Nike's ad campaign featuring former NFL player Colin Kaepernick is not about sales. It's not even about winning games. It's not even about reducing the number of black deaths in the United States. It's not even about the anthem ceremony at all. It's about Nike. 

The crux of the Kaepernick ad campaign is not about the football player. It's about the advertising strategy. It's about Nike's attempt to rebrand itself as a socially conscious company. Nike is trying to leverage Kaepernick's association with the brand and the protest against police brutality and racial inequality to its advantage. 

The ad is a black and white montage of footage from the National Football League's anthem ceremony featuring various athletes, including Kaepernick, kneeling during the national anthem. The ad concludes with the words: "Believe In Something. Better."

Nike's ad campaign is a strategic move to appeal to consumers who value social justice and are willing to support brands that align with their values. The ad campaign has generated a significant amount of coverage and controversy, with many people praising Nike for its stance on social issues and others criticizing the company for associating itself with Kaepernick.

The ad campaign has also sparked a debate about the role of businesses in social activism. Some argue that companies should remain neutral and focus on profitability, while others argue that corporations have a responsibility to use their platforms to address social issues.

Regardless of one's stance on the debate, it is clear that Nike's ad campaign has been successful in terms of generating buzz and attention. The ad has been viewed millions of times on social media, and the hashtag "JustDoIt" has trended on Twitter.

In conclusion, Nike's ad campaign featuring Kaepernick is not about sales. It's about using social issues to rebrand the company and appeal to a socially conscious consumer base. Whether one agrees or disagrees with the company's stance, it is clear that Nike has successfully used the ad campaign to generate significant attention and public discourse.

References: