

# Analysis of nike's "dream crazier" advertisement

[Business](#), [Marketing](#)



The subject matter is dreams that if you believe then you can achieve no matter how outlandish the dreams may seem. On top of that, those dreams not only extend to sports but also to the beliefs that one may hold. The idea of making one's dreams reality even a dream is to incite change. The ad promotes that idea of committed, passionate people reaching heights thought to be unobtainable and of people initiating or even being the change they want to see in the world.

The purpose of the video is to encourage viewers to believe in themselves. The video uses various athletes both established and upcoming to display that nothing is impossible. Those athletes had dreams that were crazy to others and achieved them because they were dedicated to making sure their dreams come true. In the video, a man with one hand made it to the NFL and average people would deem that idea ridiculous; nonetheless, he achieved this dream and now others admire him for it and use it as encouragement that if they believe in themselves as well as then they can come out triumphant.

Obviously, the ad was created to be viewed mostly by Nike consumers, yet, the ad has expanded and reached a high percentage of Americans and international viewers. The ad utilizes athletes, the company's main consumers, to inspire its audience that their dreams are attainable. Athletes as well as the extended audience, the general population, should hold their beliefs and aspirations strong, staying true to themselves so that they don't lose sight on what drove their goals in the first place.

An inspirational tone, evoking motivation for achievement of the unthinkable, is given by the ad. Viewers feel inspired to accomplish anything no matter the negativities surrounding the vision. The ad holds the notion that even though everything is standing against a person, he or she has the ability to persevere. Admiration and celebration are hidden within the inspiration. Viewers admire the athletes for their commitment and passion and not only celebrate them for it but also for being victorious in achieving their dreams. For example, in 2018, LeBron James opened his “I Promise” school which was a long-standing dream that he accomplished and extended the idea to the students with the school motto, “Nothing is given. Everything is earned.”

The intended effect of the video was to get viewers to believe in themselves, their aspirations, and values. With the idea of confidence, the video also has viewers realizing that they can be greatest by pronouncing that they should be trendsetters and game-changers rather than following the trends that someone else has already put into play.

Utilizing athletes with varying obstacles, the creator of the video is able to sway the viewer's emotions and evoke a sense of action towards dreaming crazily. Colin Kaepernick, a former NFL player, is seen standing in front of an American flag while saying “believe in something, even if it means sacrificing everything” which alludes to his controversial kneeling during the American national anthem, a few years ago. That scene expresses commitment to attaining dreams deemed ridiculous, intriguing viewers to do the same.