

# Fall Sports Nike Ad Campaign



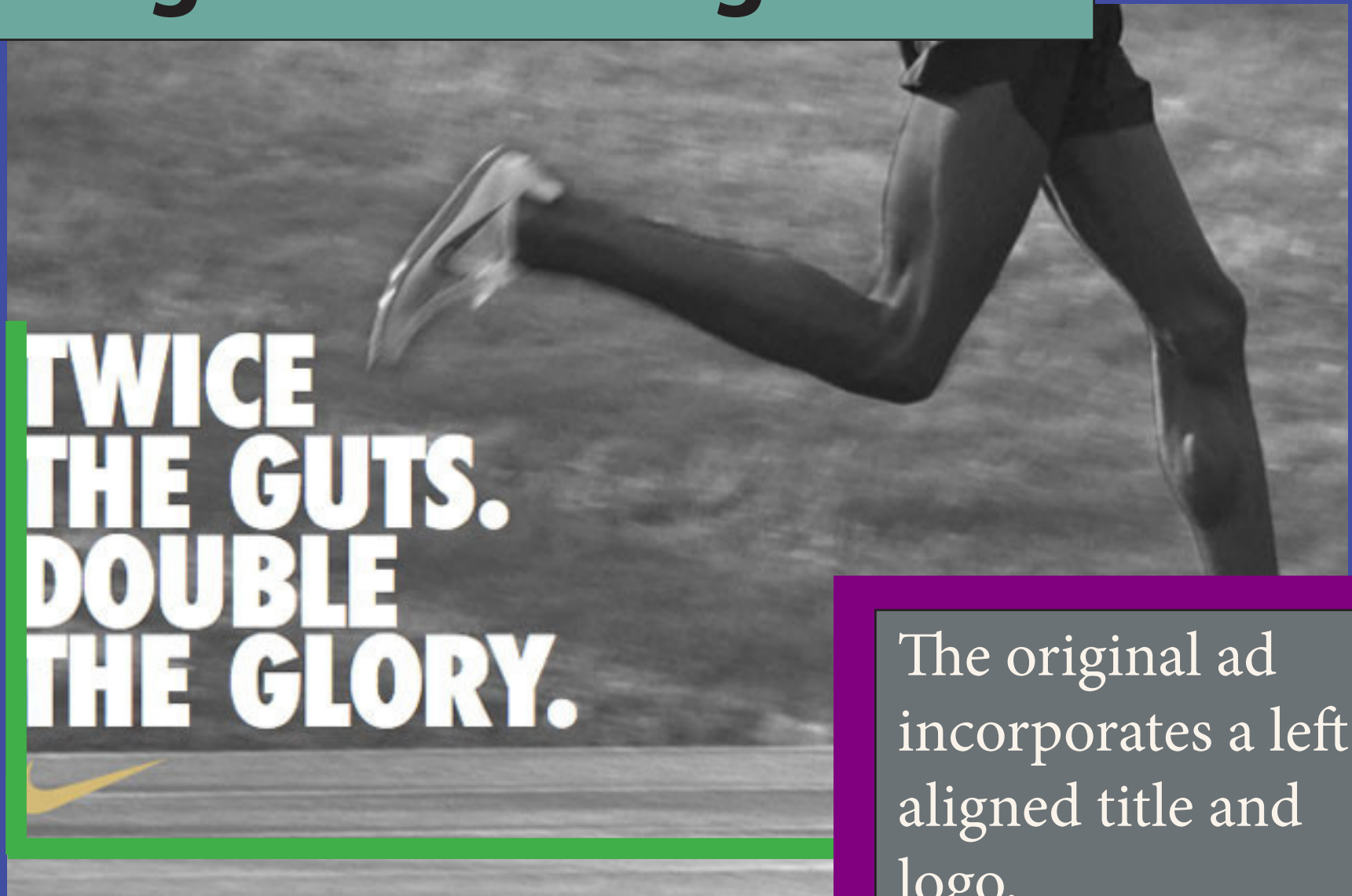
The purpose of this presentation is to analyze a new ad to determine if it would be compatible with the Fall Sports Nike Ad Campaign.

# Original Ad

**TWICE  
THE GUTS.  
DOUBLE  
THE GLORY.**



# Original Ad - Alignment



The original ad incorporates a left aligned title and logo.

# Original Ad - Contrast



**TWICE  
THE GUTS.  
DOUBLE  
THE GLORY.**

The white letters contrast well against the dark background.

# Original Ad - Typography



The typography uses a bold, sans serif font in all capital letters.

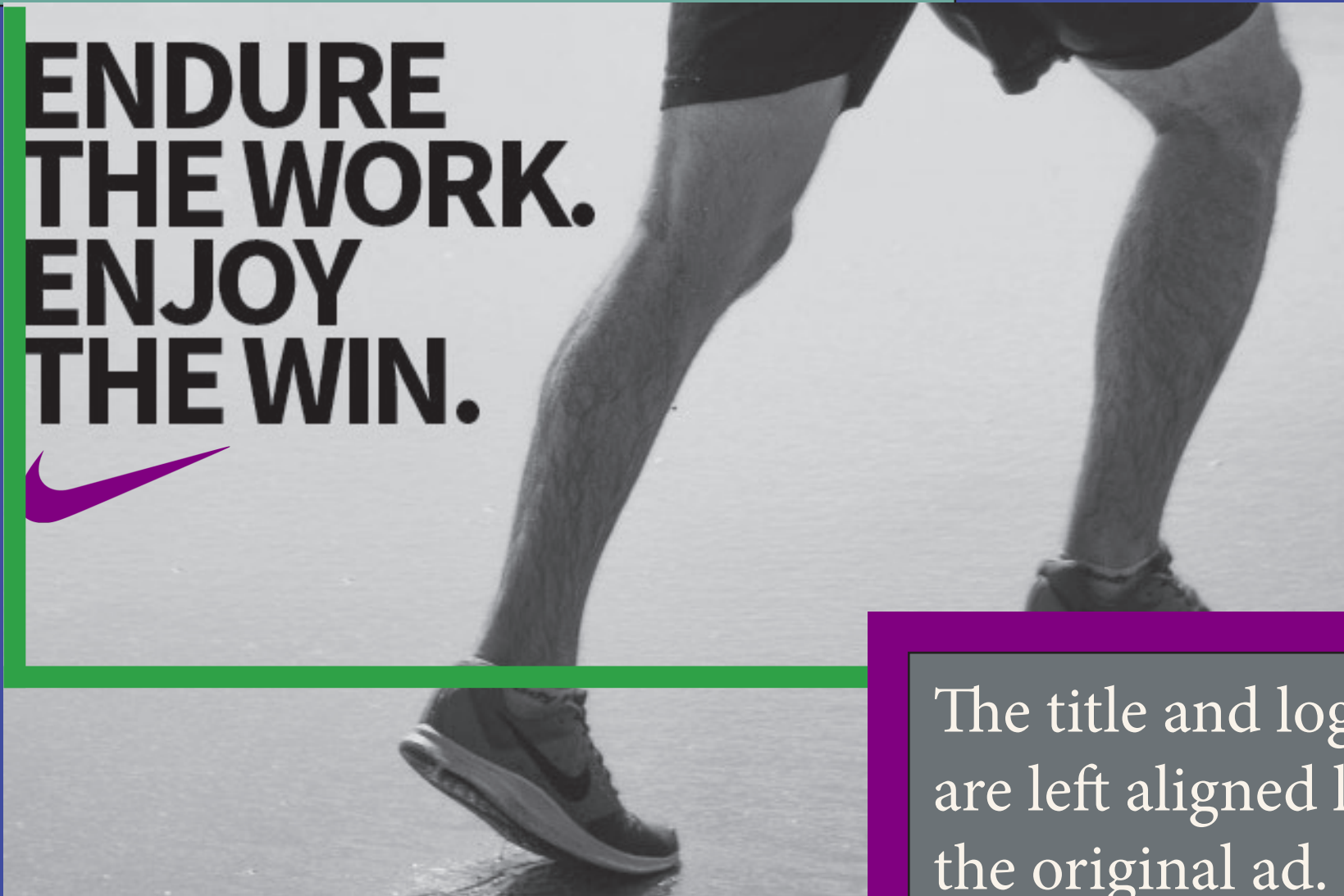
# New Ad Analysis

**ENDURE  
THE WORK.  
ENJOY  
THE WIN.**





# New Ad -Alignment



The title and logo are left aligned like the original ad.

# New Ad - Contrast

**ENDURE  
THE WORK.  
ENJOY  
THE WIN.**



There is great contrast between the title and the background.



# New Ad - Typography

**ENDURE  
THE WORK.  
ENJOY  
THE WIN.**

The typography uses a bold, sans serif font in all capital letters, like the original ad.

# Conclusion



The new ad matches the original ad in alignment, contrast, and typography. It also has the same dimensions in the width and height. The new design has the same overall style as the original and would fit nicely into the Fall Sports Nike Ad Campaign.