

# RACHAEL MATTISON SPRTYK

IDEA: (if money was not an object)

NIKE AD: Encouraging targeting women, younger generation,  
the next upcoming 2020 election

“SWEAR TO GOD ON MY MAMA 2020 IS OUR YEAR.”

“I’M A BUSINESS WOMAN I SHOULD GET IT HOW I LIVE.”

-Posted on instagram and twitter; @Nike, @NikeWomen, reposted by all  
her 2,527 \*loyal\* instagram followers.

-Aired on TV January, 1 2020.

Why SPRTYK:

Rap and Hip-Hop dominates today’s top music charts,  
yet the genre is also male dominated. SPRTYK is a  
female rapper from the Bronx, and her music is vulgar,  
honest, encouraging, and relatable.

Why “Bad Temper”:

This song expresses work ethic, working towards your  
goal, having your own back, rejecting what others say  
about you.

Why Nike:

I feel like Nike’s brand and SPRTYK’s compliment each other.  
Her name is pronounced “SPOORTY”, while Nike is literally a  
sports company.

Nike is about JUST DOING IT, and SPRTYK is DOING IT, and  
rapping about it, encouraging others to do it.

