

Analysis of Nike's Advertising Marketing Strategy

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Abstract: In the age of marketing's predominance, individuals should learn the fundamentals of corporate marketing and the vital components of effective marketing. The paper through a literature review approach, utilizes Nike's 2012 marketing advertisement as an example to discuss the fundamental marketing approaches and techniques incorporated in it. This study's significance is in analyzing and comprehending how to conduct good corporate marketing and how to design marketing strategies to reach sales objectives. Business marketing strategies enable organizations to outperform their competitors, and marketing strategies aid in the creation of products and services that maximize revenues. The primary relevance of this paper is to comprehend how a corporation achieves success through commercial advertising and to provide readers with a rudimentary comprehension of commercial advertising methods.

Keywords: marketing strategies, advertisement, Nike

1. Introduction

A marketing strategy is a comprehensive plan designed to meet a company's marketing objectives. It serves as a guide for reaching these marketing objectives. It is the foundation of a marketing strategy. It was created after extensive market research. Marketing strategies enable firms to concentrate their limited resources on the finest sales-growth prospects. Various marketing techniques and strategies have increased product consumption and brand recognition.

Marketing is substantially more than just advertising and sales; the most important aspect is establishing rapport with clients. Philip Kotler is largely regarded as the founder of modern marketing, and with 57 volumes to his credit, it is easy to see why he is such an expert [1]. According to Philip Kotler, "Marketing must be customer-defined and customer-driven. You must identify your ideal customers and the need you're seeking to fulfill better than everyone else"[1]. Various marketing tactics exist. Not only do these tactics provide each business with limitless marketing ingenuity, but they also establish a permanent relationship between customers, items, and flat auctions. This paper will use a 2012 Nike marketing advertisement film as an illustration of an advertisement's marketing approach. In the sections that follow, several marketing terms will be defined. A business that has a well-defined marketing strategy and plan might reap tremendous benefits. This will assist in connecting with the appropriate clients and measuring and enhancing the product.

2. Analysis of Various Marketing Terms

2.1. Similarity

Similarity is the first term extracted from the movie for analysis. Some commercials containing cultural signals, such as values, symbols, ethics, rituals, customs, tangible things, and services, may strengthen the national identification and appreciation of consumers [2]. In this 2012 Nike promotional film, the resemblance is evident in the strong similarity of the customer connection. This video advertisement features the motto "Find your greatness" and more than a dozen films with a variety of interpretations. The advertisement featured people of diverse sizes, races, and a range of sports that were not high-impact, competition-level sports, but rather simple, everyday activities. For instance, the truth, riding a bicycle, insisting on running, etc. This is the appeal of this advertisement, as the protagonists are not celebrities but rather average folks doing their best. Such advertisements evoke viewers' sympathy and encourage them to attempt. This is the company's marketing plan.

2.2. Culture

The second crucial concept is culture. Brands that operate on a worldwide scale must pay close attention to culture in their advertising, especially if they operate in markets that are culturally distinct from their home market. Across civilizations, messages, symbols, rituals, and even colors can have dramatically distinct meanings and messages [3]. The advertisement for Nike depicts a rich culture. There are spiritual cultures, athletic cultures, and racial cultures based on language. A culture of spirit is an advertisement that conveys the self-recognition, positivism, and tenacity of sports teams. Bicycle culture, baseball culture, swimming culture, etc. are examples of sports cultures. The individuals in the video advertisement will speak different languages and dress uniquely, which will provide viewers and customers a sense of identity and belonging because it reflects people of all ages and races. Allowing customers to have such a strong sense of identity would enhance the significance and effectiveness of this campaign significantly.

2.3. Individualism and Collectivism

Individualistic cultures are ones that prioritize the demands of the individual over those of the group. In this society, individuals are viewed as independent and self-reliant. Individual attitudes and preferences frequently influence social behavior [4]. In collectivist cultures, the interests and objectives of the community as a whole are prioritized over the needs and desires of the individual. Relationships with other members of the community and the interconnection of people play a major part in the identity of each individual in such cultures [5]. Individualism and collectivism serve distinct functions within marketing tactics. Both doctrines include their own benefits and drawbacks. In this Nike advertisement, both individualism and collectivism are on display. In the video, individualism is portrayed through personal ascent and personal movement. A short story in the video suggests that when greatness is not knocking on your door, you should knock on it yourself. There is a major emphasis on self-improvement in this piece. Another narrative exemplifies collectivism. It takes teamwork in both football and swimming. The swimmers are able to endure despite being hurt for the good of the team. Individualism and collectivism in this Nike ad highlight the function and significance they play in the ad, and the manifestation of these two tenets in the ad reinforces the ad's message, "Find your greatness." Individualism and collectivism coexisting in advertising is also indicative of its diversity and diversity.

2.4. Bem's self Perception Theory

The notion of self-perception developed by Bem has a substantial impact on marketing methods. Getting clients to agree to a minor request is known to enhance their likelihood of agreeing to a larger request in the future, a tactic that has been characterized as the same mechanism as self-perception by some researchers [6]. Nike's marketing likewise heavily relies on self-perception theory. This video advertisement's repeated use of the slogan "Find your greatness" can satisfy every viewer's inner desire, leading them to believe that purchasing Nike sneakers, a sports jersey, or any other sports equipment will help them achieve their goals. Reminds individuals to seek out the finest version of themselves as soon as possible. This advertisement's application of self-perception theory increased customer spending needs [7].

2.5. Self-affirmation

Marketing can be substantially influenced by self-affirmation theory. In popular psychology, affirmative sentences are comments we repeat to ourselves in an effort to alter our thinking to be more positive. Self-affirmations are frequently used to alter one's self-perception and become more optimistic. Choosing an aesthetically pleasing product is "self-affirming," in the sense that it supports one's beliefs [8]. The use of self-affirmation in Nike advertisements is exemplified by the continuous use of motivational mantras and the assertion that even the smallest accomplishments may be regarded their finest. Such encouraging direction will make every customer feel same. This inspires customers and makes them believe they can become their best selves by purchasing a product from this brand. And the commonplace details in the advertisement video play a significant role in self-affirmation as well. Customers that share the same experience as those depicted in the video will feel a sense of motivation and inspiration, and they will also confirm themselves in their hearts and be driven to purchase Nike products. Customers will want to learn more about a company's brand if they receive enthusiastic and upbeat direction.

2.6. The law of Attraction

Favorable ideas contribute to positive outcomes in a person's life, whereas negative thoughts lead to negative events, according to the Law of Attraction [9]. Using the Law of Attraction in your marketing efforts will help you to attract the people with whom you want to collaborate, and they will find value in doing so [10]. Nike's marketing obviously reflects the Law of Attraction. This advertisement is designed to attract clients that desire to improve themselves and become their best selves. The characters in the advertising are regular individuals who are active and enthusiastic about sports, not unattainable athletes. Such decisions boost customer confidence in the brand. Every short tale in the advertisement represents a small action that people can perform in their daily lives, a small movement. In ordinary life, however, it is easy to believe that these simple actions are unimportant, yet Nike's advertisements use these actions as a springboard to raise and motivate individuals. This is its main selling factor. Such an access point broadens the client base to include everyone, and it can draw a great deal of traffic. The research demonstrates that physical activity can help individuals learn to control their emotions and channel unpleasant emotions in a beneficial direction [11]. The video's simple physical fitness plans and actions captivate and direct clients positively. Positive, optimistic, and athletic individuals are the target demographic for this advertisement.

2.7. Ease of Comprehension

The eighth key term refers to readability. Video advertisements have a greater influence on viewers when they are straightforward and simple to comprehend. Companies of all sizes rely on online

advertising to attract customers and generate income, and advertisers have only a fraction of a second to capture the attention of their target audience. Simple advertisements are more effective than complex ones at attracting attention [12]. This Nike advertisement is extremely concise and straightforward, both in terms of language and plot. The focus of narratives is life, or the things that individuals can and want to do on a daily basis. And each story is quite coherent, which will encourage clients to devote their free time to comprehending and viewing such advertisements. In addition, this advertisement is a film, which helps clients comprehend their brand philosophy even better. Advertisements that are easy to comprehend are more likely to attract huge numbers of clients. Because a simple and easy-to-understand ad can help customers understand the meaning of the ad, and because a simple and easy-to-understand ad is easier to recall. Clearly, this effect will attract more buyers to the Nike brand. Creating marketing advertisements in an approachable way might attract more clients.

2.8. Repeat

Repeated slogans in advertising boost brand recognition and the number of times customers recall the message. Repetition is intended to foster a sense of familiarity and trust in the prospect. Repetition can aid in building brand recognition and ensuring that potential buyers can easily recognize a company's product or service [13]. The Nike video advertisement slogan "Find your greatness" appears in the center of the screen at the conclusion of each narrative. It will be easier for viewers or consumers to recall the brand if slogans are repeated. And in everyday conversations, people discuss the recurring indicators in their own lives with those close to them, such as friends and family. Second, this slogan has a good influence on customer mobilization, indicating that it has a driving force. Customers that saw this commercial will unconsciously desire to participate in the activity and develop themselves as a group, as the purpose of this advertisement is to encourage self-improvement. The most meaningful and significant aspects of existence. A concise, memorable phrase is vital for a good advertisement. Because it causes consumers to subconsciously recall and discuss the brand.

2.9. The Sleeper Effect

Nike advertisements also employ the sleeper effect. The sleeper effect happens when an inaccurate source conveys a convincing message or argument whose persuasiveness increases over time. As a result of the news's origin, audiences dismiss it in advance. However, research indicates that as time passes, people recall powerful messages more and pay less attention to the source [14]. Humans are typically unable to swiftly weigh the benefits and cons of getting information from an ambiguous source and determine whether the information is accurate. However, when time passes, individuals have the opportunity to reflect on what was said, and following a clear evaluation, if the message influencer is positive, the message is regarded true and is true [15]. Nike must establish a powerful brand, which is all about communicating a message. In other words, they must maintain client loyalty and a positive brand image. First, the persuasiveness and consistency of their advertising messages raise the rate at which their clients exhibit the sleeper effect. Second, regardless of how tiny or significant, endurance is the central theme of Nike advertisements. All must persevere. This is a positive message that enhances brand reviews from customers. The sleeper effect occurs when their customers spread the word to other customers.

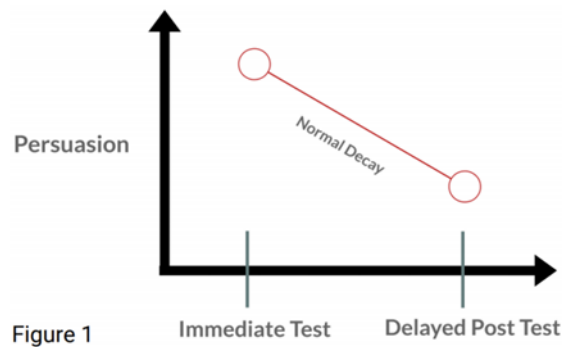


Figure 1: The relationship between client reactions to information and choices (original).

Figure 1 demonstrates that when a client receives information from an unreliable source, he or she chooses not to believe the information and filters it out.

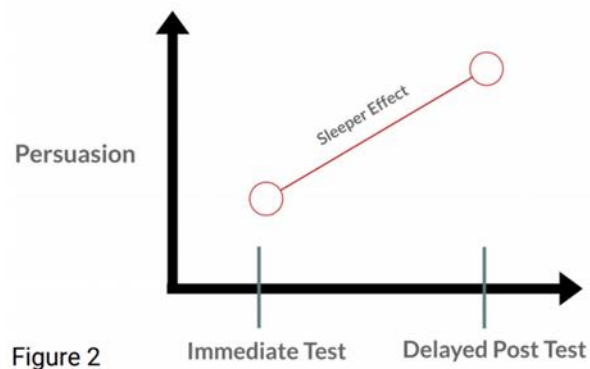


Figure 2: Customers memory of information that impresses customers (original).

Figure 2 indicates that, over time, consumers will forget the source of the information they get, will only recall the information's strongest point, and will believe that the information is accurate and dependable.

3. Conclusion

This paper utilizes a 2012 Nike sales ad as an illustration to discuss the marketing methods and technical words it contains. The business marketing tactics reviewed in this paper all increase the success rate and effectiveness of advertisements from a variety of angles and perspectives. The strategy of Similarity improves customer identification with the advertisement. In addition, culture plays a significant effect in advertising. Culture enables consumers to purchase from a larger population, which could be from one nation to another or from one race to another. Enhancing the customer's self-affirmation and extending it to the brand's affirmation is the epitome of self-affirmation in advertising. The law of attraction is the inspiration and concept behind the creation of an advertisement. This will ensure that every potential buyer is drawn to the brand. Repetition serves to strengthen the customer's recall of the brand. All of the commercial advertising tactics listed above are highly effective and significant. This will boost the marketing success rate. There are still a few flaws in this paper. This study has no actual inquiry, and the research methodology is insufficient; however, the author will conduct additional research on this topic in the future.

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