

## MKT 1214 OL86

## Assignment 1 – Advertisement Campaign Review

The brand I will choose for this exercise is Nike.

1. Describe their overall campaign.

Nike's "Just Do It" campaign has been one of the most recognizable and successful advertising campaigns in history. The campaign was launched in 1988 and has been used globally ever since, with slight variations and updates to keep up with the changing times. The overall theme of the campaign is to inspire and motivate people to get up and get active, to push themselves to the limit, and to never give up on their dreams, whatever they may be. The slogan "Just Do It" has become synonymous with the brand and is now widely recognized across the world.

2. Show images across all advertising platforms.

Here are a few examples of Nike's "Just Do It" campaign across different advertising platforms:



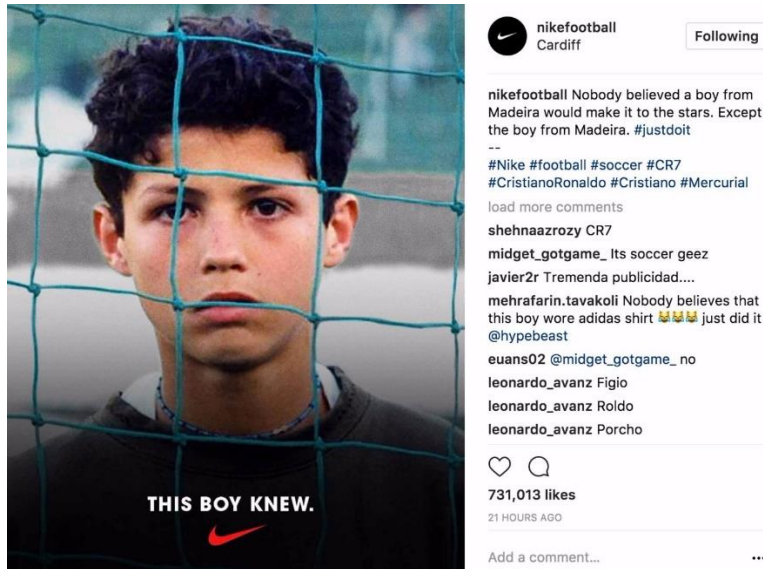
Television Commercial: One of the most memorable TV commercials from the campaign features American football player Colin Kaepernick, where he says "Believe in something. Even if it means sacrificing everything."



Print Ad: A print ad from the campaign features tennis star Serena Williams with the caption "You don't have to be good to start. You just have to start to be good."



Outdoor Advertising: Nike has used outdoor advertising such as billboards, bus shelters, and transit ads to promote its "Just Do It" campaign. One example is a billboard featuring basketball star LeBron James with the caption "Don't believe you have to be like anybody to be somebody."



Social Media: Nike has been very active on social media, using platforms like Instagram, Facebook, and Twitter to promote its "Just Do It" campaign. A recent example is a video on Instagram featuring football player Cristiano Ronaldo with the caption "Nothing can stop you from reaching your goals."

### 3. What is the target market for this particular advertising campaign?

Nike's "Just Do It" campaign is targeted at people of all ages, genders, and fitness levels who are looking to be active and push themselves to the limit. The campaign is aimed at those who want to make a difference in their lives and achieve their dreams, no matter what obstacles they may face.

### 4. What, in your opinion, is the campaign objective?

The objective of Nike's "Just Do It" campaign is to inspire and motivate people to get up and get active, to push themselves to the limit, and to never give up on their dreams, whatever they may be. The campaign is aimed at creating a strong emotional connection with the brand and establishing Nike as the go-to brand for active and athletic individuals.

### 5. What are the high or low points of this campaign in your view and why?

In my view, the high points of Nike's "Just Do It" campaign include its wide reach, its ability to connect with people on an emotional level, and its use of famous athletes to promote the brand. The campaign has been very successful in establishing Nike as a leader in the athletic apparel and footwear market and has helped to create a strong, recognizable brand image.

On the other hand, one of the low points of the campaign could be the criticism it has received for its association with controversial athletes and issues, such as the use of Colin Kaepernick in a recent

commercial. Despite this, the campaign continues to be very successful and has a strong following, demonstrating the power of Nike's brand and the impact of its advertising efforts.

Citations:

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