

Nike's promotion [06:48:08:27] :

Summarize what you understand about Nike's marketing campaigns.

Unstoppable Together:

→ For women. Celebrating women and sports. The ad shows a street in Mexico; cars are stuck in a traffic jam. Women overtake the cars, running, the meaning is that there is no obstacle for women. The women featuring in this ad are Nayeli Rangel (soccer player), Mariana Juarez (boxer), Paola Moran (runner), Alexa Morano (gymnast) and Cassandra Asecio (basketball player). All of them are Mexican athletes.

Be like Mike:

→ in 1990 Gatorade (→ American brand of sports-themed beverage and food products) came up with a new campaign 'Be like Mike' (Jordan). They would collaborate to come out with that ad, where Michael Jordan would play with kids; target the young, it aimed at convincing them that they could 'be like Mike'.

Also: slogan "be like Mike": listen to the sound of it: quite sharp, assertive.

(did research this: Gatorade was NOT collaborating with Nike on that one; they 'did it by themselves'; the theme was reprised in 2017 by both Gatorade and Nike, who did collaborate then)

Research Nike's Promotion: slogans, the Swoosh & Nike's visual identity

