



Sports



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Gearbox "Champion" : 30" 🏠: Stately Mansion, Los Angeles ➡: Alexandra Sann 📧: Propeller Inc. 📧: Jeff Aron Lable

Two men are playing squash - yet one of them is blind. A pushover, thinks the sighted man, yet he is too quick to make this assumption. Thanks to the guide dog and the Gearbox squash racquet, the match remains surprisingly even.



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Nike "Peel" : 20" 🏠: Wieden+Kennedy, Tokyo ➡: Chris Hutchinson ➡: Driscoll Reid 📧: Elastic 📧: Trevor Shepard

An old Nike sneaker sheds its skin in the manner of a snake until its fully peeled away to reveal a brand new shoe beneath. The spot is for nikelab.com, where one can view the large range of Nike activewear and sports apparel.



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Nike "Spider" : 20" 🏠: Wieden+Kennedy, Tokyo ➡: Chris Hutchinson ➡: Driscoll Reid 📧: Elastic 📧: Andrew Hall

A further spot for nikelab.com in which a spider is so taken by Nike footwear that it uses it as a pattern on which to model the web it weaves.