



# 'WHY DO IT?'

PR 525

CASE STUDY



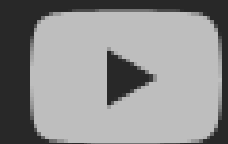




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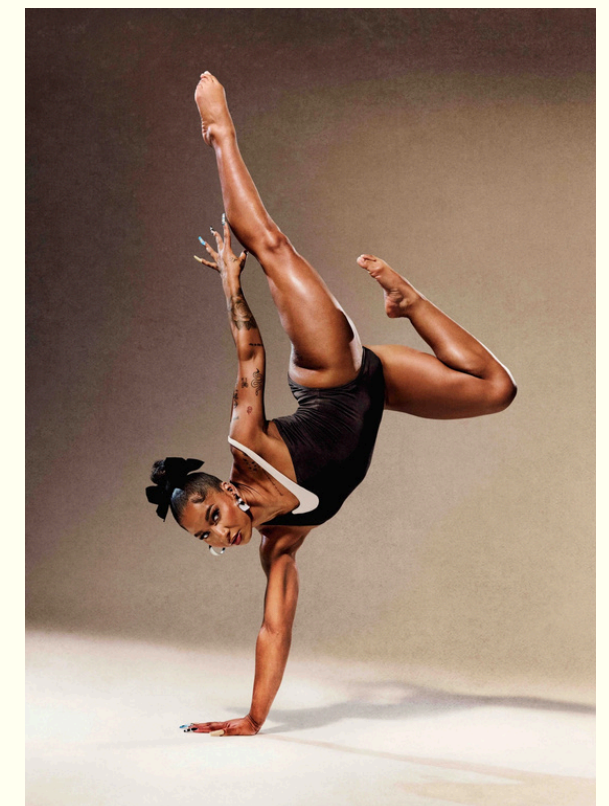
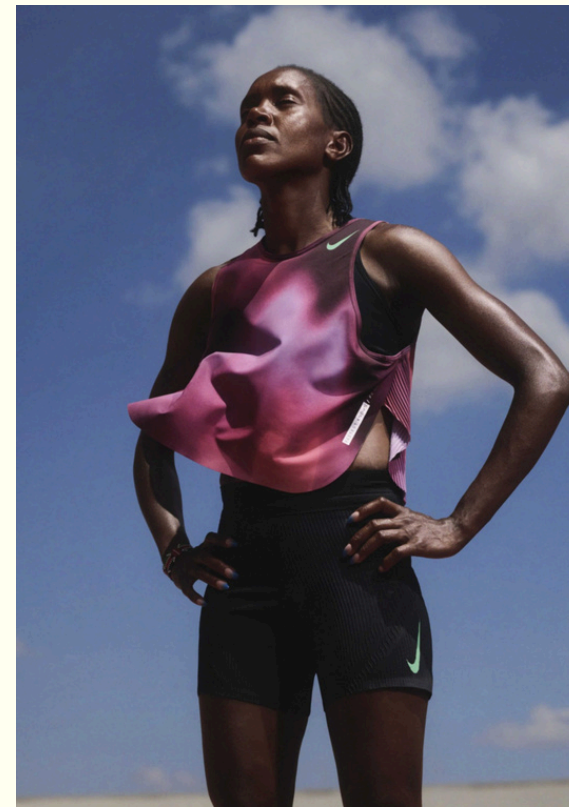
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NIKE

# BRAND OVERVIEW

- Founded in 1964.
- “Just Do it” Slogan since 1988.
- **Mission:** “To bring inspiration and innovation to every athlete\* in the world” (\*If you have a body, you are an athlete).
- Culturally relevant , leader in performance, and innovation.
- Not just products but enabling potential and inclusivity.







# ***SUMMARY OF THE CAMPAIGN***

**J U S T   D O   I T   →   W H Y   D O   I T ?**

- Reframe slogan to better connect with younger athletes and audiences.
- 60 second video narrated by Tyler the Creator.
- Features athletes from various sports: LeBron James, Caitlin Clark, Tara Woodall, Carlos Alcaraz, Saqoun Barkley, and more.
- Video elements and music → emotional and psychological appeal.
- Message: Greatness isn't cast based on outcome but the choices you make..
  - Reframes winning and greatness and potential as a choice.





# COMPETITIVE LANDSCAPE

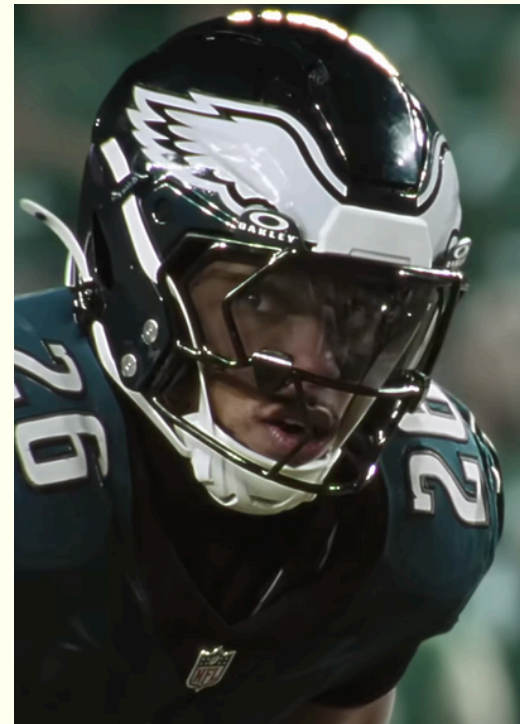
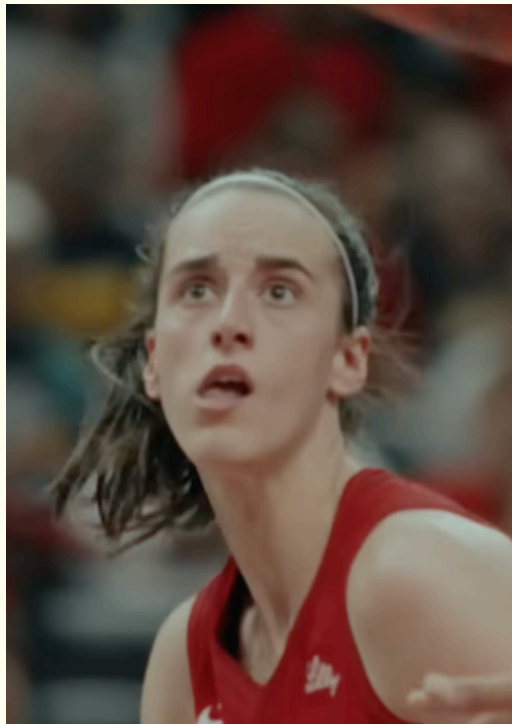
- Recently Nike has been facing sluggish sales and declining brand value.
- Struggling to compete with legacy rivals such as Adidas, On, and Hoka.
- 2025 fiscal year revenue fell 10% year-over-year.
  - “pushed company to shift focus from lifestyle marketing to a more sports focused strategy”

## TOP 10 NIKE COMPETITORS AND ALTERNATIVES





# JUST DO IT



## STRATEGY & TARGET AUDIENCE

- **Targets:** Gen Z and young athletes.
- **Reintroduces iconic tagline** as a more relevant one for today's generation.
- Honors the past and celebrates today with this **new shift in messaging.**
- Uses **storytelling** that acknowledges fear, failure, pressure, and uncertainty and not just winning.
- Uses cultural icon of this generation as the **voice** of the campaign.
- Includes popular athletes, but shows them in moments of **tension, risk, and decision making.**



# ATHLETES

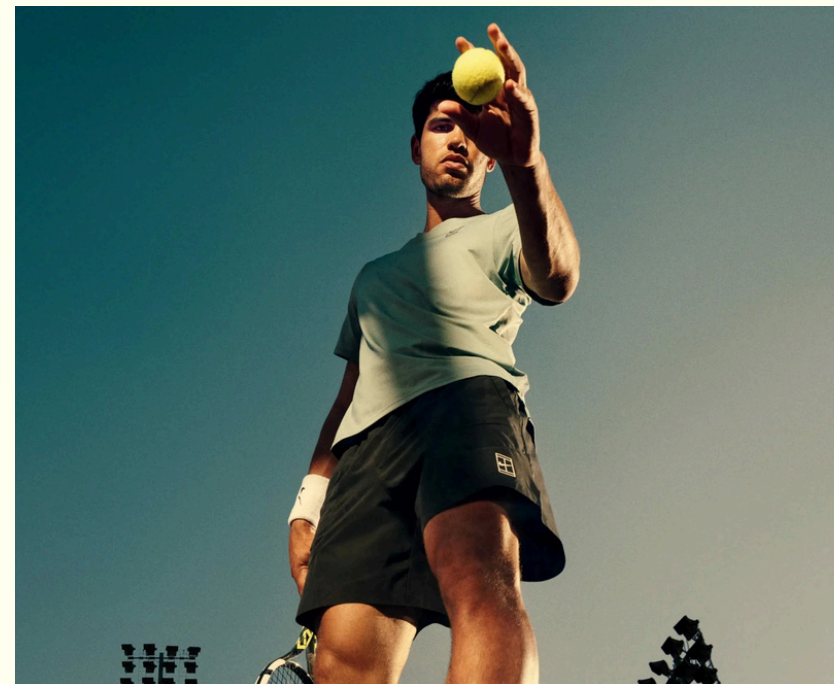
**Tara Davis-Woodhall**

(U.S., track & field)



**Carlos Alcaraz**

(Spain, tennis)



**LeBron James**

(U.S., basketball)



**Vini Jr.**

(Brazil, global football)



**Rayssa Leal**

(Brazil, skate)



**Hunter Woodhall**

(U.S., track & field)



**Qinwen Zheng**

(China, tennis)



**Shreyas Iyer**

(India, cricket)





**Tyler, The Creator:** “You could give everything you have and still lose, But my question is... what if you don’t?”

- This campaign sends a message about choosing to start, then deciding on your own to **keep going even when it gets hard.**
- When you **show up and try**, anything is possible.

**Head:** The campaign highlights athletes from different sports, backgrounds, and career stages, united by one choice: to keep going when it’s hard.

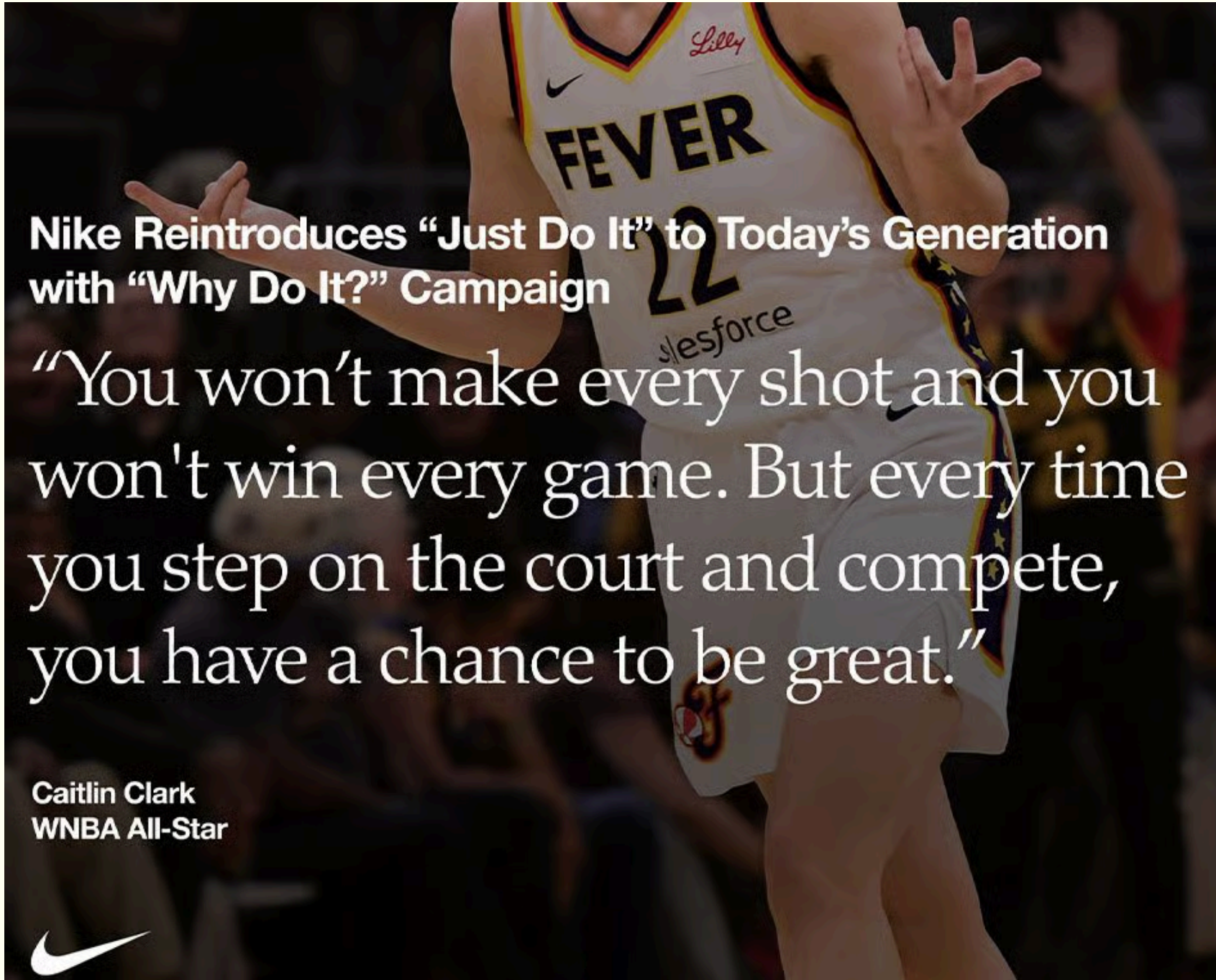
**Heart:** This campaign uses Tyler, the Creator’s narration to voice the doubts that come with pursuing a goal, while delivering the message that if you “just do it” and keep going, the outcome can be rewarding—**you’ll never know unless you try.**

# CAMPAIGN MESSAGING



# CAMPAIGN MESSAGING CONT.

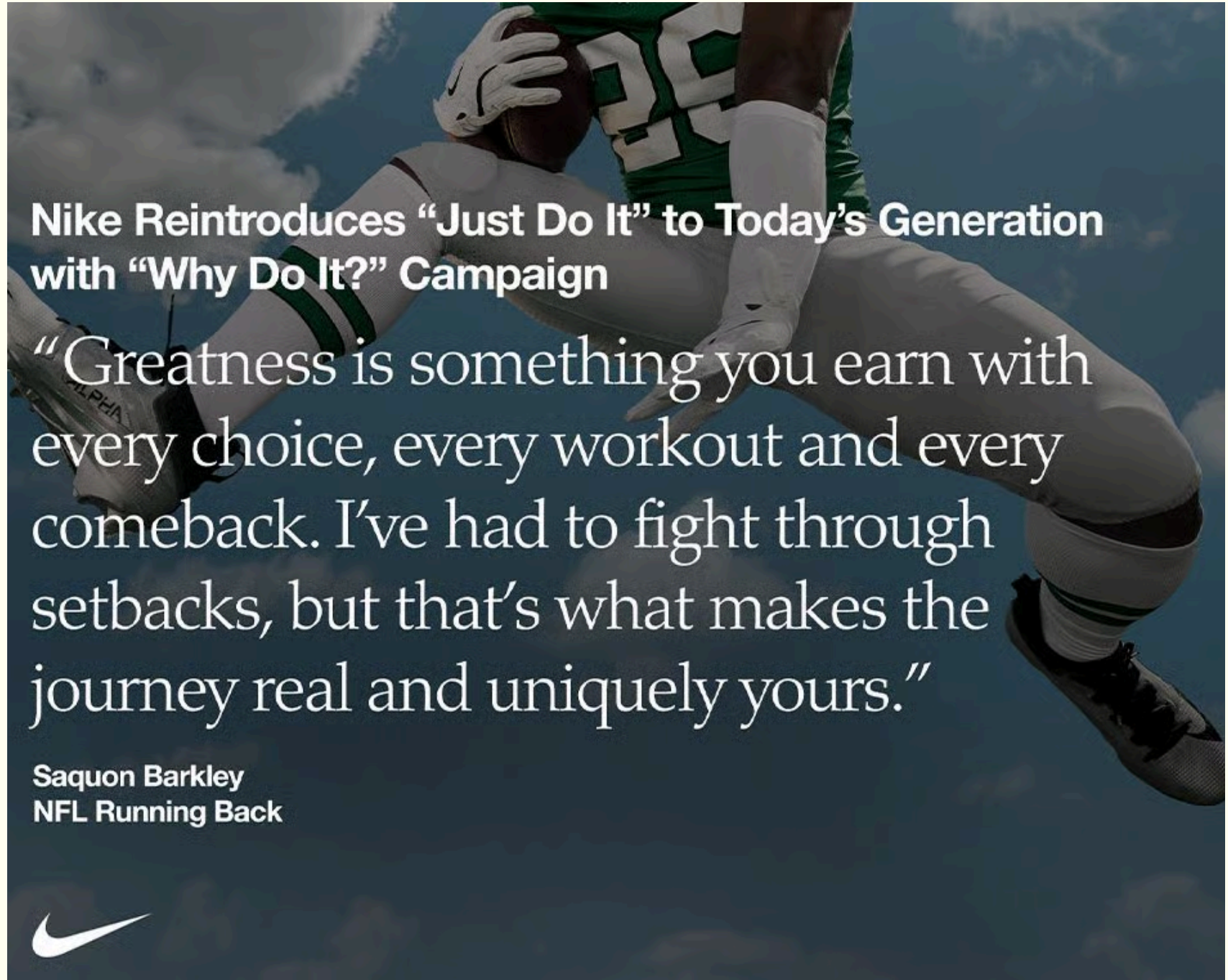
Quote spotlight from athletes that took part in the campaign. This is how they feel about “Why Do It?”



Nike Reintroduces “Just Do It” to Today’s Generation with “Why Do It?” Campaign

“You won’t make every shot and you won’t win every game. But every time you step on the court and compete, you have a chance to be great.”

Caitlin Clark  
WNBA All-Star



Nike Reintroduces “Just Do It” to Today’s Generation with “Why Do It?” Campaign

“Greatness is something you earn with every choice, every workout and every comeback. I’ve had to fight through setbacks, but that’s what makes the journey real and uniquely yours.”

Saquon Barkley  
NFL Running Back







# CULTURE & TRENDS CONNECTION

The younger generation is considered an “**anxious**” **generation**, largely due to the **heavy influence of social media**.

- In many cases, this generation is **hesitant** to put themselves out there because of fear or rejection, a need for perfection, and a lack of trust in their full potential.

Overall, we live in a world where trying and failing can feel daunting, and it's often **easier to find reasons to quit** than to keep going.





## CAMPAIGN ELEMENTS

Together, all the elements tell a story that starts with a bit of hesitation and preparing yourself (deep breathes), builds momentum through perseverance and endurance, then closes with resolution that **ties back to Nike's long-time identity.**

- The visuals combine **close-ups** with **wide, dynamic shots**.
- The color palette is **gritty and high-contrast**, shifting between **darker tones** and **warmer tones**.
- **Sound effects** like fan chants and impact noises make the ad more immersive and intense.



# CRITIQUE & SUGGESTIONS

- **Choosing Tyler, The Creator:** The campaign's message aligns with Tyler's constant emphasis on the importance of public self-expression, even in the face of potential fear of judgment.
  - Tyler, The Creator = very popular among Gen Z.
- **Suggestions:**
  - Could feature more college athletes to make the message relatable to a younger audience.
  - Could also **show more moments of doubt and struggle** before highlighting success, making the payoff feel more authentic and impactful.





**THANK YOU!**

