

**Title** : Nike's Corporate Identity

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## **Nike's Corporate Identity**

### **Introduction**

Apparently, Nike has reportedly been maintaining its strong corporate identity position through the use of media, particularly advertising, for your information. Advertisement is, as we all know, pervasive and omnipresent in today's world. There is no doubt that advertising (henceforth referred to as ad) is about to become almost inevitable, especially with the sophisticated thriving technology. As a result, the inclusion of advertisements can be discovered in both mass and digital media. This is due to the fact that the media's execution is equivalent but differs in terms of the channels used. As a matter of fact, advertisements can be seen at any time and from any location. Indeed, regardless of what we do, we are constantly bombarded with advertisements, which have become irresistible in today's epoch as long as you are connected to technology. As a consequence, advertisements will subconsciously and involuntarily influence the audience in the blink of an eye, such as when watching television, listening to the radio, surfing the web, or scrolling through social media with the assistance of sponsored advertisements. To put it another way, advertisements are irreversible, whether you like them or not, because they revolve around us and become influential.

### **Discussion**

In that case, the same notion is applied by one of the most gigantic sports retail company, Nike. By instigating this method, it could penetrate the marketing sector through both approaches. So, how it is done? Precisely, Nike has been “athlete-focused” since their commencement (Neiderhauser, 2013). Basically, they use the selected athletes as an endorsement to magnify interest among Nike community. In addition, not only that their vouch for the athletes, their brilliant thoughts and ideas are taken care of, as part of the “athlete-focused” agenda. In this fashion, Nike is familiar and well-diverse with athletes' engagement

where they are assigned and given the responsibility to portray the face of the organisation. In view of that, it subconsciously becomes an assimilation process by integrating individual athletes within the Nike culture essentially. Furthermore, it is emmeshing and intertwining as individual members of the society are allied with a sponsored athlete because that person or group of people acknowledge desirable traits and attributes in that athlete (Neiderhauser, 2013). Hence, it is being certain in a way that the society would espouse or pander to with what have been portrayed by the chosen individuals.

In other words, they become the exquisite role-model figures of awareness. To illustrate, Nike's utmost advertising scheme implemented by Michael Jordan, a well-known and acknowledged world class basketball superstar. Therefore, this eminent and insightful ratification is anticipated to make Nike's advertising are mostly accepted as true and injected with conviction. Thus, when consumers have a reliable icon like Michael Jordan in the marketing, they see their inner emotions through them. Besides, individual members of society, cultures, and subcultures connect with a sponsored athlete because that person or people group sees desirable characteristics and qualities in that athlete, and it is incurable. The brand that they wear and execute well in is among the most distinct features. Nike has a tight grip here (Neiderhauser, 2013). In consequence, people will co-operatively perceive Nike's identity exemplified as well.

What is more, the approval of the endorsement is pretty humongous where Nike Air Jordan (Jordan's sneakers) is introduced to catalyst the apperception all around the world. These pair of specialised sneakers have been a prominent charm universally. On top of that, some of the big-name athletes that Nike has acquired aside from Michael Jordan are Tiger Woods, Dion Sanders, Bo Jackson, Wayne Gretzky, Lance Armstrong, Derek Jeter, and Michelle Wie (Bedbury and Fenichell 2003). These figures show how profound they are in absorbing the athletes as a promotional asset. Also, one of the most superb and famous football

players in the world, Cristiano Ronaldo is a part of Nike's sponsorship package as well. It shows how serious Nike is in employing the right people for the right job to compose their identity in evidence. These athletes compete in a variety of sports and represent various market segments. Neiderhauser (2013) states, one thing remains constant, however, their unwavering determination and desire to succeed in the face of adversity. Surprisingly, these athletes were endorsed by Nike either before or during their peak athletic careers.

## **Conclusion**

Outstandingly, the Nike "Swoosh" logo has brought a gigantic impression where everyone could automatically "scan" or identify and immediately perceive it through the symbolized athletes. This method could occur whether in mass media or digital media in which is it advertised globally in order to grab all the possible consumers. Meaning to say, the embroidery of Nike's logo has been promulgating extensively with the "athletes-focused" technique where the brand is carried out regardless of the platforms used. For instance, when people are surfing the internet, that might come across Ronaldo's face even though they might not recognise him, the marketing infusion ensues through the Swoosh logo. Other than that, the same methodology is applicable to the mass media as well such as the ad coming from the television and also newspapers. Nevertheless, it has become a silent and salient weapon for Nike to venture in keeping their perseverance bit by bit in both methods; mass media and digital media.

## **Bibliography**

Neiderhauser, J. E. (2013). How Nike's Leadership Affects Brand Image Internally and Externally. *UW-L Journal of Undergraduate Research*, 16, 1-10.