

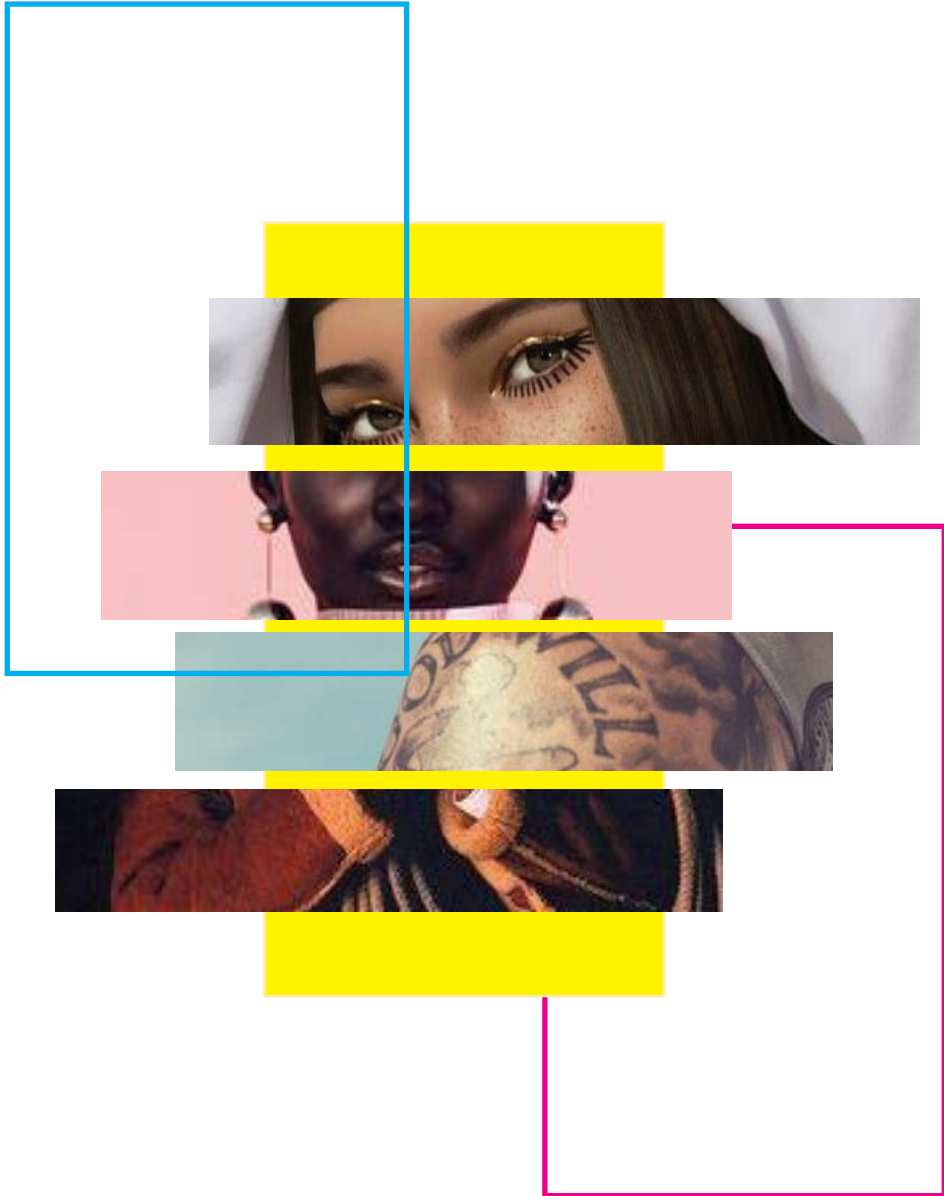
# THE CONVEYOR

NEW IDENTITY  
NEW CURRENCY



THE CONVEYOR





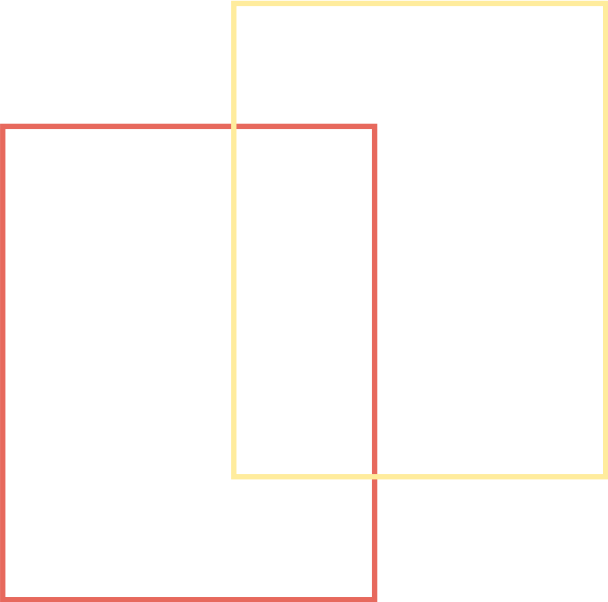
BY ASSOCIATING ITS SLOGAN WITH THIS IMAGE OF KAEPERNICK, COMBINED WITH THE OVERLAYED TEXT REINFORCING HIS PLACE AS A HERO IN OUR SOCIETY, NIKE HAS, AS A RESULT, ATTACHED ITSELF TO THE POLITICAL AND SOCIAL RIGHTEOUSNESS OF ALL THAT KAEPERNICK HAS COME TO REPRESENT AND IS NOW, BY THE USE OF THIS AD, THE WORLD IS BEING REMINDED OF HIM BEING A REPRESENTATION OF. NIKE IS THEN USING THIS AD AS A MEANS TO COMMUNICATE TO ITS CONSUMERS THAT IT IS ON THE SIDE OF CIVIL RIGHTS AND THE FIGHT AGAINST POLICE BRUTALITY.

THIS MARKETING STRATEGY BY NIKE IS SIMILAR TO THE MARLBORO MAN MARKETING CAMPAIGN BY MALBORO. BY COMBINING THEIR PRODUCT, BUT MORE IMPORTANTLY, THEIR BRAND, WITH THE IMAGE OF A COWBOY, WHICH HAS BEEN DEPICTED THROUGH MAINSTREAM MEDIA AS A TOUGH, COOL EXTREMELY MASCULINE, "BADASS" OF AN INDIVIDUAL, THEY HAVE NOW CONVEYED TO THEIR CONSUMERS THAT THEIR PRODUCT IS USED BY INDIVIDUALS WHO FIT THIS CHARACTER. THIS THEN ENCOURAGES INDIVIDUALS TO CONSUME THEIR PRODUCT, DUE TO THE FACT THAT THEY, WHETHER CONSCIOUSLY OR SUBCONSCIOUSLY, HOPE TO BE PERCEIVED AS INDIVIDUALS WHO DISPLAY THESE SAME CHARACTERISTICS



**BUT IN THE FIVE YEARS SINCE THAT LUNCH IN DAVOS, THESE DATA MONARCHS—COMPANIES LIKE FACEBOOK AND GOOGLE THAT COLLECT, STORE, MINE AND SELL DATA—HAVE EXPANDED INTO GIANT BUSINESSES. WHILE THESE COMPANIES THAT GIVE AWAY “FREE” SERVICES HAVE GROWN RICH, THE DATA THAT BELONGS TO THEIR USERS HAS AT TIMES BEEN COMPROMISED, AND PEOPLE’S DIGITAL HABITS SOLD, OFTEN WITHOUT THEIR FULL KNOWLEDGE.**

THE CONVEYOR



THE CONVEYOR