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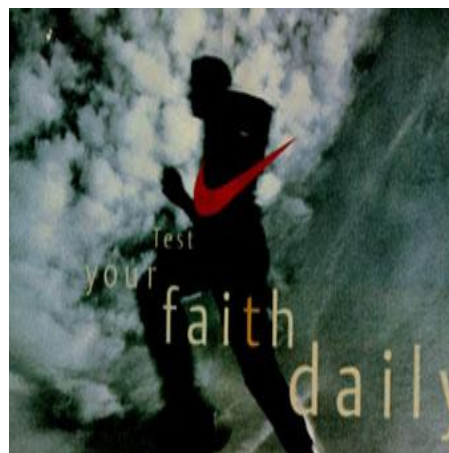
The New York Times

How Nike "Just Do It" Ads Affect its Viewers

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By Katie Fisher
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Through the analysis of the **Nike Just Do It** advertisement, “My Butt is Big” and the “Test Your Faith” ad, it is clear that Nike’s corporation has multiple marketing techniques which are proven through their visual rhetoric. This is helpful in allowing Nike to sell to people of all different ages, size, and race. The “My Butt is Big” advertisement shows a female butt that seems to be poking into the picture in a squatting position. It is clear through this picture that they are placing a large emphasis on the fact that she has a large butt. The text placed next to her in the ad reads, “My butt is big and round like the letter C and ten

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thousand lunges has made it rounder but not smaller and that's just fine. It's a space heater for my side of the bed, It's my ambassador to those who walk behind me, It's a border collie that herds skinny women away from the best deals at clothing sales. My butt is big and that's just fine and those who might scorn it are invited to kiss it. Just do it." The next ad features a male athlete who appears to be in the midst of running stairs. The figure appears completely black almost resembling a shadow. The camera angle is pointed up towards the sky which has a dark feel to it with clouds present. The text reads "Test your Faith Daily" with a Nike swoosh placed in the middle. These two pieces have such contrasting qualities that it is almost unbelievable that these advertisements were created by the same company. In the "Just Do It" advertisement called my "My Butt is Big" the female is wearing only brief like underwear and no shirt. This shows the viewer that she isn't self conscious of her body and also it adds emphasis what Nike is trying to bring attention to. However this could offend those of us who are uncomfortable with skin bearing ads. According to Theresa Howard, an Ad and Marketing writer for USA today, "The fit

women are unapologetic about what they call their "big butt" or "thunder thighs"" (Howard) and sending the message that being beautiful and healthy comes in all shapes and sizes. The written text to the right side is describing how large her butt is. This text adds that although her butt is large, it is also healthy due to the fact that she exercises. This is seen in the text by saying "And ten thousand lunges has made it rounder not smaller." By not using athletes as spokes models, Nike is able to reach to a large crowd of women who may not be Nike consumers at the time because they may like the new perception Nike is creating. This advertisement also has a positive influence on many of the self conscious females that have become prevalent through our image obsessed society. Nike placed the woman in a bent over or squatting position to add emphasis to the fact that this women is embracing her size and proud of it. In article written by Stuart Elliot, published on Nov. 10, 2010 by the NY Times he stated "Nike's foundation is taking to heart the concept of "girl power" that was embodied by the campaign" (Elliot). This whole strategy was

created by Nike to improve their image to current and prospective buyers. Nike also benefits from the fact that they are world renowned for their products and are trusted by consumers therefore people believe in their advertisements.

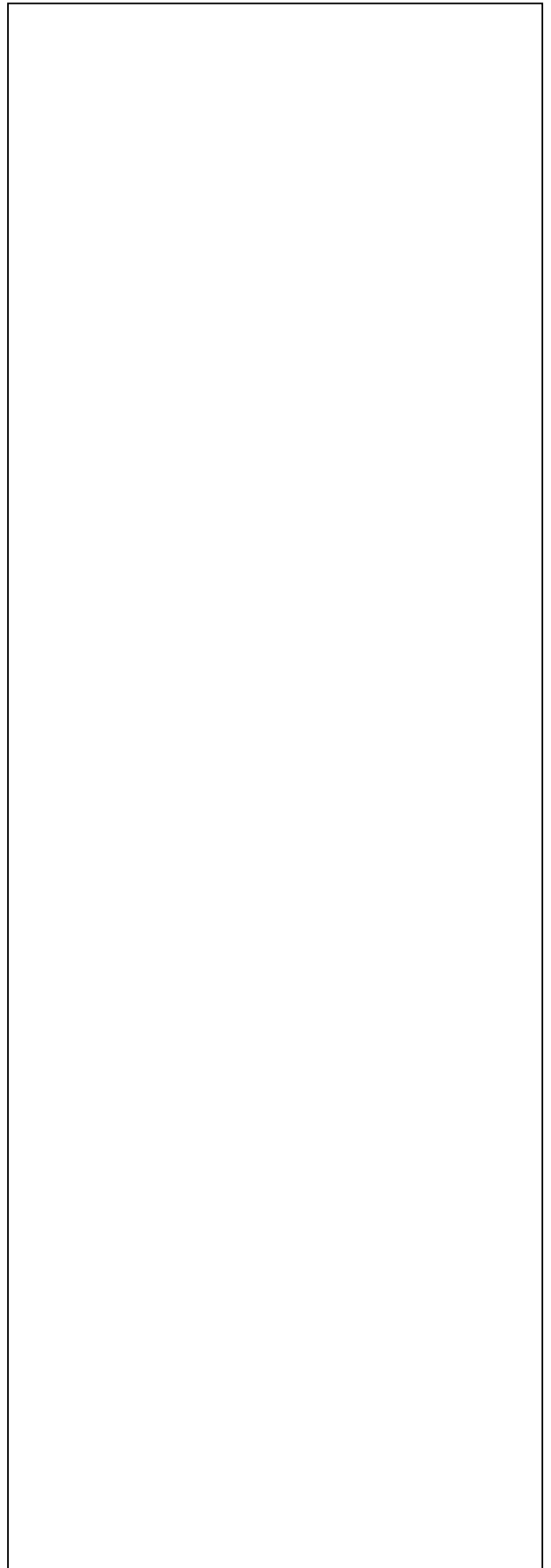
In the “Test Your Faith” advertisement featuring the darkened man, Nike takes another risk. The initial reaction that many would have to this ad would involve be religion due to the text which can obviously be a very controversial subject in America. This may turn viewers against the company and what they are trying to sell either because they disapprove or do not trust in them anymore. Nike also created a stormy like appearance to aid in the religious text allowing the viewer to attach lack of religion with a life full of storms. Although this advertisement may offend those less-religious people it could also appeal to those who are religious and create trust in the Nike brand. In addition to that, this ad could cause enragement in the consumers who are not religious due to their disagreement which makes this ad extremely risky. From there, as you study the figure you can see that Nike also tried to make him appear very universal by

blacking him out and detaching him from certain characteristics so that many people could relate to him and in since and in another since become “religious” with exercising. To finish off the ad, Nike added the ever present swoosh that has become known around the world.

Furthermore, these ads show viewers what advertising techniques are effective in our society. For many years skin bearing advertisements have gained popularity but Nike’s ad shows that society is making an attempt to change the perception that young girls have on their role models. Nike’s company produces advertisements that go past the societal norm in order to catch consumer attention. In addition to that, Nike’s large range of advertisements shows the diversity of society and that all member’s are not going to be drawn to the same advertisement. Therefore they must create a variety of target audiences based on athletic ability, gender and beliefs.

As a whole these two advertisements are meant to appeal to very similar audiences of very different characteristics.

The unifying quality that these two advertisements share is the fact that they are meant to appeal to athletes that purchase athletic gear and clothing. The very different elements include audience that they are trying to reach, which in this case is either women of all shapes and sizes or religious people. But in contrast to that the ad could turn away both of those consumers if they took offense to the advertisement. The all in all purpose of all Nike ads is to promote consumer buying but through this process it creates a thin line between what is offensive and what is not and is always backed by the fact that Nike is a very trusted company. Nike has a marketing strategy that successfully reaches millions of people.



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