



This court was created by NY-based art collective New York Sunshine Install Team. The components of the sculpture were inspired by the Question Mid Iverson Four trainer. The hoop is constructed out of upcycled materials found around the Collective's shop. | Photo source [Reebok](#)

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AN AD CAMPAIGN THAT HELPS YOUTH BUILD BASKETBALL COURTS ANYWHERE

 ADVERTISING & MARKETING

Reebok has released a digital AR tool that helps kids to create a basketball court anywhere

Spotted: The pickup basketball game is an enduring feature of urban living. But it usually requires a basketball court and hoop — until now. In a bid to improve its urban credentials, Reebok has developed an augmented reality tool that projects markings for a regulation court onto any space.

The tool uses the camera on any smartphone to map the dimensions of a basketball court onto parking lots, alleyways, playgrounds and other usable spaces. Players can use the tool as a guide, so they know exactly where to mark the three-point line, free-throw line and height for a makeshift hoop. Courting Greatness is available as a mobile tool, and can be accessed by scanning a QR code.

The tool is part of Reebok's new Courting Greatness campaign, which coincides with the release of its new Question Mid "Iverson Four" shoe, named after Reebok-sponsored NBA player Allen Iverson. The campaign includes a commission of artists in major US cities to create basketball court installations to support additional Reebok product releases.

Reebok recently described the project, saying, "Reebok has partnered with four contemporary artists to use the Courting Greatness digital tool to build their own DIY court in their home town. Each unique court operates as both art experience and an active playing space. Visitation is open to the public." Inga Stenta, Reebok's US head of marketing recently [said](#) the goal of the campaign was to, "breathe life into a side of basketball that can often be overlooked because it's not the 'traditional' vision of the sport."

Springwise has seen a growing number of innovative marketing campaigns that target niche demographics. These include a restaurant chain that threw a virtual Comic-Con “after party” and a swimmable billboard to encourage women’s participation in sport.

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Takeaway:

While Reebok is profitable, it does not have the athletic cachet or the “street cred” of other brands. In 2006, Reebok commanded 8 per cent of the US trainer market, but by 2015 this figure had sunk to just 1 per cent. The company’s failure to find a niche may be behind its recent sale to Authentic Brands Group, at a loss of around €1 billion over the amount that its parent company Adidas paid for Reebok in 2006. So, the Courting Greatness web tool may be an attempt to refocus the brand by emphasising the creativity and energy of inner-city youths. Reebok is likely hoping that by differentiating its offering, the company can position itself as the brand belonging to an influential and diverse urban youth.