Dasha Balashova

Dr. Steffen Guenzel

ENC 1102-0000

11 November 2015

Words: 1,474

Rhetorical Analysis of “Shootout: Can Nike Beat Adidas at Soccer”

The article “Shootout: Can Nike Beat Adidas at Soccer” was written by Brendan Greeley, who is a staff writer for one of the most popular magazine, Bloomberg BusinessWeek, New York. Also, Brendan Greeley is a main person of Bloomberg Television's "Bloomberg Surveillance." In the article, author compares two main sponsors (Nike and Adidas) of the FIFA Word Cup. Nike and Adidas are sportswear companies whose products are very popular around the world, while Nike has the upper hand in sales and sponsorships, Adidas is growing. Two brands define this high-stakes fight more than any other. On one side, Adidas – the German giants who have had football at the heart from day one – and on the other, Nike – based in Oregon, USA, the largest sportswear company in the world, who only entered the football market in 1994. This paper illustrates a main idea of advertising Nike and Adidas in the important sports event is to attract more attention from people to increase the amount of views and interest in the sale of goods. Management and leadership of Nike and Adidas know how to influence people. Their secret is simple. They just focus on multi-cultural issues that helped them achieve the highest level of advertising. However, Brendan Greeley demonstrates that Nike is more successful company to sell their products with using the advertising than Adidas for soccer events such as the FIFA Word Cup. The reason of this is that they know how to use famous soccer players which have an influence on fans to buy Nike’s products to support the national teams during the World Cup. The main point of this article is to show the audience how Nike has achieved the most powerful sponsor for the FIFA, and to explain the strategy of advertising with comparing Adidas’ system.

In the begging, the author indicates the brief-history of Nike and Adidas. Than, Brendan Greeley provides the reasons why Nike is the best.

“Nike is now the largest sportswear company in the world, with $25 billion in revenue and a 17 percent market share. The second-largest, Germany-based Adidas, has $20 billion in revenue and 12 percent of the market. These share numbers soar for soccer gear, where together the two comprise 70 percent of the market” (Greeley 62).

There are two significant aspects to catch audience's attention on sports brand during the match. The viewers can notice the brand on a player's clothes, or they can get excited from the advertising. As a result, Nike has become the world's largest soccer brand because of their spectacular advertising. In order to support this information, Brendan G. explains the strategy of Nike’s advertising with comparing Adidas’ system. They try to use a lot of famous soccer players such as Messi (Adidas) and Cristiano Ronaldo (Nike).

In the advertising, the main subject for selling is the shoes which indicate the player style. It means that each collection (Adidas and Nike) belongs to Messi and Ronaldo. Messi is the best actor for Adidas, and he has his own color design (blue and white which are the colors of Argentina). Messi represents the F50 collection, this shoes was made for fast players like Messi (a soccer hero of Argentina). However, Cristiano Ronaldo has much better position in the Nike company. Nike knows how to combine the audience with the famous soccer player. Ronaldo also has his own design which calls Mercury. The design is much better and colorful than Adidas, but this is not a reason why Nike is better. The reason is that the advertising makes Cristiano Ronaldo's shoes look amazing and interesting for the viewers. It does not seem that no body can beat Ronaldo, Nike shows that with Mercury shoes you can achieve more as a soccer player.

In addition, the author uses a lot of visual materials such as pictures, graphs and pie chart to support his main point. Pictures illustrate the design of Nike’s and Adidas’ cleats. However, the graphs and pie charts play the biggest role for the text as an argument. For example, one of the charts (Heroes for sale: World Cup teams and their sponsors) shows the great advantage of Nike as the most popular brand for national teams, such as Brazil and U.S. Nike provides their products for twelve countries, and Adidas sponsors just 8 countries. Moreover, Nike also supports more famous soccer players than Adidas.

All this information and analysis of “Shootout: Can Nike Beat Adidas at Soccer” conducted by Brendan Greeley, seems like the author shows Nike and Adidas as a discourse community in his article. There are six characters of that, first is a common goal between Nike and Adidas. The main aim of these companies is to be always top of sportswear industry and sell as much as possible products to the customers. In addition, Brendan Greeley describes how members of Nike and Adidas create and develop a new strategy of the marketing. This description represents a second aspect of discourse community which is a communication. As I mentioned before, the author uses a lot of visual materials such as pictures, graphs and pie chart to support his main point. Also, he includes the customers’ opinion from the Twitter about Nike’s and Adidas’ products. The providing of these comments illustrates the third character – feedback. Back to the point of a common goal, in order to achieve it, Nike and Adidas need to have their own tool - (fourth character of a discourse community). The main tool of these companies is the advertising, which is the main focus of Brendan Greeley’s article. The viewers can think that the writer does not use any specific terminology in his article. However, he does when Brendan Greeley is describing two popular products of Nike and Adidas, which are cleats Mercury “Revolution of Speed” – represented by Cristiano Ronaldo, and F50 “Built to Win” – introduced by Lionel Messi. The name and slang of these shoes is the specific terminology. As a result, the fifth point of a discourse community is terminology. However, Brendan Greeley is missing the last character of a discourse community, which calls a level of members.

The article “Shootout: Can Nike Beat Adidas at Soccer” is written very interesting and organized, but the main question is “Who is the audience?” The author, Brendan Greeley, tries to send the message to the people who are interesting in an advertising industry, fans who buy Nike’s and Adidas’ products to support the national teams or just top teams in their countries, and the individuals who are interesting in the sport events, such as the World Cup. In order to catch the audience’s eyes to read this article, Brendan Greeley created a great title of his paper: “Can Nike Beat Adidas at Soccer.” It sounds as a challenge question for the Adidas’ and Nike’s fans who always have an argument between each other, which the sportswear company is the best in the world. Unfortunately, Adidas’ viewers will be disappointed in the end of study, because Brendan Greeley makes his final point about it that Nike is the first one in the sport advertising industry and a sponsor of the World Cup, and Nike is more successful company to sell their products with using the advertising than Adidas. According to the paper “Shootout: Can Nike Beat Adidas at Soccer” conducted by Brendan Greeley that “Nike is so good at advertising and event promotion that it sometimes seems as if no other company is even playing the game same” (Greeley 63).

Overall, this article is a great support and an argument for my dossier paper. My topic is Media Advertising of Nike, Adidas and Reebok company, and the main thesis is that Nike is more successful company to sell their products with using the advertising than Adidas and Reebok together. Brendan Greeley provides an excellent information of the reason of Nike’s fame in the sportswear industry. I am going to use his visual materials such as the chart – “Heroes for sale: World Cup teams and their sponsors.” This chart is not just a good argument for my thesis, but also I can combine this information with one of the Nike’s media advertising as an example of my dossier paper. However, the study “Shootout: Can Nike Beat Adidas at Soccer” has the negative point for my research paper, the author compares only between Nike and Adidas, and I will analyze between Nike, Adidas, and Reebok. As a result, I can support only points about Nike and Adidas. In this case, it is better to not make this article as a fundamental argument for my study.

Work Cited

Greeley, Brendan. “Shootout: Can Nike Beat Adidas at Soccer.” *Bloomberg Businessweek Magazine,* 4379(2010):60-56. Web. 4 Nov. 2015.