# Internetstandaarden – Tekst voor website

## **Purpose and mission**

We champion continual progress for athletes and sport by taking action to help athletes reach their potential. Every job at NIKE, Inc. is grounded in a team-first mindset, cultivating a culture of innovation and a shared purpose to leave an enduring impact.

<https://about.nike.com/en>

Our purpose is to move the world forward through the power of sport. Worldwide, we’re leveling the playing field, doing our part to protect our collective playground, and expanding access to sport for everyone.

Our purpose comes to life through key priorities: We build diverse, equitable, and inclusive teams and champion a transparent, responsible supply chain so people can thrive. We create opportunities for kids and communities to access resources so they can excel. And we innovate and scale more sustainable solutions to help protect our planet.

<https://about.nike.com/en/impact>

Afbeelding met tekst, visitekaartje, schermopname, Lettertype

Automatisch gegenereerde beschrijving

<https://about.nike.com/en/company>

Our mission is to bring inspiration and innovation to every athlete\* in the world. [\*If you have a body, you are an athlete.] This mission drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.

## **Michael Jordan and Nike**

When it comes to athletes, few figures loom larger in the collective imagination than [NBA legend, Michael Jordan](https://time.com/5869094/michael-jordan-rap-the-last-dance/). Over the course of his storied career and beyond, Jordan, considered by many to be [the greatest basketball player of all time](https://time.com/3990436/michael-jordan-lebron-james-one-on-one/), has also been hailed as an icon of marketing, thanks to lucrative endorsement deals—chief among them, his longtime partnership with [Nike](https://time.com/collection/time100-companies/5953665/nike-leaders/), whose gargantuan impact in the sports shoe industry is largely attributed to their initial deal with Jordan. When it comes to athletes, few figures loom larger in the collective imagination than [NBA legend, Michael Jordan](https://time.com/5869094/michael-jordan-rap-the-last-dance/). Over the course of his storied career and beyond, Jordan, considered by many to be [the greatest basketball player of all time](https://time.com/3990436/michael-jordan-lebron-james-one-on-one/), has also been hailed as an icon of marketing, thanks to lucrative endorsement deals—chief among them, his longtime partnership with [Nike](https://time.com/collection/time100-companies/5953665/nike-leaders/), whose gargantuan impact in the sports shoe industry is largely attributed to their initial deal with Jordan.

<https://time.com/6268621/air-true-story-behind-movie/>

It also heralded a global revolution in the way sport was marketed and players were rewarded. Vaccaro comments: “Michael changed the world. People think he’s the greatest basketball player that ever lived and he may well be. I don’t go in for icons or Goats and all that on team sports but what I can say – and I never thought of it till I saw the movie – is Michael opened up the door for Black athletes in earning a lot of money off their endorsements.

<https://www.theguardian.com/film/2023/apr/05/michael-jordan-changed-the-world-the-true-story-behind-nike-movie-air>

On October 26, 1984, Michael Jordan signed a five-year, US$2.5 million deal with Nike, three times more than any other deal in the [National Basketball Association](https://en.wikipedia.org/wiki/National_Basketball_Association) (NBA) at the time. Nike released the Air Jordan sneaker line in April 1985 with the goal of making $3 million in the first three years. Sales greatly exceeded expectations, earning $126 million in one year.

The NBA policy stated that the shoes must be 51% white and in accordance with the shoes that the rest of the team was wearing. Failure to follow this policy resulted in a $5,000 fine per game (equivalent to $14,000 in 2022). Nike designed the Air Jordan I based on the [Chicago Bulls](https://en.wikipedia.org/wiki/Chicago_Bulls)' red and black team colors with only 23% white, which violated the NBA's policy. Nike agreed to pay each fine, garnering both controversy and publicity around the shoe.[[9]](https://en.wikipedia.org/wiki/Air_Jordan#cite_note-TempleNow-10) Fines imposed by the NBA on Jordan for wearing the shoes bestowed upon them an iconic brand and was later regarded as groundbreaking in part due to its defiance of NBA regulations.[[10]](https://en.wikipedia.org/wiki/Air_Jordan#cite_note-11) Nike also took advantage of this marketing opportunity with the Air Jordan I "Banned" advertisement, which stated "On September 15th, Nike created a revolutionary new basketball shoe. On October 18th, the NBA threw them out of the game. Fortunately, the NBA can't keep you from wearing them. Air Jordan. From Nike."[[11]](https://en.wikipedia.org/wiki/Air_Jordan#cite_note-12) The shoe sold out at 50,000 pairs and generated more than $150 million in sales.

<https://en.wikipedia.org/wiki/Air_Jordan>

He’s the GOAT, the Greatest of All Time. It’s not so much a boast as a consensus. Most observers of the game of basketball, as he liked to say, agree Michael Jeffrey Jordan with his combination of skill, will and accomplishment is the greatest player the game ever has seen.

Jordan’s influence on 20th Century society separates him from anyone else in the game. His connection with Nike and the Air Jordan changed the fashion landscape for sports shoes. His presence also affected the length players wear their uniform shorts and their look from earrings to a shaved head. Jordan’s connection with the Jordan Brand has made him a billionaire and one of the world’s richest people.

Jordan played 13 seasons with the Bulls with a year and a half hiatus to play baseball in the Chicago White Sox minor league system. He finished his playing career with two seasons with the Washington Wizards and went on to become the owner of the Charlotte Hornets.

Jordan won six championships with the Bulls and was named Finals MVP all six times. He was the NBA Most Valuable Player five times and a 14-time All-Star. He was All-Star game MVP three times and Defensive Player of the Year. He was all-defensive first team nine times and the NBA scoring leader 10 times. He led the league in steals three times and was All-Star slam dunk champion twice. He was an NCAA champion for his U. of North-Carolina and he made the winning shot. He was a two-time Olympic gold medalist, including with the 1992 Dream Team. Jordan’s number 23 was retired by the Bulls and he has a statue of his likeness in the United Center. He was voted a top 50 all-time NBA player and was inducted into the Naismith Basketball Hall of Fame.

<https://history.bulls.com/players/michael-jordan/>

## **Brand Activism**

<https://medium.com/@breasha2000/how-nike-just-did-it-f4c7623e781d>

“Just do it” has lasted three decades in part because of its universality. It can be applied to casual joggers and elite athletes alike. In the case of Kaepernick, who hasn’t played professional football since 2016, it’s applied to him as an activist. Pairing the slogan with the ad’s copy – “Believe in something. Even if it means sacrificing everything.” – transforms the “it” of “Just do it” from touchdowns or workouts into standing up for one’s beliefs.

The move suggests Nike customers will be OK with the company taking a side over the controversial protests. It’s not without risk, however, with the price of [Nike stock falling Tuesday](https://money.cnn.com/2018/09/04/news/companies/nike-stock-down-colin-kaepernick/index.html). But at a time when a number of high-profile athletes are unwilling to “[shut up and dribble](https://www.cnn.com/2018/08/06/entertainment/lebron-james-showtime-docuseries/index.html),” Nike is positioning itself as a brand for them and their fans, and expanding the aspirations of “Just do it” from the field, court, and track to politics, even if that means losing some sports fans in the process.

<https://edition.cnn.com/2018/09/04/politics/just-do-it-activism/index.html>

This is a story of how Nike became the leader of brand activism overnight. Brand activism is a concept that demands brands to *stand up for a value they believe in,* in order to reach out to the social instincts of its customers. More often than not, this requires the brand to sacrifice a section of its customers to appeal to the majority, but that’s a given while taking any stand, you have people who agree with you and those who don’t and as a brand you just have to hope that those who agree are either more in number or make up majority of your customer base. In today’s day and age markets are constantly being polarised by various political issues and it’s upto brands to capitalise on the same, as the excessive use of social media for the most trivial of things has led to more awareness amongst the people, especially the millennials, who actively debate on these forums, leaving a range of strongly opinionated people in its wake. This is better termed as progressive brand activism.

<https://medium.com/@breasha2000/how-nike-just-did-it-f4c7623e781d#:~:text=This%20is%20better%20termed%20as,patriotism%2C%20basic%20rights%20and%20racism>.

Nike was founded in 1964 as Blue Ribbon Sports by [Phil Knight](https://www.britannica.com/biography/Phil-Knight) and Bill Bowerman, his former track-and-field coach at the [University of Oregon](https://www.britannica.com/topic/University-of-Oregon). The company was renamed [Nike](https://www.britannica.com/topic/Nike-Greek-goddess), Inc., in 1971, and it went public in 1980. By the early 21st century, Nike had retail outlets and distributors in more than 170 countries, and its logo—a curved check mark called the “swoosh”—was recognized throughout the world. The company is headquartered in [Beaverton](https://www.britannica.com/place/Beaverton), [Oregon](https://www.britannica.com/place/Oregon-state).

Nike’s origins trace to 1962, when Knight toured the Onitsuka (now Asics) factory in Japan. Impressed by the speed and quality with which it produced shoes, he made a deal to sell the Onitsuka Tiger, the company’s signature [shoe](https://www.britannica.com/topic/shoe), in the [United States](https://www.britannica.com/place/United-States). After showing the sneakers to Bowerman, the duo formed Blue Ribbon Sports in 1964. Knight largely focused on the business side of the company, while Bowerman was involved in shoe design. In 1967 Bowerman created the popular Tiger Cortez, a modified version of the Onitsuka Tiger. In 1971 Blue Ribbon Sports split from Onitsuka and changed its name to Nike, after the [Greek goddess of victory](https://www.britannica.com/topic/Nike-Greek-goddess). Its swoosh logo was also introduced that year.

After going public in 1980, Nike struggled, and one of the company’s executive encouraged Knight, who was CEO, to sign an endorsement deal with NBA rookie [Michael Jordan](https://www.britannica.com/biography/Michael-Jordan). A lucrative contract was finalized in 1984, and it revolutionized sports marketing and transformed Nike into an international powerhouse. The company’s line of Air Jordan sneakers became a phenomenon and are perhaps the world’s best-known shoes. In 1988 the company debuted its [iconic](https://www.merriam-webster.com/dictionary/iconic) slogan “Just Do It.”

From the late 1980s Nike steadily expanded its business and diversified its product line through numerous acquisitions, including the shoe companies Cole Haan (1988; sold in 2012) and Converse, Inc. (2003), the sports-equipment producer Canstar Sports, Inc. (1994; later called Bauer and sold in 2008), and the athletic [apparel](https://www.britannica.com/topic/dress-clothing) and equipment company Umbro (2008; sold in 2012). In 1996 the company created Nike ACG (“all-conditions gear”), which markets products for [extreme sports](https://www.britannica.com/sports/extreme-sports) such as [snowboarding](https://www.britannica.com/sports/snowboarding) and mountain biking. In the early 21st century Nike began selling sports-technology accessories, including portable heart-rate monitors and high-altitude wrist compasses.

Part of Nike’s success is owed to [endorsements](https://www.britannica.com/dictionary/endorsements) by high-profile athletes. In addition to [Michael Jordan](https://www.britannica.com/biography/Michael-Jordan), the company has signed deals with [Mia Hamm](https://www.britannica.com/biography/Mia-Hamm), [Roger Federer](https://www.britannica.com/biography/Roger-Federer), [Serena Williams](https://www.britannica.com/biography/Serena-Williams), [Tiger Woods](https://www.britannica.com/biography/Tiger-Woods), [LeBron James](https://www.britannica.com/biography/LeBron-James), and [Cristiano Ronaldo](https://www.britannica.com/biography/Cristiano-Ronaldo). The NikeTown chain stores, the first of which opened in 1990, pay tribute to these and other company spokespersons while offering consumers a full range of Nike products. In the 1990s the company’s image suffered from revelations about poor working conditions in its overseas factories. Nike later instituted various reforms, which included auditing its factories.

<https://www.britannica.com/topic/Nike-Inc>

ANIMATIES/GIFJES

<https://www.yahoo.com/lifestyle/nike-apos-rough-patch-continues-120000024.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAHGTTJ459P3kAdV_UKcGPgKSHexi2VB9pfAggA1AoPGX8Atpz-1QNxNsSCmJ4aLUcr7qzaQ3_0rpCICXy993XBZG8hkQdq1-Qa3F-rynleXiVEm9rj51vSjTCoQVn1tbneokMqmjXiIE23S_uCZ9MukURdTfAer3o-kXa13ZfYgC>

<https://dribbble.com/shots/16413976-Nike-Logo-animation>

<https://dribbble.com/shots/11658661-Animated-Nike-Logo-Concept>

<https://dribbble.com/shots/14810523-Nike-Logo-Animation>

<https://dribbble.com/shots/3535098-Nike-logo-animation>

<https://dribbble.com/shots/9554087-nike>

<https://dribbble.com/shots/4250027-Nike>

<https://unsplash.com/photos/a-large-orange-nike-logo-on-the-side-of-a-building-rs11hu-bkTc>

Michael Jordan shots

<https://www.complex.com/sneakers/a/sole-collector/flashback-michael-jordan-in-the-air-jordan-v-white-black-fire-red>

VIDEOS

Purpose and mission

<https://www.youtube.com/watch?v=FGXdKgFadRQ>

Michael Jordan

<https://www.youtube.com/watch?v=N9Z9JtNcCWY>

The History

<https://www.youtube.com/watch?v=LBukoM3CLic>

Brand activism

<https://www.youtube.com/watch?v=MzYYUGnmqLA>

logo evolution

<https://thelogocreative.medium.com/nike-logo-evolution-the-35-swoosh-54bea24fee43>

purpose

<https://www.linkedin.com/authwall?trk=qf&original_referer=https://www.google.com/&sessionRedirect=https%3A%2F%2Fwww.linkedin.com%2Fposts%2Fflag_3_nike-purpose-breaking-barriers-activity-6535098886053330944-vT7c>

Stukje code waar ik een onderdeel van heb gebruikt.

<https://codepen.io/nelledejones/pen/gOOPWrK>