

= Second Generation (advertisement) =

" Second Generation " is a 2006 television advertisement introducing Nike 's Air Jordan XXI brand of basketball shoes . The ad depicts signature moves from Michael Jordan 's NBA career , recreated in the present day by twelve young basketball players around the world . Included are moments from the 1989 , 1991 , 1992 , and 1998 NBA playoffs and the iconic 1992 slam dunk .

The ad was produced by Smuggler and directed by Brian Beletic for the advertising agency Wieden + Kennedy . Casting began in November 2005 , filming took place in January 2006 , and the ad debuted on television that February . Advertising publications gave favorable reviews to " Second Generation " , although it did not win major awards .

The ad is also listed as " 2nd Generation " ; its tagline is " Let your game speak " .

= = Production = =

The ad was conceived by the agency Wieden + Kennedy . Copywriters Derek Barnes and Paul Renner were in a shopping mall when they noticed many of the youths around them wearing Air Jordan shoes , despite Jordan having retired in 2003 : " Just one look around the food court , you knew kids still waved his flag . " The creative directors were Kevin Proudfoot and Todd Waterbury . Waterbury explained , " We thought of the fact that a version of him is alive in everyone that loves basketball . And there are moments in Jordan 's career where you just say the move , or the game , and people who love the man , and love the sport , immediately can imagine that scene . Here , we were just taking advantage of those incredible moments . "

Wieden + Kennedy hired Brian Beletic to direct the ad . W + K art director Jesse Coulter said of choosing Beletic , " He gets it . He brings the flavor . " The music was composed by Jonathan Elias and David Wittman of Elias Arts .

Casting calls were held in three U.S. cities . A November 2005 ad put out by Ulysses Terrero and T & T Casting asked for " [BOYS] All ethnicities , ages 13 @-@ 21 , with amazing basketball skills - amazing enough to recreate some of Michael Jordan 's greatest moments on the basketball court . " Some 350 young basketball players auditioned over eight days ; Beletic recalls the process as " an absurd amount of casting " . The main challenge was in finding players who could match Jordan 's jumping ability ; the toughest shots were cast for older players . Casting was also complicated by the amateurism rules of the National Collegiate Athletic Association (NCAA) : anyone who might play college basketball in the future couldn 't appear in the ad .

Filming took place in Los Angeles in January 2006 . The action is set in the present day , across the world ; various scenes take place in Africa , China , Chicago , and New York City . Each scene is a few seconds long , depicting a young basketball player recreating a famous Jordan moment in slow motion . The actors were not shown footage of the moves they were performing ; rather , their performances were based on their own memories . The staff then " fine @-@ tuned " the scenes for accuracy .

= = Sequence = =

The ad opens on a young man dribbling in place . The music starts with a simple ostinato C ? G ? B ? ? C line played by a muted synth bass . At 0 : 05 , a young man wags his tongue while dribbling . This is a signature move of Jordan 's . At 0 : 09 , a player drives to the basket with his tongue hanging out . He recreates a moment from the 1991 NBA Finals , game 2 : Jordan scored a layup after switching hands in midair to avoid Sam Perkins of the Los Angeles Lakers .

The music starts growing in complexity , adding violins and a new bass line as a piano takes over the ostinato . At 0 : 13 , the camera shows a young man chewing gum . At 0 : 15 , a young man spreads his arms in a defensive stance . His jersey is colored red , yellow , and black to evoke Africa . At 0 : 21 , an Asian boy palms the basketball . At 0 : 22 , a young woman shoots a fall away jumper .

The music adds a second violin line and a snare drum cadence . At 0 : 25 , a young man performs

a " rock the cradle " slam dunk . At 0 : 29 , a young man recreates Jordan 's free throw line dunk from the 1988 NBA All @-@ Star Game Slam Dunk Contest . This is the only shot where the original scenery is imitated . The set colors match the colors of the Chicago Stadium , and the crowd is spaced out in the same way as the crowd during Jordan 's dunk ; they nevertheless wear modern clothes , as the ad is set in the present . The intent is that by this point , the viewer is aware of the significance of each shot . Waterbury said , " We built the action in a way so that it created tension in the spot . As the commercial continues to build , the viewer will recognize scene after scene after scene . "

At 0 : 35 , the camera cuts to the aftermath of The Shot . A young man jumps in the air and pumps his fist as another young man in an opposing jersey sinks to the floor . The moment is from the 1989 NBA Playoffs , when Jordan hit a game @-@ winning jump shot over Cleveland Cavaliers guard Craig Ehlo . At 0 : 38 is Jordan 's last shot with the Chicago Bulls , after a crossover dribble past Utah Jazz guard Bryon Russell at the end of Game 6 of the 1998 NBA Finals . These scenes are musically punctuated with a bass drum roll and a cymbal crash . Finally , at 0 : 44 a young man shrugs after hitting a shot , as Jordan shrugged after scoring six three @-@ point field goals in the first half of Game 1 of the 1992 NBA Finals against the Portland Trail Blazers .

The rhythm of the music pauses for two beats . It resumes at a calmer level as the camera shows Jordan in street clothes , watching from the sideline . Jordan is shown for just two seconds , smiling and nodding . Waterbury said of this shot , " We wanted to make sure that , through this commercial , people understood Michael 's role as a mentor and a coach . His nod of approval at the end is his way of saying , ' Go . ' " The camera cuts back to the young player ; the tagline " LET YOUR GAME SPEAK " is shown , and the scene fades to black with the " XXI " logo and then the " Jumpman " logo .

= = Reception = =

The ad received positive reviews from advertising publications . It listed by Adweek as the " Ad of the Day " and as one of the " Best Spots of February 2006 " . SHOOT named the ad their " Top Spot of the Week " . ESPN 's Darren Rovell wrote that " it deserves to be considered at the top of the list " of Jordan 's more than 400 commercials . Creativity called the ad " impeccably executed " , and Boards called it " so rich in detail that it entices in an instant " . Second Generation did not win any major industry awards . Another Nike / W + K / Smuggler effort in August 2006 , Pretty starring Maria Sharapova , would fare much better in that category .

On February 27 , 2006 , an anonymous Jordan fan uploaded a breakdown of the ad on YouTube , showing it side @-@ by @-@ side with the original footage . In an interview , Beletic commented on this video : " It is pretty awesome to watch . "