



MAKE YOURSELF

FIT

GET FIT. **NIKE FREE XT**

START WITH YOUR FEET, AND GET FIT FROM THE GROUND UP. INSPIRED BY NIKE FREE TECHNOLOGY, **NIKE FREE XT QUICK FIT** FLEXES AND RESPONDS TO YOUR FOOT'S NATURAL MOTION AS YOU WORK OUT, FOR A MUSCLE-IGNITING, HEAD-TURNING, UNSTOPPABLE YOU.

NIKEWOMEN.COM



In the realm of advertising, design choices such as color schemes and formats play a pivotal role in conveying brand messages and influencing consumer behavior. Below are two case studies illustrating how companies have strategically employed these elements in their advertisements.

Case Study 1: Nike's "Make Yourself" Campaign

Design Choices and Rationale:

- **Color Scheme:** Nike predominantly used bold and contrasting colors in this campaign to evoke energy and dynamism. The choice of vibrant hues aligns with the brand's athletic image and aims to inspire action among viewers.
- **Format:** The advertisement features strong, empowered female athletes in motion, emphasizing personal achievement and strength. This format resonates with Nike's target audience by promoting themes of empowerment and self-improvement.
- Ryan McKenna's blog offers an analysis of the campaign, highlighting how Nike aimed to inspire women to achieve their fitness goals by using vibrant colors and bold messaging to capture attention and convey empowerment.
- A study titled "A Textual Analysis of Nike's Women-Directed Advertisements" discusses the evolution of Nike's portrayal of women in sports, emphasizing the shift towards showcasing empowered female athletes who exercise agency in their athletic pursuits.
- An article from TrendHunter highlights how the campaign features strong and sensual shots of professional female athletes, aiming to encourage women to become the best versions of themselves.

Insights:

Nike's deliberate use of bold colors and dynamic imagery serves to motivate and connect with their audience on an emotional level, reinforcing the brand's identity as a catalyst for personal achievement.

Sources:

<https://sites.psu.edu/rmckenna26blog/2022/07/06/sample-ad-analysis/>

https://etd.ohiolink.edu/acprod/odb_etd/ws/send_file/send?accession=bgsu1429281712&disposition=inline&

<http://trendhunter.com/trends/nike-women-make-yourself>