

# Free essay on ad analysis

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Nike is American multinational corporation that specializes in sportswear, services, equipments and designs. It is one of the leading suppliers of sportswears to sporting institutions and schools around the world. It enjoys a lion's share of the American market for almost ten years in a row after being pronounced the leading company within North America that sponsors a majority of the sports clubs. Valued at \$US 23 billion, the company has close to 60,000 employees worldwide with its largest deal being sponsoring Manchester United kit for close to \$US 50 million per year.

In its recent advertisement, the company has changed its focus on attracting more women in to buying their products after many years of having men as their main client. The company has been designing sports shoes aimed towards attracting men who take part in sporting events and sporting institutions. However, after the increase in entry of women taking part in sporting activities, the company seems to balance between attracting both men and women.

In its advert Nike Plus, the main color used in the ad is pink, purple and blue. The choice of color has made possible for women to be interested in taking part of the competition since they are considered equal as men in the challenge. Pink is a common color associated with women. The motto behind the campaign is joining the men versus women challenge at the NikePlus.com. The advert features a man and a woman running towards the same direction with both athletes having equal chances of winning the race. The power behind the newly designed shoe is to help athletes to have that extra calmness while walking or running in Nike shoes.

As opposed to the past, this ad has no dominance in terms of gender. Both

genders have equal chances and equal participation in the challenge. The athlete's bodies are positioned in a charged manner with the male athlete face looking away from the camera. The concern in this ad is why would the company produce such an ad and what is the intention behind the man looking at the woman. Is the look directly related to the challenge introduced in the advert or it is just a picture taken at a course of a race between a man and woman.

In terms of dominance, the female athlete is slightly ahead of the male compatriot. This can have different implication on the viewer. It can simply mean that Nike now turns its attention to women or it can simply mean that women can also take part of challenges that involve men and also offer stiff competition. Women who view this advert can easily be persuaded to try this product mainly because it may give the viewer the impression that it gives the athlete more power to run extra miles. With women seemingly being the main target of this challenge, more women are likely to purchase Nike products since they now receive equal attention to women just like men.

This ad is brought as a television commercial during sporting events like football tournaments and baseball events across North America television. In overall, this advert highlights the idea of gender equality in the society. Women have equal chances of competing with men at all platforms if opportunities are offered. Gender is a talked about issue in many sporting activities and Nike has capitalized on this issue with the aim of selling more.

## **Work cited**

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