



# AD COMPOSITE PROPOSAL.

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# BRAND STUDY



**Nike** has established a great deal of goodwill in the global market owing to the trendy sportswear and shoes that they design and manufacture. The company specifically targets sports people and anyone with a passion for exercise. Most of the products are focused on improving performance, comfort and appearance while strongly encouraging people to do their best.

## MISSION:

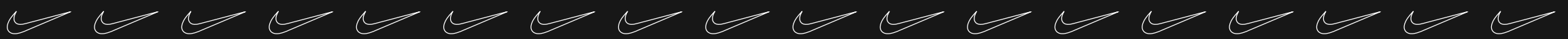
“To bring inspiration and innovation to every athlete in the world.”

## TARGET AUDIENCE

Sportsmen, wellness adherents, and actors leading an active life. They are looking for sports accessories that are effective and stylish and are also new on the market.

## BRAND IDENTITY

Nike inspires confidence, success, and limitless possibilities. Its renowned tagline ‘Just Do It’ has encouraged people to pursue greatness for many years.





# RESEARCH

**Development** of an advertising campaign to promote Nike Running Shoes calls for proper analysis of the audience, the markets and the advertising techniques that Nike employs from time to time.

## Target Audience

**Demographics:** These active individuals are aged between 18-40 years comprising of both male and women. These are middle class to high class sports enthusiasts, active in the game and fitness industries.

## Psychographics:

These people are very enthusiastic about achieving any objectives and therefore are very selective on the kinds of solutions they acquire. They are the kind of people who are appreciative of brands that motivate and encourage exceeding boundaries.

## Competitors:

Other major players in the running shoe market include Adidas, Puma and Under Armor. Nike stands out in the use of technological, fashion and motivational marketing techniques.

## Current Ads:

Nike, as seen in their advertisement's campaign makes use of inspirational stories where real people, either professional athletes or any other person, are captured in their extraordinary efforts of excelling. Their advertisements are striking, vigorous, performance oriented and more on the person.



# PRINT CAMPAIGN IDEA



The print campaign will revolve around the concept of **"Breaking Limits"** with Nike Running Shoes. The ads will show how Nike enables athletes to push beyond their boundaries, both physically and mentally.

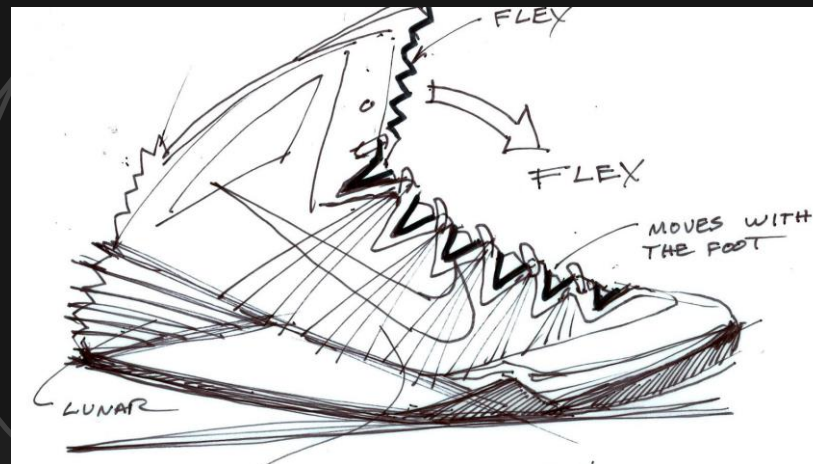
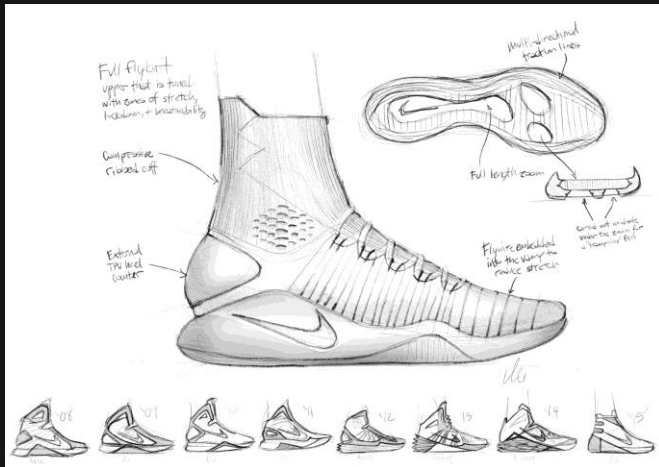
**Concept:** Nike Running Shoes are designed to help athletes overcome obstacles and achieve personal greatness. Each ad will focus on breaking barriers, whether it's physical endurance, personal limitations, or societal expectations.

**Tagline:** "Push Beyond. Just Do It."

**Visual Style:** Dynamic action shots of runners in motion, breaking through metaphorical and literal barriers. The ads will be bold and energetic, with a focus on movement and performance.



# THUMBNAIL SKETCHES & ROUGHS

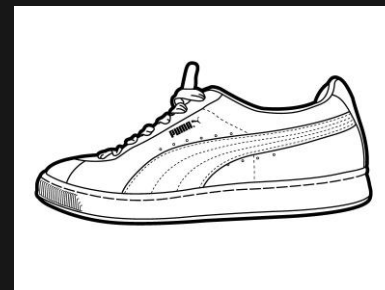




# MY IDEA VS OTHERS

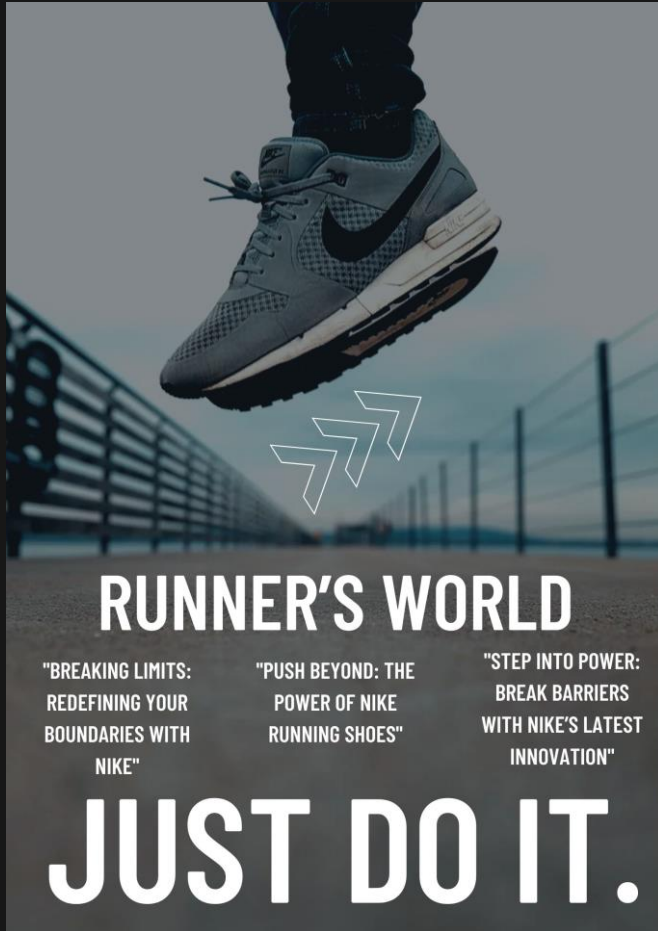
## "Breaking Limits"

For the benefit of the company, I created this campaign "Breaking Limits" for Nike, aimed at self-supplementing and lifting the physical and mental limits with the help of Nike Running Shoes. While Adidas chose an "Impossible is Nothing" campaign which stresses intense overcoming of generic obstacles and modernity at its best, my campaign is more of the individual athletes that aims to carve out the muscle deep inside. Very simple compared to Puma's "Forever Faster" which emphasises speed and swiftness to the fullest, "Breaking Limits" is even more in depth, following the more intricate aspect of the mental game which involves endurance and resilience. While considering the Reebok's campaign "Be More Human," which aims at the external changes of a person, my campaign works at the emotional level, stressing the fact that athletes through Nike put aside their personal limits, so it is both motivational and down-to-earth.





# MAGAZINE



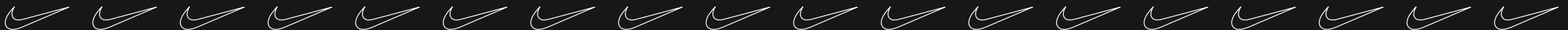
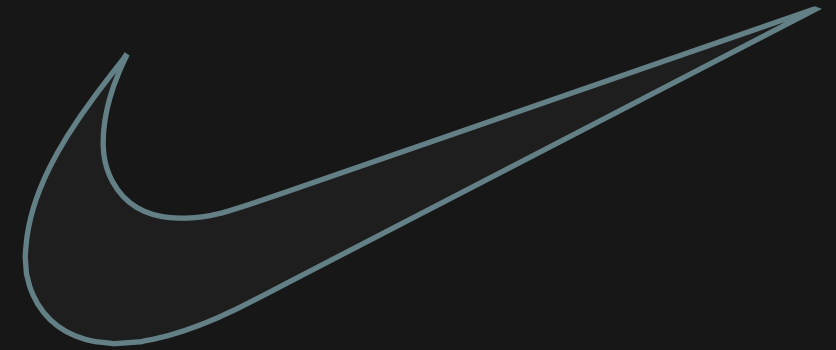
The print ads will be placed in "Runner's World", a very popular magazine among the fitness demographic and athletes. This is a great ground on which to reach Nike's target audience. Below are the production specifications of the magazine:

Ad Size: Full-page ad

Resolution: 300 dpi

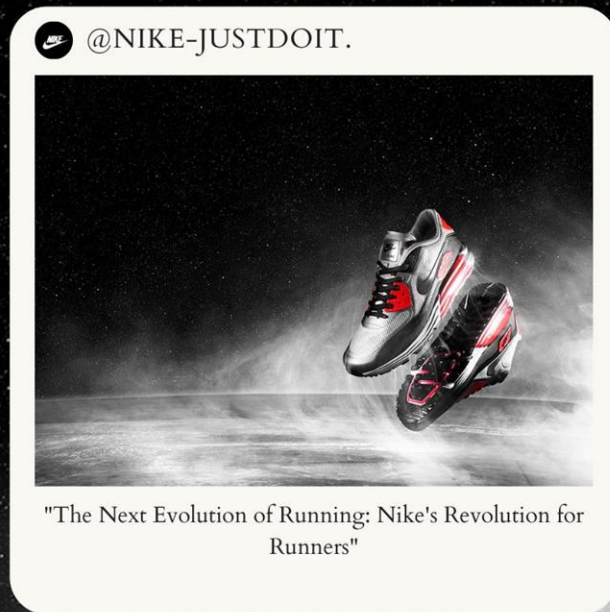
Measurement: 8.25 x 10.75 inches

Color Mode: CMYK





# SOCIAL PLATFORM



Instagram is the platform of choice on which the campaign shall run, due to its visual format and community of people interested in fitness.

Instagram Post Dimensions: 1080 x 1080 pixels (square)  
Instagram Story Specs: 1080 x 1920 pixels – vertical

The social media advertisements will take the print campaign concept and adapt it into a shorter, more interactive format. Key visuals will remain the same, but adding in short text blurbs and hashtags, as well as interactive elements via Instagram.

# AFTER EFFECT OF AD CAMPAIGN



**Brand Awareness-Impact:** The ad campaign will reinforce Nike's motivational message of breaking limits. It will encourage recreational runners and serious athletes alike to push beyond their limits, having confidence that Nike is behind them to see them through.

**Increased Sales:** The entire campaign is about performance and personal achievement, ensuring that potential customers purchase the Nike running shoes.

**Social Media Participation:**  
The campaign on Instagram is created in such a manner that through inspiring visuals, using Nike's own hashtag #JustDolt..., the more interactions increase, the better the engagement with the brand.

# CONCEPT EFFECTIVENESS



**Emotional Appeal:** The theme of "Breaking Limits" makes one touch emotional aspects in sport and fitness, thus motivating one to perform better.

**Visual Impact:** Dynamic running shots and gritty textures of the shoes in action will surely capture the eyes and resonate with Nike's active audience.

**Consistency:** The same bold message, imagery, and tagline appear in each of the three ads across platforms, magazine and social, reiterating the theme of the campaign.

**Audience Engagement:** the focus of the campaign on breaking personal barriers will engage the audience in the campaign to want to associate with Nike as one that enables the achievement of success.



**THANKS.**