

# Nike's Political Underground Mainstream Tactic Brought Success to their Brand.

One can say they just did it.

Nike which is known for being a sports brand for sneakers and clothing, took a different turn by making an underground statement of controversy and huge risk for their advertisement to bring in revenue for the brand itself. Although Nike does propose mainstream advertising ideas, they have athletes to raise political awareness as well as through their advertisements.



## Barthes Rhetoric of Image Analysis

### Denotated ( Literal )

- **Text:** "Believe in something. Even if it means sacrificing everything"
- Nike Logo
- Black & white photograph
- Facial expression
- Close up with natural hair

### Connotated ( Drawn from text )

- Strong message; "Everthing" referring to his football career. "Believe in something" referring to his advocacy to the BLM.
- Nike logo: Statement of agreement with the quote and supporting Kaepernick
- b & w drew attention which contrast the belief of not every situation are merely black and white.
- Stoic; simple; characteristics of dominance and strength.
- Close up shot shows power and fearlessness
- Natural hair indicated history with black hair styles

## Saussure Signs, Signifier, and Signified

**Sign:** interpretation of Colin Kaepernick

**Signifier:** Colin Kaepernick himself

**Signified:** kneeling during the national anthem; protest of police brutality; of national disrespect, particularly for the military.

## Ethos

Used was their acknowledgment of their subject position as being iconic in the world of sports, namely by displaying a wide range of demographics through the of the ads.

## Pathos

Appeal to empathy in the commercial, this being seen by showing people with disadvantages rise up to overcome their challenges.

## Logos

Especially in regards to logos involving Kaepernick. In the ad Kaepernick is first seen dressed formally and fashionably, not in football gear.



Serena Williams is a source of inspiration for millions of girls around the world who dream of performing like her and being the stars of their world. Around the world, thousands of women could not achieve their dreams because they were stopped by walls of all kinds. This ad was to inspire women to overcome all walls in their lives and grow bigger than their dreams in their lives.



The 14-time All-Star LeBron James starred at St. Vincent-St. Mary High School before going first overall in the 2003 draft to his home-state Cleveland Cavaliers. Nike traced James's inspiring journey from high school sensation to one of the best basketball players of all time in their newest advertisement.



Controversial: It's written how someone would talk, not how someone would write. In that way, it sounds like Griffin is actually saying it himself. It's parallel: By saying me, you're inspired by the athletes sense of individualism and self-reliance. Appealing to multiple audiences: knowing who Shaquem Griffin is or not seeing a photo of an athlete with one arm, makes you think anything is possible.