

NIKE

THE COMPANY

Nike is an American multinational corporation.

Nike is the world's most valuable sports brand valued at \$32.4 billion.

Nike, Inc. is the world's biggest supplier and manufacturer of athletic shoes and other sports equipment.

North America is Nike's biggest market.

Nike has extreme influence in the sports world.

Nike sponsors many teams and athletes across the world.

THE PROBLEM

Misogyny is a common problem in every facet of life, whether that be in athletics, the workplace, or daily interactions.

Derogatory comments through the use of social media are at an all-time high, especially when females show signs of confidence or success.

According to Rosemary St. Clair (VP + GM Nike Women) on 10/25/19:

- As of 2019, less than 10% of Nike's sports marketing resources are aimed at women
- Two of the top 20 Nike athletes + influencers are women
- Nike makes 50% less styles for women in footwear despite higher productivity and profitability

NIKE IN THE PAST

Nike has recently attempted to create campaigns tackling the female mindset.


In February Nike released its “Dream Crazier” campaign centering around female athletes.

In March, they declared 2019 its “Year for women.”

They intended to inspire women to any and all athletic performance which they consider critical to their identity and self-esteem.

Since then, the effort has been lacking, and I believe it was a spur the moment effort to gain traction for the World Cup. I think they got lucky and then capitalized on Megan Rapinoe’s success.

Why is every
year not a year
for women?



If they think your dreams are crazy,
show them what crazy dreams can do.



Just do it.

HOMEGROWN PROBLEM

“Dream Crazier” is not a strong enough campaign to tackle the misogyny female athletes face.

“Crazy” isn’t even a common insult against females that we have spoken to.

In fact, I would say “crazy” would rank as one of the least offensive comments many female athletes have received.

We have women everywhere who face adversity through misogyny and the oppression that comes with it. It’s time to address the real “homegrown” problem and reclaim power.

I think Nike can do significantly better and they know it. It’s time.

RESEARCH

1/3 female student-athletes have mental health problems

Women are “nearly twice as likely” as men to develop depression, anxiety and eating disorders. Add in the stress of sports commitments and you have a dangerous combination.

RESEARCH

Why does this matter?

By bettering female mental health, we can empower women and Nike can empower females the right way.

As a result we can create a culture change. This is our first priority.

As a benefit from this change, we can generate more sales from the female departments of the company.

RESEARCH

Nike has demonstrated women aren't their first priority...

In 2018 ex-employees of Nike sued the company for sexual harassment and gender discrimination and the company conducted a re-org.

Nike recently admitted that female pregnant athletes faced performance-related pay cuts due to their pregnancy and early maternity.

The Nike environment has turned toxic for women.

RESEARCH

Nike has massive revenue swings every spring when they target women

Less than 20% of business is driven by digital and we know Nike's women are shopping more online

Sport needs women. Women do not need sport.

We have to get equity before we get equality.

HOW NIKE STEPS INTO THIS...

Nike can step into this by setting a standard of how female athletes should be treated and by showing that women are just as athletically talented as men. Nike can do this through advertising and campaigns that support and highlight female athletes.

Nike should create just as much excitement for female sports as they do for male sports. They should be working to back up the claim that 2019 is the year for women.

Nike can use this commercial as a starting point, and continue off of it without backing out and ending after a single campaign. Nike should stay committed to consistently supporting female athletes.

PLAN

Nike has the power to take over for women's athletics but they have yet to capitalize.

For this video, focus on our collegiate female athletes at the University of Oregon to demonstrate the universal plan to target younger women who are subject to these derogatory comments.

Because I am looking to reclaim power for women, I want to first start with reclaiming a phrase...

Stay in the kitchen.



Just do it.

EXECUTION

I wanted to create a commercial that contradicts the known meaning of the “stay in the kitchen” comments but reclaims the phrase.

The video features Satou Sabally, an athlete on the University of Oregon’s women’s basketball team.

She is one of many female athletes here who has received derogatory comments about her play and her gender either on social media or in person.

The idea for this was inspired by the comments directed at Sabrina Ionescu and my own story as well.

The script is based on my own interpretation of the phrase. It’s a story about how my dad incorporated it into my life and what he taught me as a kid.

Stay in the kitchen.



Just do it.

My dad never said I couldn't do something.

He'd never let me take the easy way.

He'd never let me say "I'll try",

It was always "I will."

My dad never let me win.

He'd swat me at the rim.

He'd say "stay out of my kitchen."

I wanted to win.

I started studying the recipe for success.

I kept practicing til the paint was my kitchen,

Til it was my craft,

Til the words didn't phase me,

Til I knew they were the fuel to my fire.

At five years old, my dad taught me the kitchen was where you should be if you want to be successful-

If you want to serve.

You want me to stay in the kitchen?

Gladly.

Stay in the kitchen.
JUST DO IT.

OREGON





Stay in the kitchen.



Just Do It.

BREAKDOWN

WHY NIKE?

Big name sports brands help set norms and spread beliefs within the sports community, and even outside it.

Norms teach the public what is and isn't considered socially accepted behavior.

Nike is the biggest sports brand in America and across the world.

They have the biggest platform to make a difference for all women.

This is marketable right now. I believe in the potential of this commercial and this story and I believe it is extremely relevant today.

WHY NIKE?

Using Nike will help knock down stereotypes and contradict sexist/misogynistic beliefs while empowering women in the necessary ways.

Nike is smarter than the campaigns they've created for women to "empower" women.

I believe they are doing the bare minimum to keep women comfortable.

I want to challenge this. I want to make people uncomfortable by reclaiming the phrase "stay in the kitchen" because it will create the most change.

It's time to do something truly bold.

BIGGER PICTURE

Both Nike and the world can achieve a safer, healthier environment for female athletes where their capabilities and achievements are recognized and appreciated just as much as those of male athletes, if this advertisement/campaign is released.

By challenging the norms, we can reclaim a phrase that has plagued women's rights, whether that be their rights in athletics, in the workplace, or in everyday life.

This campaign aligns with Nike's mantra that "If you have a body, you are an athlete." -Bill Bowerman (Co-founder of Nike)

Chances are good that if you are a woman, you've heard something along the lines of a derogatory phrase like "stay in the kitchen" and most likely from a young age.

HOW NIKE STEPS INTO THIS...

“If you have a body, you are an athlete.”

The phrase “Stay in the kitchen” applies the same way.

This goes beyond athletics.

By creating this advertisement and campaign we can reclaim a phrase that has been deeply embedded in our culture and create a much-needed change.

This movement will relate to any woman who considers herself “athletic” or not. It’s something every woman can relate to and keep the integrity and true character of the brand, although they have strayed away from who they once were.

BIGGER PICTURE

If Nike were to encourage women to “stay in the kitchen”, it could spark a culture change all over the world.

This would be an original, ambitious attempt to change social norms and stereotypes.

It’s risky but absolutely necessary for the girls and women who need someone to speak on their behalf.

“Stay in the kitchen” has had it’s time to be a humorous insult.

It’s time to make it a powerful tool in the arsenal of women everywhere.



ALWAYS US

OREGON

Stay in the kitchen.

 Just do it.