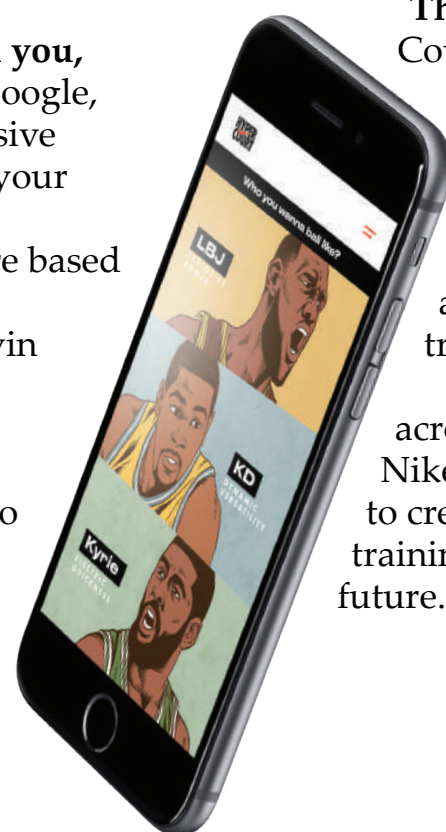
Lightning bolts show where LeBron leapt for his iconic block. It's art that trains you to be better at your game.

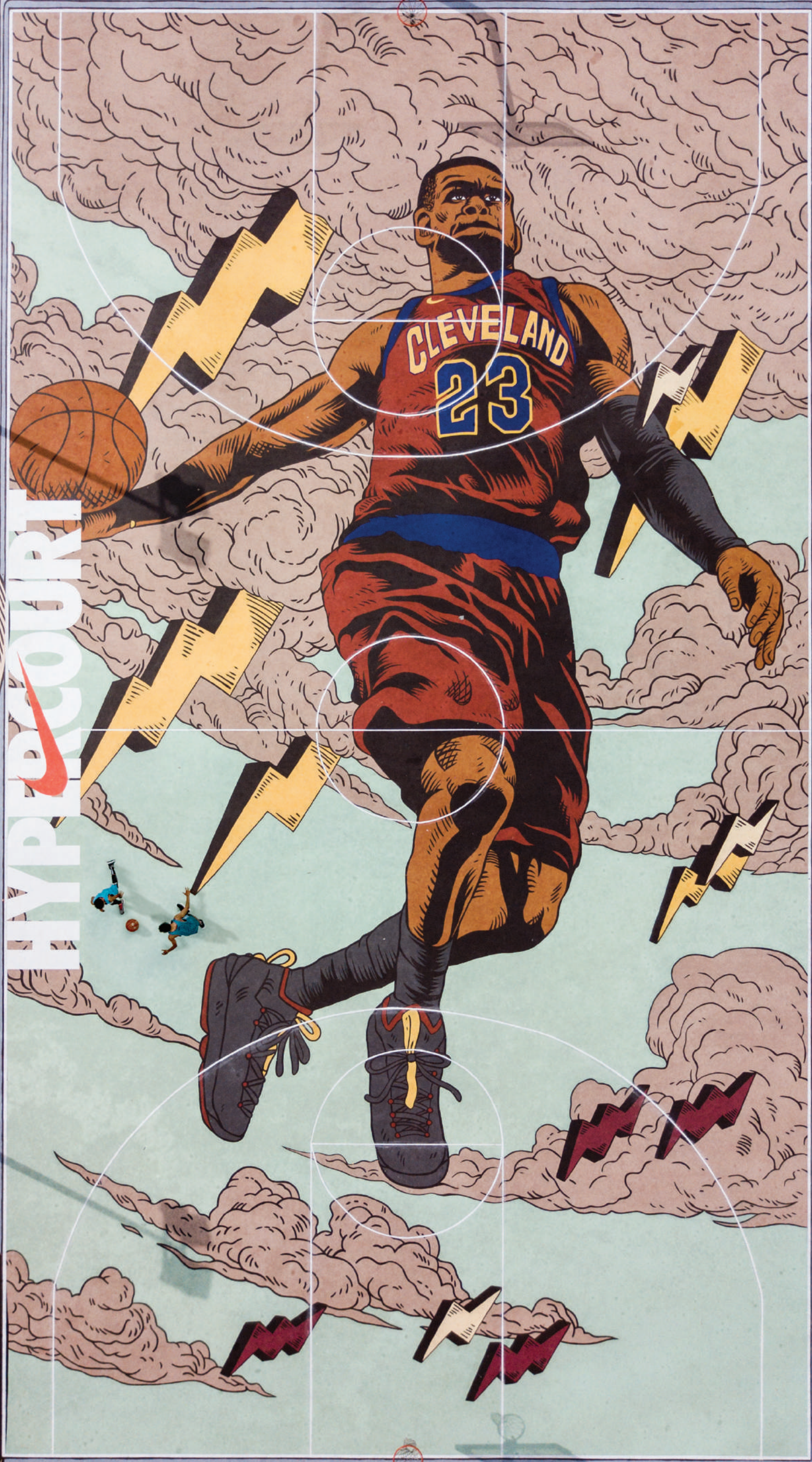
The end game: On our first 5 Hyper Courts and counting, we've had 37,000 ballers train, with 20% of them coming back weekly.

With over 40% of our users being female, we are serving a gap in the market as girls don't get access to basketball training and are truly growing the game.

With more Hyper Courts planned across the Philippines, Nike doesn't just want to create the future of training, but train the future.

HYPER COURT





ART MEETS DATA ON COURT.

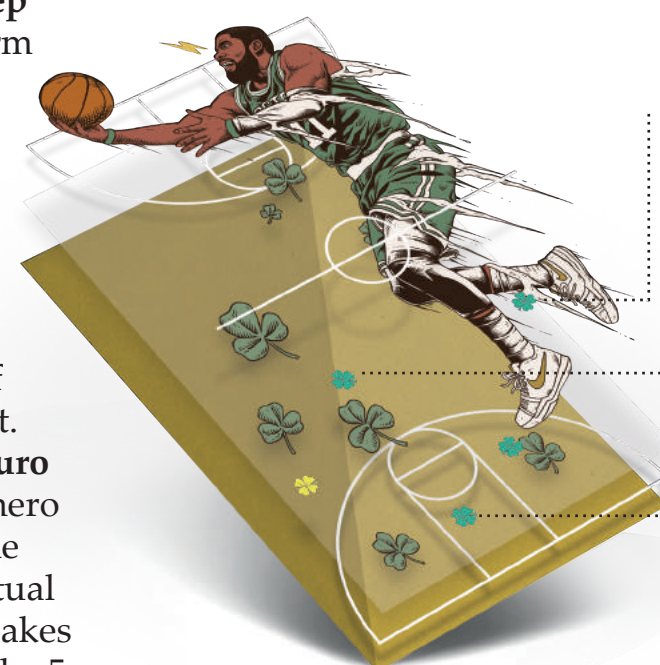
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Kyrie's favorite spot for pull-up jumpers

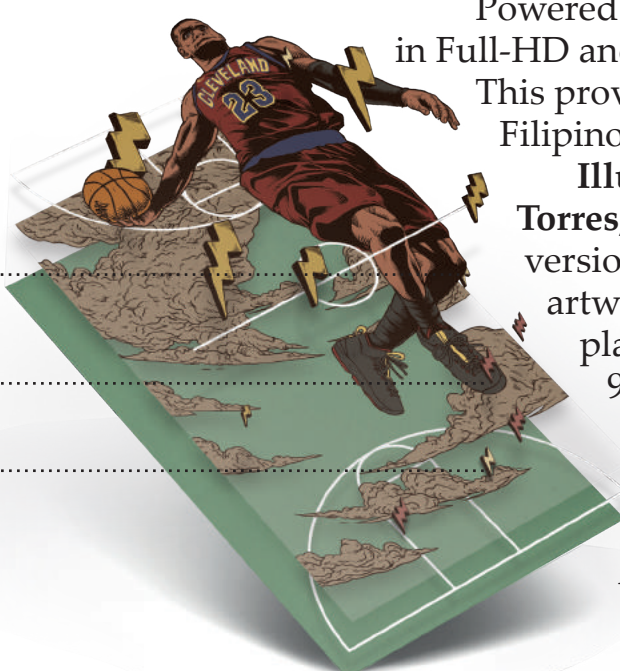
Kyrie's favorite spot to go one on one with his defender

The spot Kyrie likes to get to for a difficult layup or reverse

The Block where LBJ slashed across to catch the fast break

Where LBJ begins his attack from the high post with a drive, shot or no-look pass to a cutter

Where LBJ gets an easy basket off a power dribble and a layup



HYPERCOURT

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