




First 'outstanding commercial' Emmy win in 17 years.

Erin Page | Seant Sarkis-Kelly





**The
Guardian**



Believe in something.
Even if it means sacrificing everything.

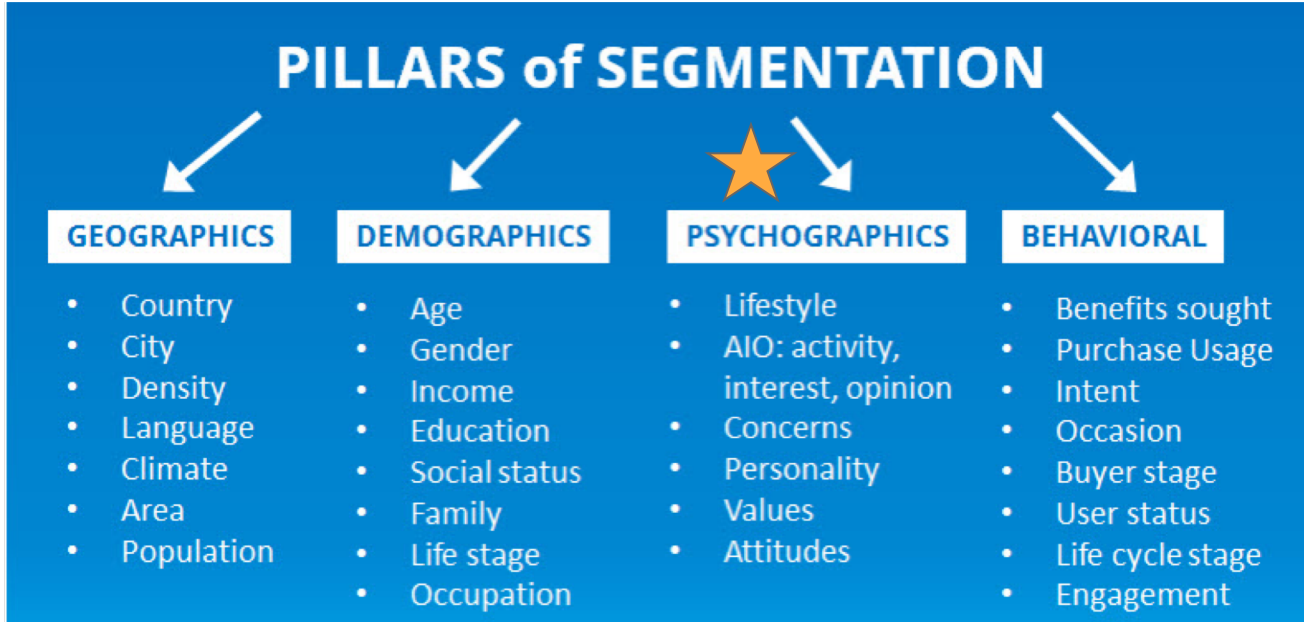


Just do it.

About the Commercial

- The commercial sparked heavy controversy.
- The commercial came around two years after Kaepernick chose not to stand for the national anthem during a National Football League preseason game in 2016 to protest racial injustice.

STP Step 2: Segmentation Methods



STP Step 4: Target Market

- Target Strategies
 - Undifferentiated - Want to be an athlete
- Heavy Responders
 - Social Activists

**IF YOU HAVE
A BODY
YOU'RE AN
ATHLETE**

- Bill Bowerman

Effective?

Consumer Behavior

- Brand Loyalty
- #NikeBoycott
- Stock Dropped





Donald J. Trump ✓

@realDonaldTrump

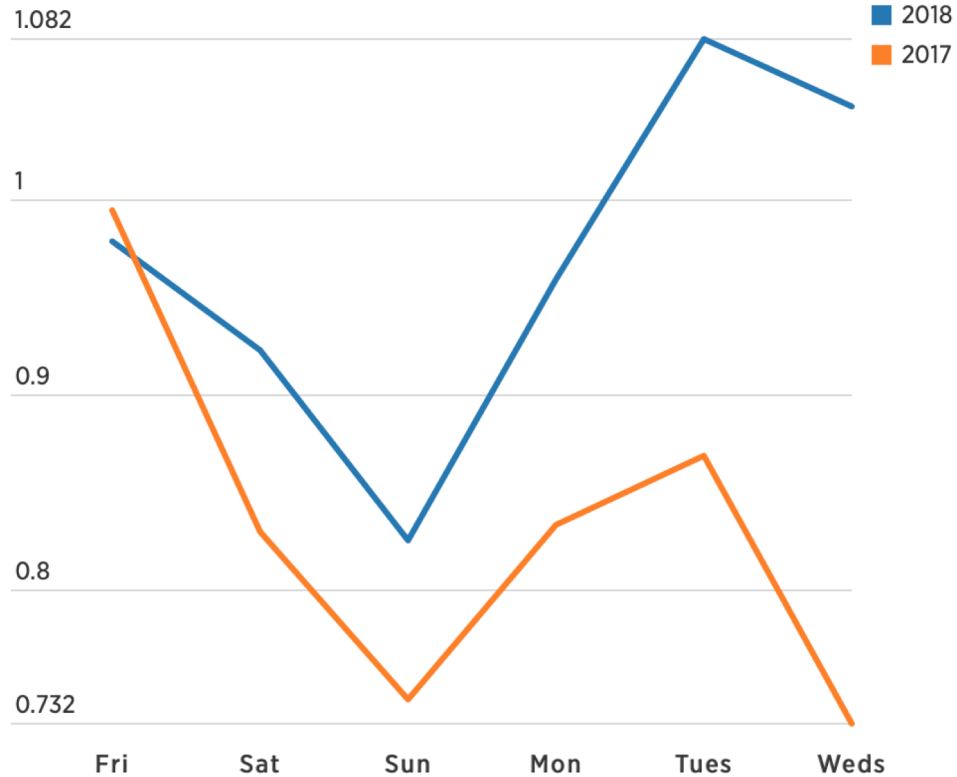
Following



Just like the NFL, whose ratings have gone WAY DOWN, Nike is getting absolutely killed with anger and boycotts. I wonder if they had any idea that it would be this way? As far as the NFL is concerned, I just find it hard to watch, and always will, until they stand for the FLAG!

9:39 AM - 5 Sep 2018

Online Sales of Nike over Labor Day (2017 v.s. 2018)



Recap

STP

Commercial Efficacy

Consumer Behavior

Thanks!

Links

<https://www.cnbc.com/2019/09/16/nike-wins-emmy-for-ad-featuring-colin-kaepernick.html>

<https://www.cnbc.com/2018/09/04/nike-shares-tumble-after-company-reveals-new-ad-campaign-featuring-colin-kaepernick.html>

<https://www.cnbc.com/2018/09/07/nikes-online-sales-surge-in-days-after-kaepernick-ad-debut.html>