Dasha Balashova

* Media Advertising of Nike, Adidas and Reebok Company.
* Nike is more successful company to sell their products with using the advertising than Adidas and Reebok together.
* Reebok: The campaign tries to motivate an audience to change physically, socially and mentally, and Reebok’s products will help to do it. Their advertising is based on the true stories of people who overcome the difficulties with Reebok’s sportswear.
* Adidas: This advertising indicates that Adidas does not make their products only for famous people, because each person is a superstar and a hero of his own story.
* Nike: Nike combines all strategies to make their advertising effective. “Nike Write The Future” is the one of most famous Nike’s advertising. In 2010, Nike wanted to have an influence on soccer during World Cup and to create the most popular and successful soccer campaign. As a result, they made this advertising for all countries around the world to bring more people in the world of soccer. This advertising was so successful that it helped to increase the amount of Nike’s costumers twice. Nike is now the largest sportswear company in the world, with $25 billion in revenue and a 17 percent market share.