

Nike: Why do it

Goal

Nike is launching Why do it campaign and the main focus on this campaign is Why to focus on the joy, the struggle, and taking risks even if it leads to failure. This helps focus on motivating young adults who struggle with consistency in fitness and self discipline. While it's noticeable that many people do start a fitness journey it is also noticeable that a lot of people tend to quit due to the lack of motivation, time, and confidence. The goal is to empower action towards young adults and trust in their potential and discover greatness in starting. This campaign is trying to reframe fitness as a mindset rather than just a performance. Nike's brand message is to inspire audiences to take action in their daily lives. The PR strategy of Why do it is that it is designed to spark engagement and a new understanding of what it means to be an athlete today and the struggles.

Primary Audience

The primary audience is gen z especially the ones that are between 18-24 who are balancing school, work, and personal life. The Why Do It campaign is there to acknowledge the pressures that the young generation deals with.

Key Message

Why Do It focus that greatness is not all about perfection, but to find your inner motivation to take your first step no matter what time you start.

Supporting talking point

- "Your timing starts the moment to decide to move"
- "This campaign is built on real people pushing through real struggles"
- "Your why is personal. Nike helps you stay committed to it."

How you'll measure success

Success will be measured through social media engagement and how that works is by having campaign hashtags #WhyDoIt all these posts share a personal fitness journey.

This is important because the campaign is centered on personal motivation and on social media lots of athletes whether they are celebrities or college athletes share on social media the importance of motivation and reassuring that everyone struggles and that you're not alone.