

Analyzing Nike's "Just Do It"

How Simplicity in Copy Drives
Powerful Messaging





Shihab Sarker
Ghostwriter + Content Designer

"Just Do It"– Three simple words that revolutionized marketing.

Let's explore how this **minimalistic** approach became a global success.



SWIPE >>



Why Simplicity Works?

01. Applies to everyone from elite athletes to everyday individuals.

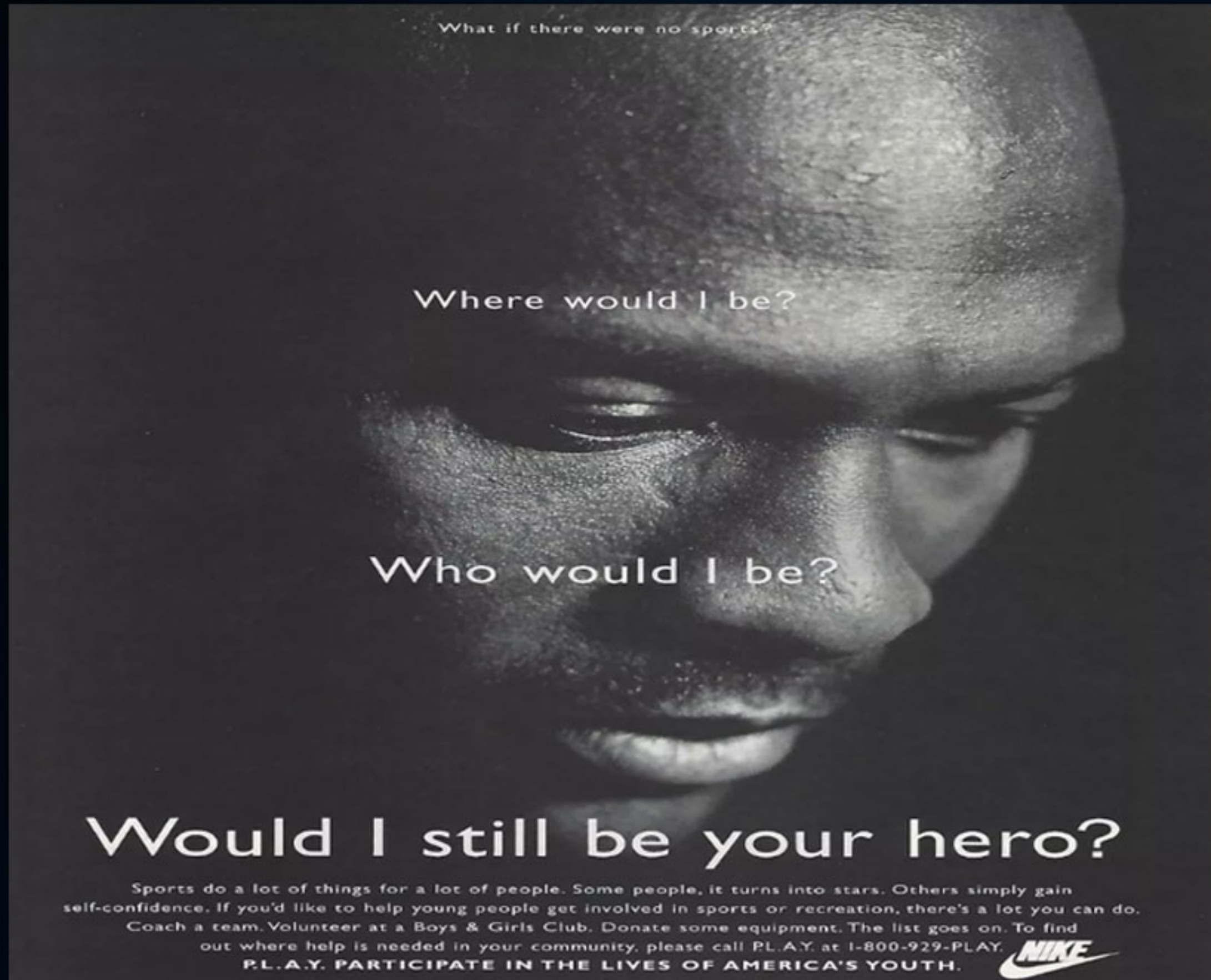
02. Instantly resonates by encouraging action.





Shihab Sarker
Ghostwriter + Content Designer

1995 Ad with Michael Jordan



Message: Shows how simplicity can underscore an iconic figure's determination, making the message both aspirational and relatable.

Designed by **Shihab**

SWIPE 



Shihab Sarker
Ghostwriter + Content Designer

1988 Launch Ad



Message: Perseverance and action,
simple yet relatable.



Shihab Sarker
Ghostwriter + Content Designer

You might be wondering how
simplicity in copy is helping
NIKE?

Here is how....



Memorability

The brevity makes "Just Do It" stick in the mind. Which consistently reinforced Nike's brand identity.

Brand Identity

Aligns Nike with action and achievement. Over decades, "Just Do It" remains a key part of Nike's identity.



Shihab Sarker
Ghostwriter + Content Designer

Takeaway:

Keep your messaging clear,
direct, and emotionally resonant
for lasting impact.