

**Company:** HeyMo® The Experience Design Company

**Company Description:** HeyMo® The Experience Design Company is a startup investment of TBWA\Istanbul into experience marketing business established in June 2017. We strongly believe in the power of moment and every moment is designed to be a happy HeyMo in the end. HeyMo® is an experience design company, expanding conversations through communities with experience marketing. We are linked to 18 nationalities.

**Nomination Category:** Event Categories

**Nomination Sub Category:** Art, Entertainment & Public - Sporting Event

**Nomination Title:** Nike Well Festival Istanbul

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

**Total 459 words used.**

### **Nike Well Festival Istanbul: A Celebration of Movement and Mindfulness**

Nike Well Festival Istanbul was born out of a global ambition: to redefine fitness as a holistic lifestyle that integrates body, mind, and life. As part of the global **Nike Well Collective** series—previously hosted in London, Dubai, and Johannesburg—the Istanbul edition debuted on **May 4, 2024**, at the prestigious **The Peninsula Istanbul**, offering an inspiring wellness journey to 1,200 participants.

The festival's core objective was to **bring Nike's wellness philosophy to life**, creating a physical and emotional space where movement meets mindfulness. It aimed to engage a diverse, predominantly female audience through inclusive, motivational, and interactive experiences, thereby strengthening Nike's positioning as a wellness-forward, community-driven brand.

The planning process was highly strategic, with every detail curated to ensure maximum impact. The schedule integrated **scenic physical activities, transformational wellness sessions, and thought-provoking dialogue**. By collaborating with influential figures in fitness and culture, such as Nike Well Collective trainers **Haneen Kattae, Ipek Artun, and Irem Günes**, as well as yoga leaders from **Cihangir Yoga**, the event balanced credibility with creativity. The venue—situated at the intersection of luxury and culture—symbolized Nike's premium and purpose-driven brand ethos.

The day unfolded in powerful phases:

- **A morning run** through Istanbul's Historic Peninsula set the tone, offering participants a chance to connect with the city, their bodies, and each other.
- **Dynamic workout sessions** challenged attendees physically while promoting joy and energy.
- **Yoga and meditation experiences** invited stillness and reflection, emphasizing mental balance.
- **A motivational panel** titled "*Here, Now, In the Flow*", hosted by Melikşah Altuntaş and Zeynep Üner, featured artists, athletes, and experts discussing wellness, mindset, and personal growth.

To expand the reach beyond the physical event, Nike leveraged a robust **digital and influencer strategy**. Attendees were encouraged to share their experience through interactive zones and live content creation. Collaborations with **110 content creators** generated a ripple effect, amplifying Nike's message across social platforms.

The results were exceptional:

- **1,200 participants**, with over 80% women, took part in the festival, reflecting Nike's success in community activation.
- **Social media content** reached **24 million users**, delivering **18 million impressions**, driven by influencer storytelling and user-generated content.
- **Nike's official global accounts** featured the event in three separate posts, reinforcing its international significance.
- **Post-event surveys** revealed a marked increase in Nike's association with holistic wellness, with participants expressing a deeper connection to the brand's values.

Nike Well Festival Istanbul not only celebrated movement—it redefined it. By crafting an event that blended physical energy, emotional insight, and community spirit, Nike succeeded in turning its wellness philosophy into a lived, memorable experience. The festival proved that fitness isn't just about performance, but about balance, joy, and personal transformation—cementing Nike's role as a catalyst for positive lifestyle change on a global scale.

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

HeyMo Team;  
Egemen Ozcan  
CEO & Partner & Founder | Experience Designer

Bora Acar  
Director | Experience Designer

Irem Ergun  
Director | Experience Designer

Ayberk Onür  
Senior Manager | Experience Designer

Orkun Tasan  
Manager | Experience Designer

Ceren Gizem Sipahi  
Manager | Experience Designer

Sevgi Erduan  
Manager | Experience Designer

Hilal Karakaya  
Assistant | Experience Designer

Ecenur Aslan  
Assistant | Experience Designer

Bilal Akyüz  
Assistant | Experience Designer



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### **Attachments/Videos/Links:**

[Nike Well Festival Istanbul](#)

[REDACTED FOR PUBLICATION]