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Research Dossier: Media Advertising of Nike, Adidas and Reebok Company.

Introduction

Nowadays, our world is full of an advertising industry. Advertising is a non-personal system of promotion that is transferred thought preferred mass media that, under most conditions, require the dealer to pay for message installation. Ad has long been considered as a way of mass promotion in that just one message can achieve a great number of individuals. This mass promotion approach is improved every single day with new advertising technologies such as using of digital media. Digital media technique is very useful way to catch people attention on the project. Based on the research paper “Nike’s Shanghai Advertising Dialectic: A Case Study” conducted by Cooper S. Wakefield that “the most prominent nonverbal aspect of the ads is eye contact” (Wakefield 69).

In fact, advertising is a productive tool for the business along with its being a significant aspect of the modern age and a quick increasing industry. In addition, the public image of advertising is still a matter of great interest for the companies. Why is it significant for the business? Business is a communication between companies and their audiences, and advertising is a structure of communication, which used to persuade viewers in the ability of product.

After all these analyses, I came to the issue: would people buy the products of famous companies, if the organizations did not have a great advertising? In order to answer this question, I decided to pick top popular three sport companies, which have one of the largest and spectacular advertising productions. There are Nike, Adidas and Reebok. However, among these three organizations, Nike is the first one in the sport advertising industry. According to the article “Shootout: Can Nike Beat Adidas at Soccer” conducted by Brendan Greeley that “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” (Greeley 62). As a result, in this dossier paper, I am going to compare each advertising strategy of Nike, Adidas and Reebok, in order to find out the answer how Nike achieved their goal to become the most powerful sports brand in the world. Does Nike have more celebrities in their advertising? Does a great design of Nike advertising play a big role for the influence of customers? Why Adidas and Reebok cannot overtake Nike? All answers on these questions you will find in this dossier that Nike is more successful company to sell their products with using the advertising than Adidas and Reebok together.

Annotated Bibliography

Adidas Originals. “Original Superstar With Pharrell.” *YouTube.* 30 Jul. 2015. Web. 25 October 2015.

This advertising is filmed in black-white color, and has 4 celebrities, Beckham, Rita Ora, Pharrell Williams and Damian Lillard. However, these people are trying to explain what it truly means to be a famous person. Money, a big house, or fame are not the meaning of being a superstar. 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.

Boudway, I. (2014). *Sponsorship Shootout with Adidas*. Bloomberg Businessweek Magazine, 1-3

In this magazine, Boudway gives the statistic of how many people has been viewed the advertising of Nike campaign during World Cup. In addition, the article shows the reason of a great amount of viewers, and how famous soccer players have an influence on fans to buy Nike’s products to support the national teams. As an example of the TV Nike ad, the author indicates the video “Nike: Risk is Everything.” I think I am going to use this advertising to support some of my arguments in my dossier paper.

Canton, Mass. "Reebok challenges the world to 'Be More Human' with a new brand campaign." *Adgully* 2015: *General OneFile*. Web. 12 Oct. 2015.

It is not just an article with a great information about the Reebok’s advertising. This article also has an amazing illustration as an example of “Be More Human” ads. Mass Canton describes a new Reebok’s strategy in all details. For example, one of the strategies is a motivation of viewers. The campaign tries to motivate an audience to change physically, socially and mentally, and Reebok’s products will help to do it.

Greeley, B. (2014). Shootout: Can Nike Beat Adidas at Soccer. *Bloomberg Businessweek Magazine, 4379,* 60-56.

In this article, Brendan Greeley compares two main sponsors (Nike and Adidas) of 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. 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.

Jitpleecheep, Pitsinee. "Reebok eyes new role as fitness brand." *Bangkok Post (Bangkok, Thailand)* 2014: *General Reference Center Gold*. Web. 12 Oct. 2015.

Pitsinee Jitpleecheep provides the information about how Reebok decided to focus only on a fitness and CrossFit products to increase the stability of costumers, and the advertising does not have any celebrities from team sport. Their advertising is based on the true stories of people who overcome the difficulties with Reebok’s sportswear. However, the most significant information in this article is that the parent organization of Reebok is Adidas.

Keene, Tom. *Nike Focuses On Faster-Growing Business*. n.p.: New York, NY, 2012. *Alexander Street Press*. Web. 12 Oct. 2015.

This is a documentary video which speaks about the Nike company as an innovation. The speaker of a documentary is [Lorrie Vogel](http://www.managementexchange.com/users/lorrie-vogel), who is General Manager of Considered Design at Nike. She provides a specific information about the development of design for Nike’s product and key innovations. Also, Lorrie tries to explain why Nike is now a great business relationship and a huge industry. In addition, this documentary has a lot of useful graphs which help the audience to follow the ideas without losing the main point.

Kish, Matthew. "Nike and Adidas hit the diamond." *Business Journal-Portland* 2015: 12. *General OneFile*. Web. 12 Oct. 2015.

The article speaks how two of the largest sports organizations "powerhouses," such as Nike and Adidas paid attention on specific sports. There is basketball, training, running and soccer. In order to sell more products for these activities, Adidas and Nike decided to bring the celebrities in the advertising of basketball, soccer, running, and training. However, Matthew Kish, who is an author of this paper, speaks that after making the TV ads with the famous athletes, it has increased the competition between Adidas and Nike.

Louis, Mo. "Reebok athletic technology takes tactical footwear to the next level." *PRWeb Newswire* 2015: *General OneFile*. Web. 12 Oct. 2015.

In the begging of this article, Louis – author, gives a great background of Reebok company. After learning the history of this organization, he speaks about a new future for Reebok footwear. How digital technology changed the imagination of customers on Reebok's products.

Molly, Creeden. "Adidas Creative Director: Dirk Schunberger." *Details* 2014: *General OneFile*. Web. 12 Oct. 2015.

In the magazine "Details," Creeden Molly wrote an article about how a creative director, Dirk Schunberger, plays a big role for Adidas company. It was Schunberger's idea to use the advertising as a productive tool for the business. Creeden Molly describes the inspiration art of Adidas which was created by Dirk Schunberger, and this art made Adidas shoes a must-have.

Neves, Pedro. “Nike Write The Future.” *YouTube.* 2010. Web. 25 October 2015.

“Nike Write The Future” is the one of most famous Nike’s advertising, which I am going to use as a support for my dossier paper. 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 short film as an 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.

Smit, Barbara. *Sneaker Wars: The Enemy Brothers Who Founded Adidas and Puma and the Family Feud That Forever Changed the Business of Sport.* New York: Ecco, 2008. Print.

The author, Barbara Smit, describes "Sneaker Wars" as a true story of popular companies Puma and Adidas. This book gives a great information about how these two organizations became the largest global brands from zero point. In addition, Barbara Smit illustrates two famous athletes (Joe Namath and David Beckham), who were the first stars of the advertising Adidas and Puma. David Beckham and Joe Namath brought fabulous advertising, multimillion-dollar contracts and interests of costumers. In order to understand how Adidas and Puma achieved the fame, the book explains the strategy of ad which helps to increase the amount of customers.

Wakefield, S. C. (2010). Nike’s Shanghai Advertising Dialectic: A Case Study. *China Media Research*, 6(1), 68-85.

The author, Cooper S. Wakefield, gives a significant information and analysis of two famous Nike advertising as the billboards in Shanghai, China. These two ads indicate a dialectic that grows the effectiveness of advertising.

This paper shows which strategies Nike company uses in the advertising to has an influence on an audience. This research analyzes the layers of context put in the ads and their locations in physical space. As an example, the author illustrates Nike's US strategy, which focuses on different groups with other types of advertisements, these ads clearly try to appeal to different categories of Shanghai individuals

Research Map

Research Question / Thesis:

Do you think people would buy the shoes of Nike, Adidas, and Reebok company, if these organizations did not have a great advertising?

Which strategy or effect are Nike, Adidas, and Reebok using in the media advertising to have an influence on costumers?

Thesis: Nike is more successful company to sell their products with using the advertising than Adidas and Reebok together.

Narrative: My major is Digital Media. I like to make my ideas though short movies. I am more attracted to the process of making a film for Advertising. I usually shoot short films of my daily life to develop myself more in this area. As a result, I chose this major because I can combine both advertising and film. In this case, I decided to do a research paper about Media Advertising of Nike, Reebok and Adidas company. In my opinion, these three organizations have the most powerful advertising in the world. My main question of research paper will be “Do you think people would buy shoes of Nike, Reebok and Adidas company, if these organizations did not have a great advertising?” This research will help me to understand a lot of new strategies and techniques how to create a great advertising which has an influence on individuals.

Field Research / Internet / Library:

I will be conducting more **sport magazines** (Sports Illustrated, and ESPN) than articles from the **Internet** (popular sources and public opinion). Meanwhile, I am going to do a survey among UCF students **(field research) –** I will ask two main questions of my research paper. According these answers, I will analyze the strategy of digital media advertising.

Keywords:

* Non-verbal aspect
* Multi-cultural issues
* Sponsorships
* Ad space
* Advertising industry
* Digital media (advertising) techniques

**Strategy:**

1. The question of my survey is “Do you think people would buy shoes of Nike and Adidas company, if these organizations did not have a great advertising?” After this survey, I am going to create two bar charts. One chart will describe an answer of female gender, and another chart will illustrate an answer of male gender.
2. After describing the bar charts, I am going to describe and compare each company (Nike, Adidas and Reebok). The description will have a background, the strategy of advertising, example of advertising – videos and images, the statistics for last 5 years, and the relation as a sponsorship for a big sport event like World Cup.
3. After comparison, the viewers will see the result of a dossier paper – why Nike is more successful company to sell their products with using the advertising than Adidas and Reebok together.

Timetable:

October

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|  |  |  |  | 1 | 2 | 3 |
| 4 | 5 Math Quiz  RR10 | 6 | 7 RR11A  RR11B | 8 | 9 | 10 SPN Quiz |
| 11 | 12 Math Quiz  Digital Paper Trail | 13 Math Exam | 14  RR14 | 15 ARH Quiz 4  ARH Quiz 5 | 16 Exam 2 ARH | 17 |
| 18 | 19 Math Quiz  Workshop Draft | 20  Peer-Review | 21  RR15 | 22 | 23 | 24  SPN Quiz |
| 25 | 26 Math Quiz  Final Draft.  Revision Research Proposal. | 27 | 28 RR16 | 29 | 30 | 31 |

November

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| 1 | 2 Math Quiz  RR17 | 3 | 4 Workshop Draft | 5 Peer Review | 6 | 7 SPN Quiz |
| 8 | 9 Math Quiz  RR18 | 10 Math Exam | 11 Final  Draft  Ted Talk | 12 ARH Quiz 6  Quiz 7  Quiz 8 | 13 ARH Exam 3 | 14 |
| 15 | 16 Math Quiz  Workshop  Draft | 17 Peer Review  Workshop  Draft | 18 | 19 | 20 | 21 |
| 22 | 23 Math Quiz  Workshop  Draft | 24 Peer Review | 25 | 26 | 27 | 28 |
| 29 | 30Math  Quiz  Workshop Draft |  |  |  |  |  |

December

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|  |  | 1 Peer review | 2 Final Draft | 3 | 4 | 5 |
| 6 | 7 Math Quiz  Extra Credit  TED Student | 8 | 9 | 10 Final Exam SPN | 11 | 12 |
| 13 Quiz 10  Quiz 9 ARH | 14 Math Quiz  ARH Exam 4 | 15 Math Final Exam  TED  E-Portfolio | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 |  |  |