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The Work : Nike 'chalkbot' by DeepLocal

## THE WORK

Released: 08 July 2009

### Nike 'chalkbot' by DeepLocal



Nike 'chalkbot' by DeepLocal

Nike has teamed up with DeepLocal to blend the digital and physical worlds - by transferring online messages into chalk road murals along the route of the Tour de France.

The 'chalkbot' will be out in force during the cycle race, as people contribute messages of love and remembrance for victims and sufferers of cancer.

The chalkbot works by deciphering messages transmitted by two computers within its mechanism. People can text or email their messages to the machine to then have them translated in chalk.

The campaign has been created as part of Nike's involvement with cyclist Lance Armstrong's 'Livestrong' foundation, which works to help and support people affected by cancer.

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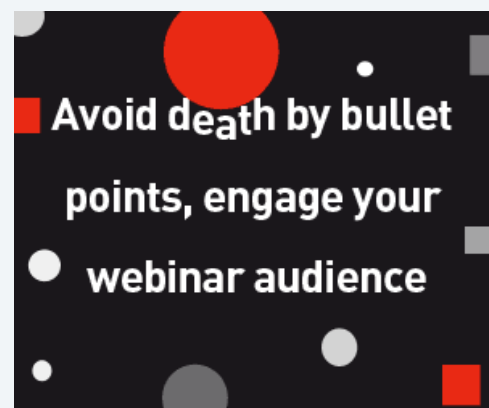
#### Credits

Creative Type: [Outdoor](#)  
Agency: [DeepLocal](#)  
Advertiser: [Nike](#)

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