

The main purpose behind Nike's success is "To bring inspiration & innovation to every athlete in the world,"* the mission statement goes on to say "if you have a body, you are an athlete." This is a very empowering statement. The word athlete is typically attached to the idea of someone with greater power, strength, or ability. In its mission statement, Nike strikes down this misconception and promotes the message that everyone can be considered an athlete.

Ever since I can remember, Nike's ads have emphasized getting out and being active. It doesn't matter if you're a professional athlete, or a spectator. Slogans like "Just Do it," and "Find Your Greatness" are both straight to the point statements encouraging people to be the best they can be no matter their skill level or area of expertise. Nike helps give confidence to those who may lack intrinsic motivation or a support system to get them to the next level. These slogans are igniting a passion deep inside someone, whether that be a passion for a competitive sport or a passion for leading a healthy life.

It starts with a simple idea; something broad such as "I'm going to get in shape." The added push given by hearing three simple words like "Just do it" or "Find Your Greatness" ignites that idea into a passion, which catches fire and turns into drive, giving a person a reason for their every waking day. Past Nike Women ads which encourage females to embrace their body have ignited a passion in me to be the best athlete I can be with the body I have been given. I took something like this or.. (*) and created my own mock up ads (*) as motivation to work out. Seeing pictures of my body on these posters not only reminds me of my goals and desires, but it constantly encourages me to be the best I can possibly be.

In addition to these past women-oriented ads, recently, the "Make Yourself" campaign also aimed its focus on encouraging females to find their own drive for achieving greatness. In two words, Nike is able to inspire someone to better themselves. In addition to print ads, I think the online campaign is a prime example of how Nike strives to ignite passion in everyone. Women were asked to declare "how they're making them self" The publicity of responses being posted online gave women added encouragement to follow their passion and achieve their goals. They were able to see other women's hopes and desires and realize they're not alone on their journey to reaching their true potential. Being able to identify with other women with similar passions and goals give you hope for your own successes. The more people you see attempting to reach the same goal, the more realistic the path seems.

Of course women aren't the only ones who need reassurance when it comes to fitness, men could use the support as well. Adding new technology by creating the fuel band, Nike is able to help just about everyone feed their burning passion to be their best. The slogan: Life is a Sport. Make it Count. Demonstrates to fuel band users how easy it is to add up points. Everything we do on a daily basis is accounted for. With the ability to set personal goals and view their progress, users are inspired to see just how far they have come since their first time using the fuel band. It provides people with constant motivation to reach new heights and for people to live their best life. The fuel band is a perfect example of how Nike continues to strengthen the fire after someone's passion has been ignited.

While many coaches continue to use its commercials as encouraging words for their athletes, Nike manages to ignite passions outside of the sports realm as well. With positive themes that are relevant to daily life, Nike is able to make an impact in a variety of ways. Just yesterday in my music class we watched a Nike commercial to act as inspiration for students. Going back to what Bill Bowerman once said "Everything you need is already inside." Ignite your passion. Fuel the fire.

—Corrine E. Cooley, '14