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Ad, Copy, Layout

Creative Brief

**Reason the client is advertising:**

- The client is advertising to raise awareness of the Nike Go FlyEase Hands-Free shoe.

**Who is the target audience?**

- The target audience is 18-40-year-olds living with a physical handicap in the United States.

**What does this target audience currently think about the brand?**

- The target audience's current attitude towards the brand is slightly negative. The target audience doesn't believe Nike has pure intentions in catering to their community. Nike refused to use the word "disabled" in their advertising campaign, which led to upset members of the disabled community. "Framing accessibility as an edgy marketing slogan without centering disabled people is problematic. *Disability* is not a bad word. The #SayTheWord campaign started by activist Lawrence Carter-Long, for instance, has drawn attention to how language shapes perceptions: Using euphemisms about disability and disabled experience is harmful and only reinforces negative and stigmatizing stereotypes about disability." Similarly, the target audience was upset with Nike's advertising, because they promote inclusivity by representing very few disabled individuals in their marketing. This left a negative impact on the community and warped their perception of the Nike brand.

### **What does this target audience currently think about the product/service category?**

- Nike has only made one effort to design an inclusive product, being the Nike Go FlyEase. After releasing the shoe, Aa 19-year-old Louie Lingard recently shared in a TikTok reaction video, “the shoe itself has been so hyped up and praised for its inclusiveness and its accessibility for people like myself with a disability that it’s become limited and resellers and bots have got ahold of all the pairs and gouged the price up. Now, if someone with a disability that needs the shoe for the design purpose wants it, they’re gonna have to pay on the up end of \$500 to get it.” The disabled community is pleased that Nike is making an effort to step forward with inclusive shoes and clothing, but is disappointed with the overall outcome of the product.

<https://www.complex.com/sneakers/nike-go-flyease-sneakers-for-disabled-people>

### **What does this target audience currently think about the client's top competitors?**

- The target audience’s attitude towards Nike’s top competitors is slightly more positive because the competitors haven’t failed to promote inclusivity in their products. The Nike Go FlyEase campaign resulted in a series of controversies, which disappointed and upset the disabled community.

### **What would the client like for them to think?**

- The client would like them to think that the hands-free accessibility efforts make it easier than ever to get in and out of the shoe, hopefully inspiring the disabled community to step into new opportunities and adventures!

### **What is the single most important idea that the campaign can convey?**

- The most important takeaway from the campaign is to “Never Limit Yourself”, hence the campaign slogan. Although this demographic is living with limitations daily, this product aims to cater to their disability by providing simplistic, hands-free shoe accessibility. Additionally, the advertising for the campaign will

inspire this demographic to push past their limitations and improve their health and mobility.

### **Why will the audience believe it?**

- The audience will believe it because the campaign will add value to the disabled community by pushing them out of their comfort and inspiring them to live in an “anything is achievable” mindset. A disability may physically hold them back to an extent, but if they never limit themselves, they'll find beauty in life outside of their comfort levels. The print, digital and OOH advertising will relay this uplifting message, hopefully encouraging them to try things they never thought were possible!

### **What is the brand's personality?**

- The brand has a motivational, inspirational, upbeat, cool personality. Some brand traits would include innovation, being energized, and being highly involved in health and fitness.

### **What is the tone of the campaign?**

- The tone of the campaign is inspiring and uplifting. The campaign aims to push the target market out of their comfort zone by never limiting themselves, despite their physical limitations or mental handicap.

### **What are the mandatories? (e.g., product logo, product shot, tagline, hashtags, etc.)**

- A key challenge that the campaign aims to resolve: limiting the amount of time physically handicapped 18-40-year-olds spent putting on their shoes
- Tagline: “Never Limit Yourself”
- Hashtags: #neverlimityourself, #flywithease, #gofly
- Product logo
- Product shot