

# Comparative analysis of nike's advertisements dream crazy and short a guy

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Nike recently published its newest advertisement campaign called " Dream Crazy, " narrated by Colin Kaepernick. The ad focuses on the concept of individuality within each sport and how everyone comes from different backgrounds. Nike produced this ad to show support for all the diversity displayed within their company. The spotlight of the ad is on a variety of stories pertaining to popular athletes and other unknown athletes that Nike believes should be known. Another ad Nike published was called " Short a Guy. " This ad focused on the usage of Nike gear and equipment for every sport. The purpose of both ads is Nike's attempt to convince consumers that they should use Nike gear for whatever sport they dream of playing. Nike's two recent ads use all three rhetorical devices to promote its message that athletes across all sports should be buying its gear because it is better than its competitors.

" Dream Crazy" caused a lot of controversy because Nike chose Colin Kaepernick as the narrator. As a former quarterback for the 49ers, he continues his belief in sacrificing everything for what you believe in. The film starts out with a skateboarder trying to do a trick and failing over and over again. Then it transfers into showing a young boy who was born with no legs wrestling kids with legs. Kaepernick says, " Because what non-believers fail to understand is that calling a dream crazy is not an insult... It's a compliment. " He is persuading the audience to pursue a dream and to do whatever it takes to accomplish that dream. A dream can become a reality by believing in yourself. Kaepernick refers to a broader topic throughout the ad by arguing that instead of trying to be the fastest runner in a school or in the world, the audience should strive to be the fastest runner ever. This

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example he uses shows how people need to set their goals higher in order to make a name for themselves and the expectations he has for everyone.

Another concept within the film is the point that people should not let setbacks take away from accomplishing their dream. Every athlete will experience a setback during their life. What sets the great ones apart from everyone else is the way they handle adversity.

Nike's commercial called "Short a Guy" is trying to sell Nike apparel. The audience they target is mostly teenagers. It begins when a boy is riding his skateboard alongside a park and these other kids call out to him to ask if he wants to play basketball. The ad begins to try to sell other products when it changes between the different products Nike offers for people who play basketball such as shorts, shirts, shoes and high socks. Then the boy runs out to get a basketball and finds himself in front of a marathon just beginning. The boy switches from running, to baseball, to volleyball, to lacrosse, to football, and then last but not least back to basketball. The ad uses the different sports to indicate that Nike's products can be used all year. This ad was made in the summer, so Nike could show that their gear is the best to work out and train in no matter the temperature. Rhetorical appeals such as ethos and logos were used similarly throughout both advertisements. In "Dream Crazy," several well-known athletes such as Serena Williams, Odell Beckham Jr., LeBron James, and Eliud Kipchoge made appearances throughout the ad because they are the best of the best at their particular sport. In "Short a Guy," famous athletes each call a young boy to join them playing their sport. Mike Trout in the baseball scene,

Andrew Luck in the football scene, and Anthony Davis in the basketball scene all call a young African American boy to join their game. This represents ethos because it uses famous professional athletes to promote the products thus giving them the credibility that their products must be good.

Both advertisements also show a little bit of logos throughout the ads. "Short a Guy," appeals to logos when it shows an aerial view of a neighborhood that represents the lower class and how people can become great athletes by using these products no matter where they come from. Nike is telling audience that everyone comes from different backgrounds and that people in the lower class can still make their way to the top. "Dream Crazy," appeals to logos when Kaepernick says, "Believe in something, even if it means sacrificing everything." He means that athletes have to make sacrifices sometimes in order to reach the highest level. Nike is letting the audience know that people who succeed in athletics must use great products in order to train and improve at the highest level. Also, the product they use must be of great quality or they wouldn't want to be using it. Both of these ads include pathos, but they use it differently in each ad. In the ad, "Short a Guy," the boy runs to get a basketball and finds himself in front of a marathon that is just beginning. The group of people that approach him ask him if he wants to join them in the race. Pathos is shown by having wide range of people of different races, ethnicities, genders and body types. The purpose of establishing pathos this way is to make people feel like they belong. People of color who have faced discrimination can see diverse races

in the ad. People who are overweight can feel less isolated when they see people who are similar to them in the ad. In " Dream Crazy, " pathos is most prevalent in order to persuade the audience to buy Nike products.

Throughout the entire ad the music in the background touches the audience's emotions such as happiness, excitement and self-pride. The music helps draw the emotions out of the audience, so they will remember how they felt when buying Nike gear in the future.

The terminology that Kaepernick uses such as, " If you're born a refugee, don't let that stop you from playing soccer, for the national team, at age 16" inspires the audience to think to themselves " what if I could become one of these famous athletes?" The feelings developed from viewing this ad can flare hopeful reactions, such as individuals picturing themselves in these athletes' shoes. People who connected with the commercial become potential customers and will then connect their emotions such as happiness, excitement and self-pride to the Nike brand.

Nike presented two different ads in which their products pertain to different crowds of people. Both were intended to be seen by everyone around the world. Nike wanted to show they are a diverse company by representing different cultures in their advertisements. The whole purpose of any Nike ad is to persuade the audience to purchase their products. However, these two ads got the point across by showing clips of famous athletes within each sport. A concept that can be drawn from these two ads is to show that anyone can have a dream and should act upon that dream. Nike is hinting that by using their products, anything is possible. In conclusion, both of

these Nike ads appeal to the rhetorical devices by using famous athletes and drawing emotions from the audience in order to make them stand out from their competitors.