

# FRIENDS WITH BENEFITS

Nike+ FuelBand buddies motivate each other in many different ways. Meet the eight different breeds of social sharer.



**ATTENTION SEEKERS**

**Who they are**

The showmen and women of the Nike+ FuelBand community.

**What they do**

Attention Seekers believe that if you don’t share it, there’s no point doing it. Wherever you follow them, you’re going to hear about their progress (often).

**What they say**

“I’m officially streaking. I hit my Goal three days in a row with my Nike+ FuelBand. It helps me to keep going!”



**THE DUELLISTS**

**Who they are**

The serious athletes pre-, post- and in-season.

**What they do**

As higher-level performers, they may share their NikeFuel with many friends, but for motivation, they focus on a single, super-fit opponent.

**What they say**

“There is one person who I like to put myself up against and try to beat them, not just to motivate them but because they’re good. If they’re beating me, I find out what they’ve done to get the extra points.”



**BRIGHT SPARKS**

**Who they are**

Owners of the latest colorway of the Nike+ FuelBand who want everybody to know about it.

**What they do**

Use the scene-stealing brightness of the limited edition Nike+ FuelBand ‘ICE’ to make new friends – and maybe more.

**What they say**

“I’m single, and if you bust the ICE out in a club, it’s like moths to a flame. It’s crazy. It’s such a talking point anywhere actually. People see the brightness and come over and ask, ‘What’s that?’”



**TEAM TMI**

**Who they are**

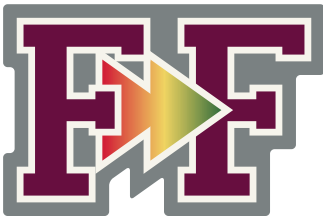
The people who make sure everybody knows, every day, exactly what they’re doing. And if they ever miss their target, they share their excuses, too.

**What they do**

Share “Today I hit green,” with everybody they know, every day.

**What they say**

“My Nike+ FuelBand says I’ve had a lazy day. I’m trying to explain to it I HAVE A MAN COLD! Here’s a photo for proof.”



**FUEL FIENDS**

**Who they are**

The 30 percent of Nike+ FuelBand owners who admit to being “obsessed” with checking their score.

**What they do**

Whatever it takes to hit their target, day in, day out.

**What they say**

“If I don’t have it on – and I pretty much wear it 24/7 – I feel like I’m cheating myself out of NikeFuel. I’m going up some stairs or something and I’m not wearing it, I’m thinking, ‘I’m losing NikeFuel points here.’ It’s really annoying.”



**LONE RANGERS**

**Who they are**

The Nike+ FuelBand users who don’t share online.

**What they do**

Use their Nike+ FuelBands and the Nike+ FuelBand app as purely personal motivation.

**What they say**

They don’t.



**LANDSCAPE ARTISTS**

**Who they are**

People more interested in the story behind their score than the score itself.

**What they do**

Obsess over the landscape-view ‘Activity/Day’ screens on smartphones and computers – both their friends’, and their own.

**What they say**

“The most excited I get is when I check a high-scoring day and see that I was active all day, instead of lazy for five hours and then an hour of heavy activity.”



**MOVING TARGETS**

**Who they are**

Nike+ FuelBand users who keep their friends on their toes by constantly tweaking their goals.

**What they do**

Constantly switch their Daily Goals to keep themselves motivated, making accommodations for changes in their daily routine or environment to ensure a sustained challenge for themselves and their friends.

**What they say**

“The sun’s coming out again, so I’ve upped my Goal to 4k for this week. I’ll go 5k on the weekend. Who’s with me?”