

1.2 Brand Research (Nike Ad)

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Perform some basic internet research on the company that owns the product ad you analyzed. Describe and evaluate the ethos of the company.

Your research should include at least three sources: the company itself (company website, public relations); editorials (opinion articles in respectable magazines and newspapers; try searching in Google News); and miscellaneous (such as customer reviews, blog posts, sensational articles, wikipedia articles, etc).

Minimum length: 500 words

Nike for years has represented their celebrities as sport idols, all knowing, talented humans who are so because they've indulged in the Nike brand. Celebrities provide the images or "Faces" that need no further identification. Wherever they go, they are recognized, and moreover, recognized with some excitement and awe. Whatever they do has publicity value. More or less continuously, over a period of time, they are the material for the media of communication and entertainment. And, when that time ends, as it must, and the celebrity still live as they may from time to time; it may be asked 'Remember him? That is what celebrity means. That is what Nike holds.

Nike is an International Corporation. They make a variety of athletic wear from shoes to hats and everything in between. They are an American based company, but make their products in sweatshops overseas in other countries. My position is that Nike is a major shoe company who is taking advantage of countries poverty. Though they preach the evil of sweatshops, they continue to exploit them in developing countries. Children working in a sweatshop are held under gruesome working conditions. Many of them are forced to work a 9-hour workday. When the workers started to get better wages, Nike decided to look for new places to build sweatshops. These places were China and Vietnam. These two countries were perfect because of their relaxed labor laws. In China and Vietnam Employees are prohibited from making independent trade unions. This is a big plus for Nike because there are no organized groups to strike or fight for more rights in the workplace. Child Labor laws are very lenient in most of the countries that Nike has established its self in. Nike is currently working with these developing nations to make their child labor laws stricter, which masks the vast amount of exploitation occurring. Research shows that as of now Nike has established sweatshops which are located in South Korea, Taiwan, China, Indonesia, and Vietnam.

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