



The MJ & Spike Lee Series

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COMD 3540

The Connection

-There is no campaign more memorable in sneaker history than Spike Lee and Michael Jordan's "Spike and Mike" Nike series

-It began in the late '80s. Mars Blackmon a character, who worshipped Mike's on-court abilities and, of course, his footwear, is one of the most recognizable figures in sneakers.

-The connection still exists today, with Spike Lee acting as something like an ambassador for Jordan Brand.



Before The Series

- Michael Jordan was drafted a couple of years before the campaign & started to get recognition for his basketball talents
- Spike Lee starred in a very popular movie called "She's Gotta Have It" which boosted his career





Mars Blackmon

- Mars Blackmon is a fictional character from the film "She's Gotta Have It" (1986),
- Played by the film's writer/director, Spike Lee. In the film, he is a "Brooklyn-loving" fan of the New York Knicks, sports, and Air Jordans .

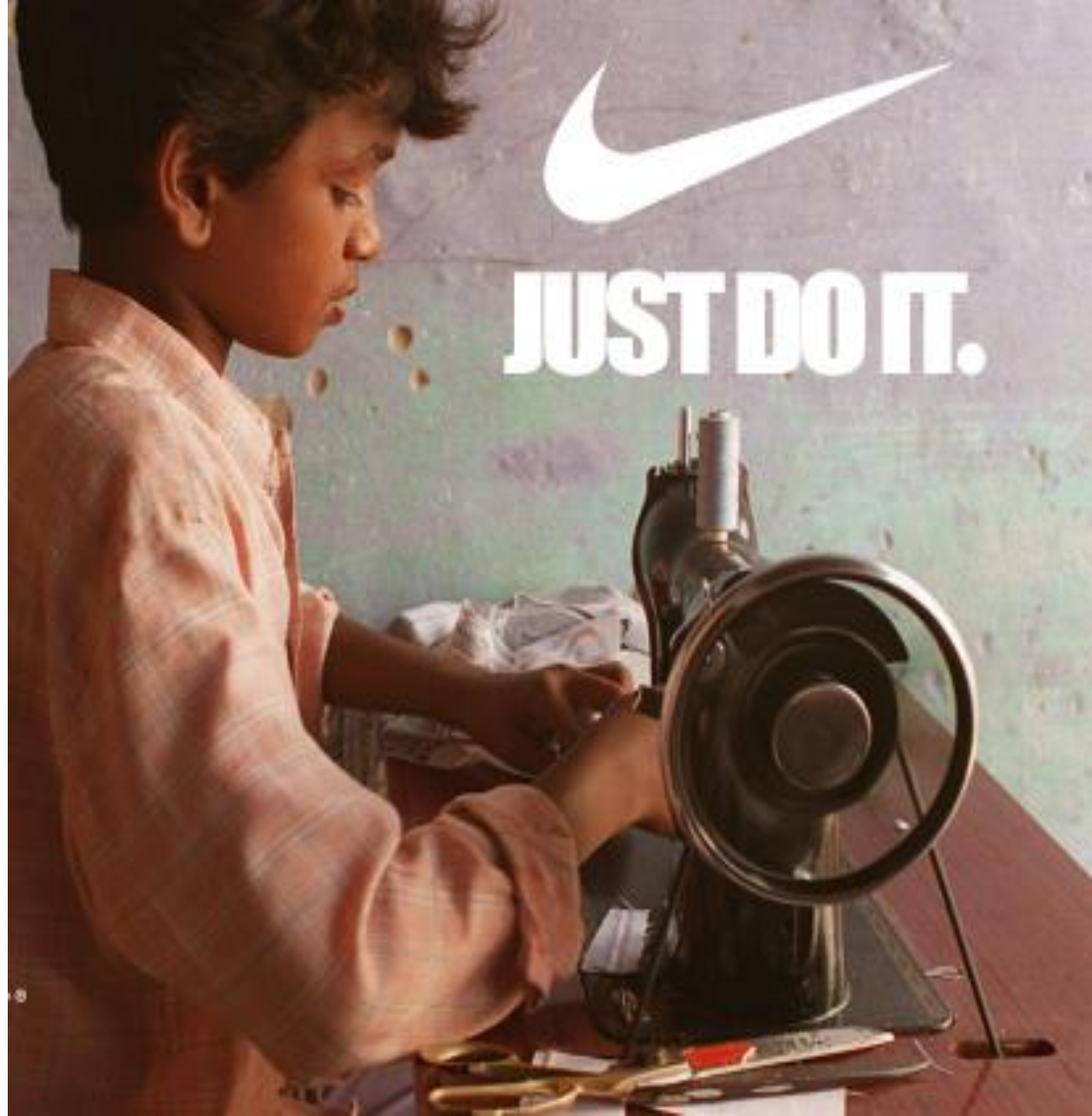
Mainstream vs Underground

- Nike seen Mars Blackmon as a character who could make the connection between them and the audience they wanted
- Their biggest goal was to get the sneaker head community involved in what they were doing
- They believed this character Spike Lee had made was going to get the attention of the group.



Culture Jamming

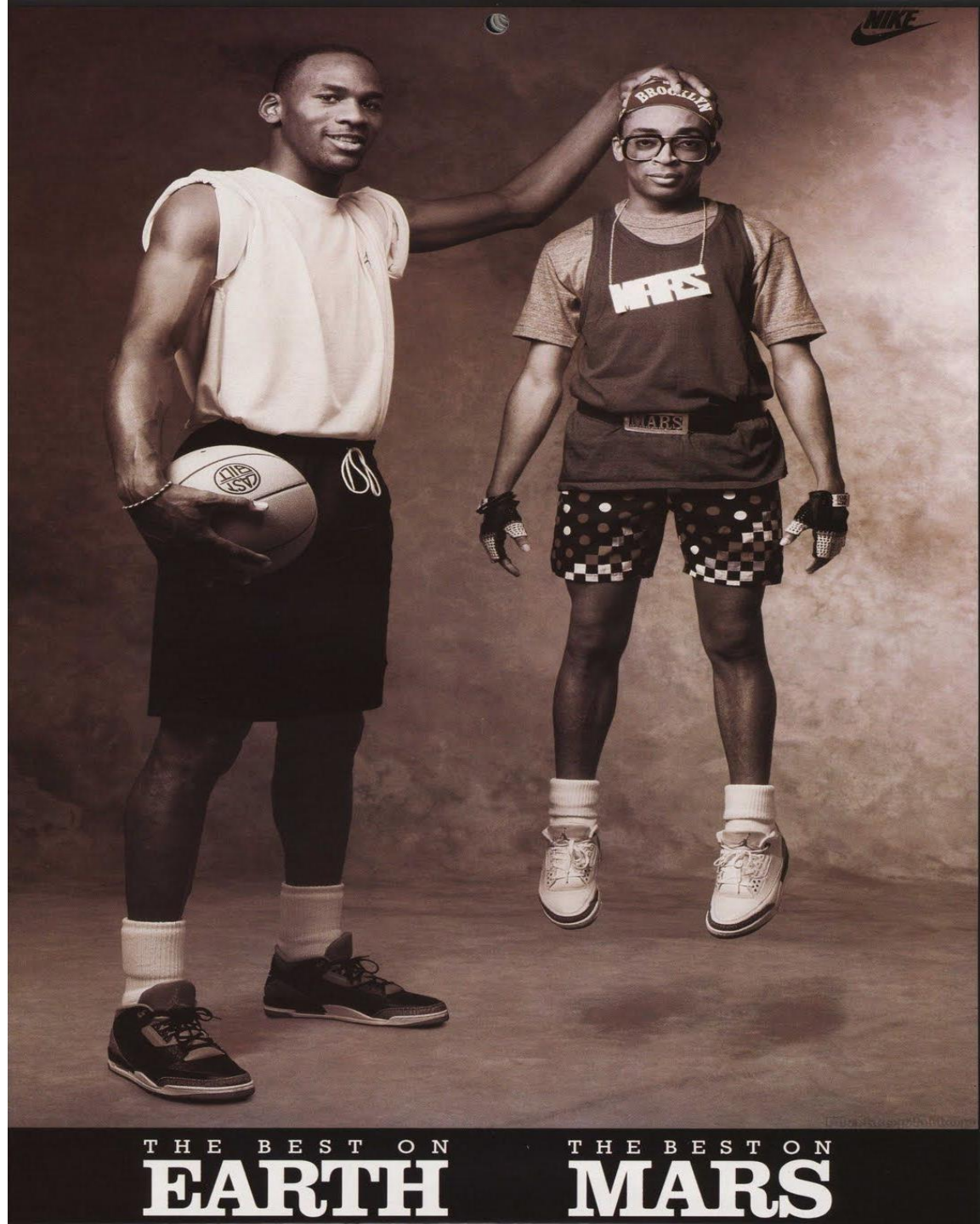
- Culture jamming is the practice of using the media to alter the meaning of one message into another.
- The aim of culture jamming is to uncover the deeper truth behind the techniques that are used by corporations to dominate people's way of life.



Culturing Jamming

- Nike got in a lot of trouble for having underage kids working in factories
- They didn't have any safety precautions for their factory workers
- And they paid their workers little to nothing
- Nike tried covering this up by using it in inner cities and intertwined with black American heroes such as Michael Jordan, Michael Jackson, & Tiger Woods

The Series

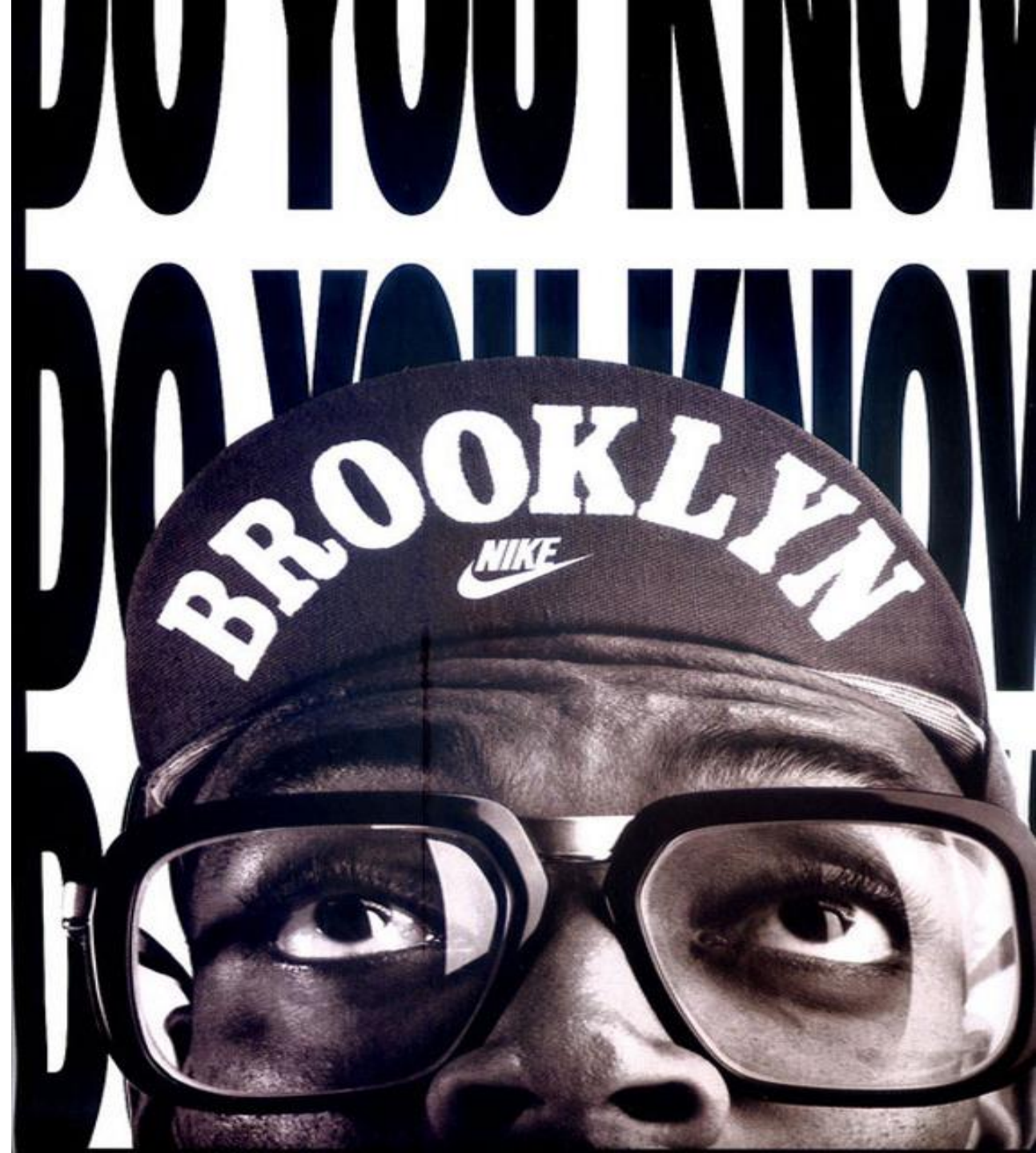


THE BEST ON
EARTH

THE BEST ON
MARS

The Series

- This was one of the first Do You Know posters in which Spike Lee would ask various questions about Michael Jordans abilities.

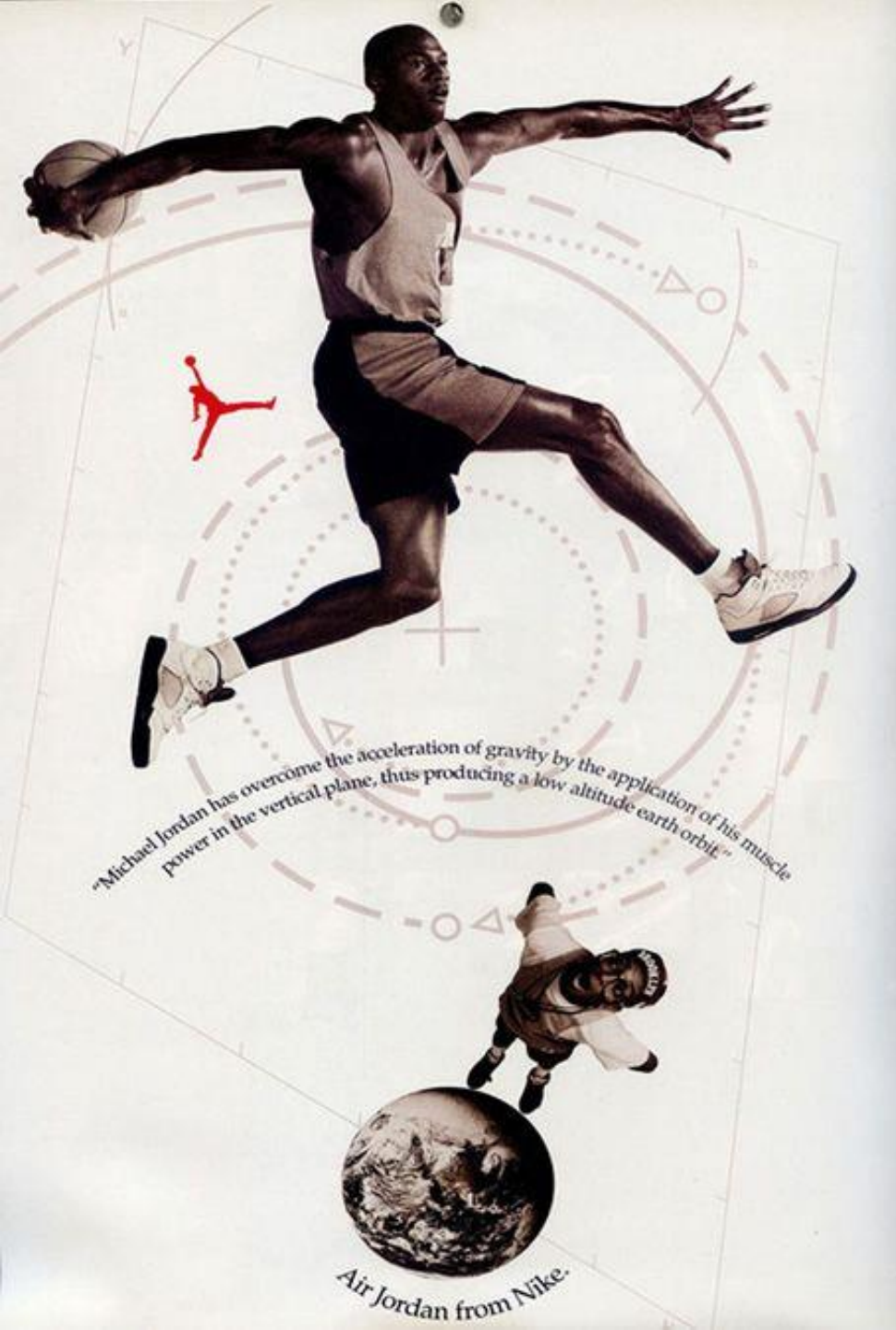


WITH THE SHOES?



IT TAKES SHOTS
IS IT THAT
SHOES?





The Series

- This poster consisted of Mars Blackmon exaggerating about Michael Jordan & his abilities.
- Just like Mars so did all his fans



Questions ?

Resources

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