

# Real fashion marketing campaign

[Art & Culture](#), [Artists](#)



Client's 8 September Nike is arguably the most popular brand in the world, Nike's success in the recent past has been nothing short of incredible. Their fashion marketing concept has been very successful, several important factors have contributed to its success and this paper will shed light upon those important factors which have been crucial to its success. Just Do It advertising campaign launched by Nike gained immense popularity, the slogan just do it is the most recognized by consumers and this in itself shows the success of Nike. Reebok and other rivals of Nike were getting the better of it in the late 1980s but after the Just Do It campaign everything changed significantly. The main idea of this campaign was to convince the consumers to accept sneakers as a fashion statement and that is precisely what they did. The new range of shoes became a fashion statement and almost everyone jumped on the bandwagon and the campaign became a huge success. A few years later Nike was quick to capitalize on the fitness and jogging craze, they rolled out merchandize which looked very attractive and sold like hot cakes. Aerobics was also gaining popularity and the top brass working for Nike was aware of it, the ad campaign never focused on the product, the sole focus was on the person wearing the merchandize and Nike recruited the best athletes to feature in their commercials. This was another reason for the mass popularity of the just do it campaign. " The " Just Do It" campaign received mixed ratings, ranging from " an instant classic" to " sociopathic." One critic went so far as to say the ads were " an impatient bordering-on-contemptuous exhortation to the masses. Cool is one thing. Poverty of warmth is another." Eventually the campaign was credited with embracing not just resolve and purpose, but also the " beauty, drama and

moral uplift of sport—even, every now and then, fun.” (Nike’s Just Do it Campaign) Bo Jackson, John McEnroe, Michael Jordan were some of the athletes who featured in the advertisements of Nike and this made a huge difference. These celebrities were well admired and they were also the best in their respective fields. In one advertisement it was shown that Michael Jordan can play one Basketball season in just one pair of Nike sneakers, this outlined the durability of the product and assured the consumers that the brand is certainly durable and worth the money that they had spent. “Celebrity endorsements also appealed to the consumers’ sense of belonging and “hipness,” as Nike became a self-fulfilling image prophecy: if you want to be hip, wear Nike; if you are hip, you are probably wearing Nike. The “Just Do It” campaign was able to turn sweaty, pain-ridden, time-consuming exercise in Nike sneakers into something sexy and exciting. Perhaps most importantly, even those who were not in fact exercising in Nikes (the vast majority) still wanted to own them.” (Nike’s Just Do it Campaign) Conclusion The Just Do It campaign became incredibly successful because the timing was spot-on, it just could not have been better. Mid 1980s was the time when the American citizens were crazy behind exercise equipment, Nike struck a chord by recruiting the best sportsmen to feature in their advertisements; they also ensured that sneakers became an integral fashion statement. The campaign also became successful because it gave emphasis on the durability of the products, the Michael Jordan sneakers for instance assured the consumers that the brand is really durably and worth the money. The need to have a healthy lifestyle was again an opportunity which the top brass of Nike recognized and capitalized upon. They ensured that

people exercised and most importantly they exercised wearing Nike's merchandize. The advertisements that were designed appealed to the senses of the audience, the advertisements were entertaining, humorous and very unique from the rest of the advertisements created by the arch-rivals of Nike. Nike later stopped mentioning the brand name in their advertisements, the all important swoosh was more than enough. This once again goes to show the incredible popularity of this great campaign, it just could not have been better. Nike turned around everything with just one campaign, they are still the market leaders and have come a long way, they still have the best sportsmen featuring in their advertisements and the company has become more stable and even more popular. Works Cited Nike's Just Do it Campaign (2011). Mini Case Study. n. p., Web. 8 September. 2011