



iPod Shuffle (*n.*): nostalgia as a form of self care.



As tech keeps racing ahead, our gadgets somehow feel clunkier, stripped of that warm analog charm. No wonder people reach for nostalgia when they want comfort, the same way they turn to exercise for self-care. Nearly 47% of U.S. adults stay active, and most of them queue up music while they move. What they really need is a device that travels light and keeps the vibes flowing wherever the workout takes them. No interruptions. No distractions.

Nostalgia

50% of Gen Z and 47% of Millennials are caught up in nostalgia. Through the re-emergence of Y2K brands and media, it's evident that there's now a growing pull for this era.

Modern Tech

As innovations in technology progress, we can't just bring back 8-track-tapes and Walkmans in their original state. With music sharing, Bluetooth capabilities and the need for less screen time, consumers are ready for a modern twist on familiar technology.

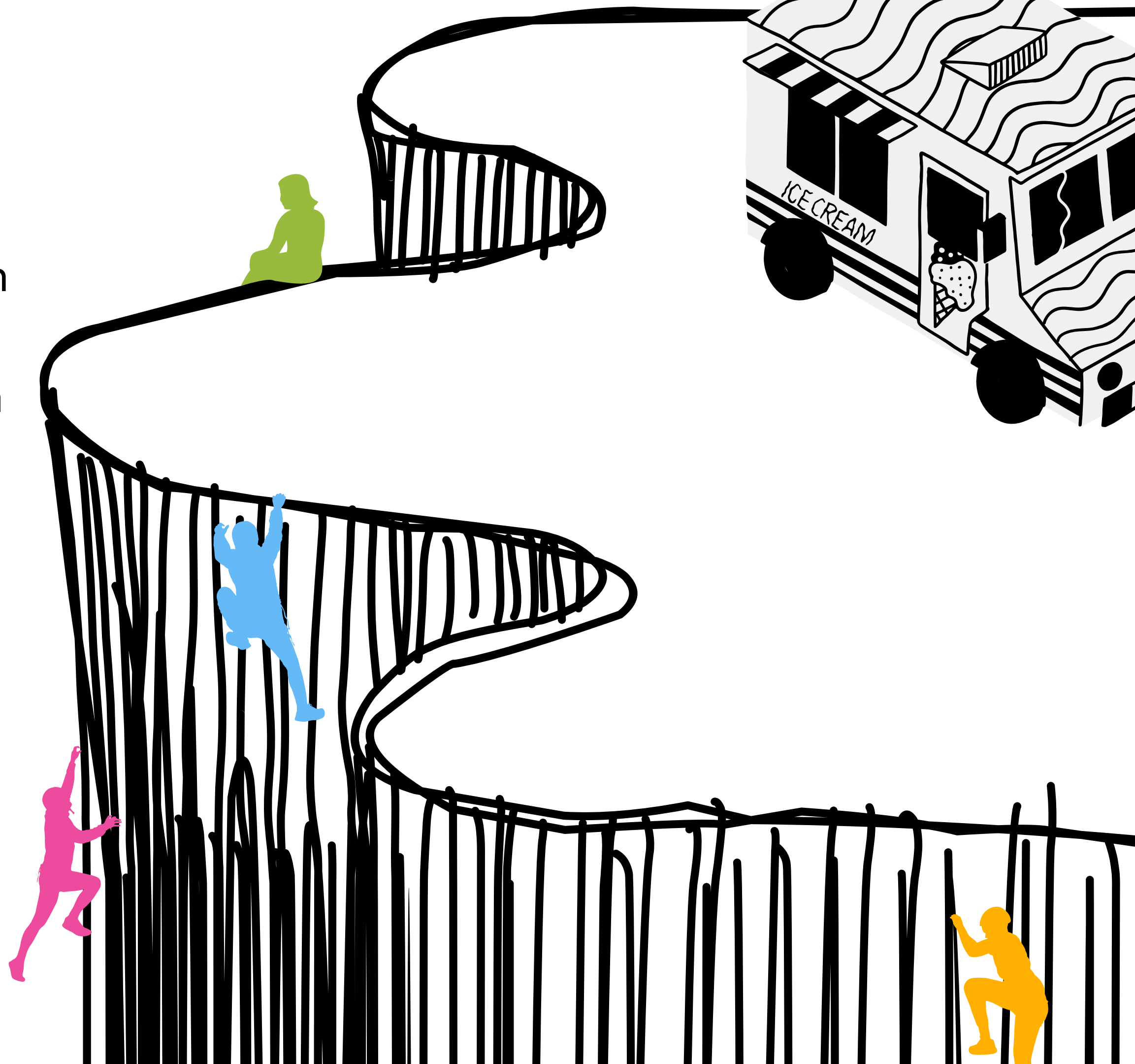
Function

Getting distracted by screens is a growing issue among U.S. adults, especially while exercising. Getting rid of the screen resolves this issue, helping them stay locked in for their entire workout.

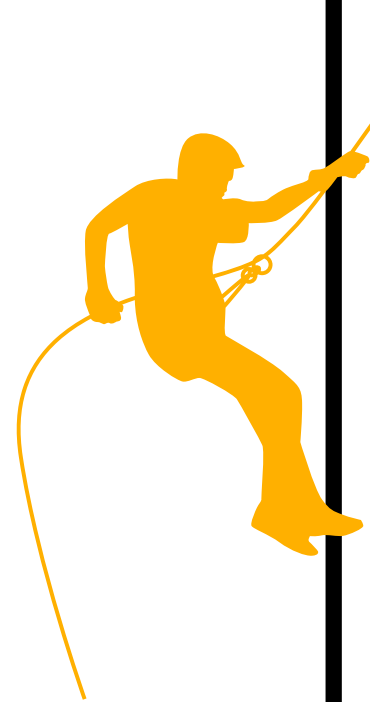
The Stunt

Giving consumers a feel for how immersive their activities can be with less weight and seamless music listening, rock walls will be erected in parks and iPod Shuffles will be available allowing them to plug in and disconnect from reality while they climb.

To incentivize climbers, unreleased music from Apple Music artist partners will be preloaded on the iPod Shuffles.



For two weekends, these rock walls be in cities with the most climbers: **San Francisco, Seattle, Denver, Austin and Brooklyn.**





"Nothing comes even close to the shuffle for running and workouts. No distraction, dead simple no-look controls, pure flow."

"Back in the day we all had a shuffle for snowboarding and skating, that way we wouldn't destroy the expensive 5G Video iPods in our pockets. Also when jumping the 5G's were very heavy in the already very baggy pants xD"

Thank You

