

Overview of nike campaign with colin kaepernick

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“ Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services.” (Nike. Just Do It)

Nike launched a campaign with Colin Kaepernick (Civil rights activist and ex-NFL player) a controversial figure in the U. S. Kaepernick was one of the first athletes to take a knee during the national anthem as a protest to draw attention to racism and police brutality against African Americans. Nike commercial backs up their controversial athlete Colin Kaepernick’s ad campaign with the brand is in celebration of the 30th anniversary of the “ just do it” slogan. Kaepernick’s video tagged with the lines “ Believe in Something”, “ It’s only crazy until you do it”, and “ just do it”. Nike has called Kaepernick one of the most inspirational athletes of this generation. To be able to leverage the power of sport to move the world.

The ad was heavily criticized upon initial release, tweets , images, and videos spread of American people destroying their Nike merchandise as well send hate messages to both the brand and the athlete. Hashtags and words of boycott were being spread.

Fake news despiser and spreader U. S president took the time to via tweets stating “ Nike is getting absolutely killed with anger and boycotts” and “ what was Nike thinking”. Despite the contentious release, and brief dip in sales and stock. Nike’s online sales have risen 31% since the release of the campaign. Despite the news highlighting those who chose to go against the brand, there was just as much online support as there was backlash.

Those who discarded their Nike products said they couldn't support a company that stood behind an athlete kneeling during the national anthem. Kaepernick said his decision to take a knee was to raise awareness on racism against African Americans in the U. S. Other athletes endorsed the campaign and commended it including NBA stars LeBron James and Kevin Durant as well as NFL player Eric Reid. Additional supporters include Nick Cannon who purchases Nike merchandise and donate all to homeless shelters throughout the U. S. A brand that is not polarizing can sell to all. To take a stand the brand won't sell to everyone as a collective brand. Offending none and selling to all is the general goal of any company.

Nike has not been a company to stir away from controversy. The Kaepernick endorsement was one backed with racism/civil rights ties, American patriotism, and police brutality. All very daunting and pressing issues in American politics. This is the most polarizing stand Nike has taken given the very divided U. S population regarding these topic.

Past controversial stands Nike has taken have almost always turned controversy into dollars. In a CNBC breakdown video titled " How Nike Turns Controversy Into Dollars". The brand has made social statements since the very initial release of the " just do it" slogan 30 years ago the ad tackled the issue of ageism. Again in 1993 the brand took a stand against the perception of celebrities having to stand as role models with a clean state with NBA player Charles Barkley proudly stating " I am not a role model". The ad contrasted against the squeaky clean image of Nike star Michael Jordan.

In 1995 Nike broadcasted the “ if you let me play” ad supporting women in sports and address the issue of gender equality. Nike has continued to push social statements and despite adverse responses that come with each one, they have always come with large and rewarding increases in revenue. All of these campaigns are considered ‘ high risk” however given the reward and pattern of Nike’s campaign approaches, it can be debated whether they pose risk to the brand at all. Nike embraces this.

The company’s stock is fairly volatile however those quick to attack the brand and predict its downfall will always be taken for a turn with the constant turnover of revenue increases following their planned “ risky” decisions. The support that comes after a barrage will always come at the shock of the opposing end.