

In the 1st month, fans of SIKIDS submitted over 500 drawings of their favorite athlete or sports team and voted on their work 800,000 times.

## Background

When Sports Illustrated Kids came to us, they had been working for 18 months on a re-design of their online community www.sikids.com. The goal of the new design was to modernize their technology and create a stronger focus on interaction and games. They contacted us to enhance their t-shirt design competition, increase engagement, and give kids a fun way to express their athletic inspiration in an artistic way.

## Challenge

Sports Illustrated Kids looked to us to contribute to the re-design of their online community www.sikids.com, by modernizing their technology and creating a stronger focus on interactivity and games. By re-developing their t-shirt design competition, Sports Illustrated Kids sought to increase engagement and generate excitement to drive traffic and develop authentic relationships with its youthful audience.

## Solution

Our team worked with SIKids.com producers and created an engaging custom t-shirt design competition application with a simple design submission process that provided kids of all ages with a fun user-friendly interface to express their athletic inspiration in an artistic way.

## Results

- 530 Submissions
- 799,000 votes
- Parents have mentioned to both SI and us directly that their children are so excited about the chance to have their design online and for the opportunity to be recognized in the Sports Illustrated Kids Magazine that the first question when they get home on Mondays (the day we announce weekly winners) is "Mom, did SIKids send you an email today?"



## Client Feedback

"The decision to work with Artistic Hub was driven in part by the desire to create content that would give its readers and fans, kids between the ages of 8 and 15, more opportunities to express their creativity. We did not evaluate at the start what size of company it is, we evaluated them on their idea, on what they said they can do and have shown they can do. It's exciting to work with them, and we're already off to a good start with kids engaging as we'd expected."

-Bob Der, Managing Editor, SIKIDS.com

"The campaign has been so successful with t-shirts that we are looking at other products we can have kids design this fall. The application has received excellent feedback from parents and the automation and reporting has exceeded our expectations."

-Duane Munn, Producer, SIKIDS.com

## Design Profile

SHARE 
X



Title: "Lebron James"  
Artist: BasketballAce928  
Number of Days on Voting: 92  
Wins: 83.78% out of 37 total battles  
Stats:



= Votes for this design

= Votes against this design

Get it on a shirt



**BUY**

## Designs in Voting

