

LO1 P1 Describe an existing media advertising campaign

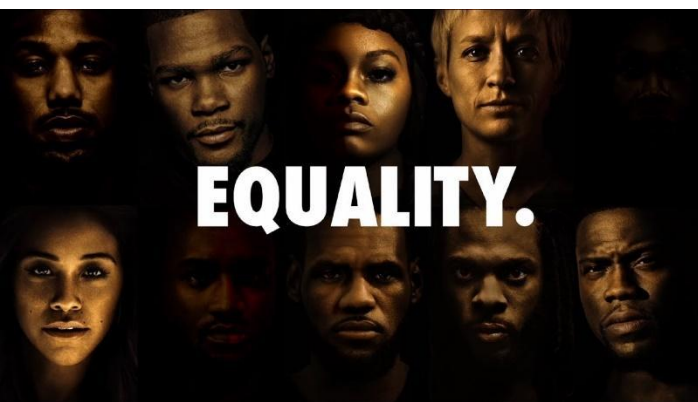
Nike – Equality Campaign

In 2017, Nike launched the Equality campaign, featuring many well-known athletes who have had issues with equality in their sporting careers.



Key messages

The campaign's main message is to show equality on and off the field which tackle prejudice views and injustices within the sporting environment. It includes inspirational sports players like Serena



Williams and LeBron James who amplify this message of respect and being fair to one another no matter their social class, colour, race or gender. The campaign has a simple premise, “the ball should bounce the same for everyone”. Nike wants to show that they support this view that everyone should be allowed to pursue their dream, sending an overall positive message. Not only do the key messages relate to sporting environments but also act as metaphors for being fair overall, with the importance of pursuing one’s dreams and working hard to gain success.

Aims and objectives

Their aim is to raise awareness of their brand, Nike. They clearly show that they care about the social issues within the sporting environment and by addressing these, make their brand more recognizable. This is because they have included sports players that have dealt with inequality and injustice throughout the whole campaign and promote them to share their own experiences. This includes basketball player, LeBron James, tennis player, Serena Williams, gymnast, Gabby Douglas and football player, Victor Cruz. By this, it shows that Nike has clearly thought about the kinds of people to include that would promote this message of equality. Nike’s main objective is to generate feedback from the audience, wishing they follow the campaign’s message of being equal. In the video advert, sport players, cars and pedestrians all use white paint to draw court areas for people to play on. The reason for using white paint is because the video itself is in black and white, making the paint have a strong contrast in relation to other elements within the video. This ensures that the audience sees this sharp contrast and understand that the people within the advert are creating a universal court or track field. The video has a strong emphasis on the community all coming together

to create this safe environment of play, where children and adults are all brought to play. Nike wishes the audience's feedback is similar to this idea of making the court a safe place to be: by promoting anti-discrimination and treating others as equals.

Call to action

The campaign's call to action is for the audience to give each other respect and fairness off and on the court. This is shown through quotes displayed on magazine posters: 'if we can be equals in sport, we can be equals everywhere', 'the ball should bounce the same for everyone' and 'the bond between athletes should exist between people'. This entices the audience to do the same, to treat others with equality whether or not they are in a sports environment. As well as calling the audience to donate money for causes that promote equality on magazine adverts, with the URL along the bottom. This includes causes like Nike's Commitment to the Black Community project that aims to over the next forty years, support the black community in the U.S. on equality, social justice and a greater access to education.

Target audience

The target audience of the campaign is 14-40-year olds as the themes shown within the campaign may not be fully understood by younger audiences. In terms of economics, the audience is broad, ranging from lower to higher class since the campaign isn't subjective to one class. This is similar for other characteristics like geodemographic where the audience can be from rural and urban areas and psychographics ranging from the struggler to the aspirer. This is because the campaign's message, equality is intended to be shown to all individuals, no matter what gender, sexuality or ethnicity.

Choice of media -

TV advertisement -- <https://www.youtube.com/watch?v=DWsUrMfDaG4>



Approach –

The TV advert has over 300,000 views on YouTube and over 2,000 likes. The reason for advertising on TV is because the campaign features many sports players and many sporting events are broadcast on TV and is now available on the YouTube site. Though the campaign is primarily aimed for those in the U.S. and Canada, promoting the campaign on a worldwide site informs and

educates those that may not live in these areas. This may entice audiences outside of these regions to donate to the equality causes Nike has displayed on their website and posters. This ensures that the audience recognise the players and understand what they are trying to promote. As well as promoting this TV ad on sites like YouTube to raise more awareness to those that may not come from a sporting environment and educate them on the sport players and their message. The tone of the advert is very serious, with the advert being in black and white which is a consistent colour scheme throughout the whole campaign to give a serious tone to the whole campaign.

Magazine Poster

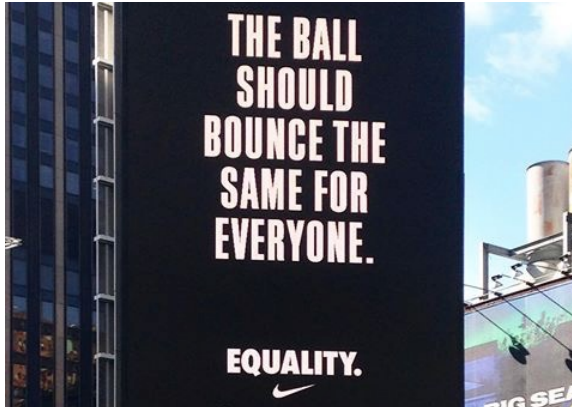


Approach –

The camera shot used here is a close up of Serena Williams alongside capitalised text. Using both the image of the athlete and the quote, it makes the audience feel like she is talking directly at us, calling for the audience to do this. There is also a

website link and the 'Equality' campaign below her. There are various other magazine posters with the same format: a sports player alongside a piece of text that serves as the main message. All images taken for this advert are all shot with the same camera angles to clearly show the sport players so that some of the audience can recognise them. In terms of colour schemes, this poster is in colour but the saturation is lower, giving a similar tone to the video advert, making it serious and educational.

Billboard



Approach –

The text is capitalised and has a simple colour scheme: black and white. This therefore makes the text stand out for those who are outdoors/passing by, as well as relating to the serious tone the whole campaign has. The font of the text has been consistent throughout the equality campaign, making it easy to recognise and the clear 'Equality' text amplifying this.

The billboard doesn't include any images of sports players, making the text the only main focus, different to what the magazine poster's main focus

is, allowing the equality message to be amplified and shown clearly.

Social Media – Twitter



Nike have posted tweets on their Twitter account and images regarding equality and how they promote it.

The colour scheme of this image from a Tweet is very basic – black and white which is very consistent with the campaign's theme, with minimal text, similar to the billboard advert. This has been promoted online due to the online surge of posts regarding the

'BlackLivesMatter' campaign, making this kind of promotion suitable and relevant for those on Twitter.

Representation and Genre

Represents mostly famous sports players who are from both genders. It includes people like Dalilah Muhammad, a Muslim track and field athlete and lesbian football player, Megan Rapinoe. By including people who are all from different cultural backgrounds, it eliminates stereotypes and discrimination. The video advert also includes a range of ages that are playing sports, promoting the idea that any age should be given the right to play. By having such a diverse cast for the campaign, it reinforces their main message: equality.

The genre of the whole campaign is very serious, acting as a means of education to the audience on how to promote equality. This is shown through quotations on magazine posters, scenes of people from all ages playing sports in the video advert and promoting movements online. The reason for this is because discrimination is a very serious issue within the sporting environment and to add comedic phrases or scenes may alter the focus of the campaign entirely to a more light-hearted-tone. The campaign must be serious as the messages are serious and could cause offence to those who may have faced inequality and so, the campaign's main genre is a serious tone. As well as being possibly educational to the audience on how to behave and treat others. This is shown through the text displayed on the magazine posters, with the quote 'worth should outshine colour', educating the audience on what should be important so that they follow.

Campaign logistics

The time of day when the TV advert would be advertised may be after 6pm when there are less children watching TV and older adults. Nike would also have to commission all the athletes who are in the campaign. The campaign launched in February, 2017 until the start of 2018. Posters and video adverts were launched in early 2017, with billboards added mid-way in the same year.

Relevant legal and ethical issues - ASA

Following ASA rules, Nike haven't included any misleading information or offensive content as the campaign is centred on equality, it would be offensive not to include a diverse cast. And so, they have used positive role models like Kevin Durant and Gabby James. The campaign doesn't include offensive language or content and no sexual scenes.

When the campaign launched, people criticised the company because they believed it was hypocritical. Nike had been accused of worker abuse in sweatshop factories while at the same time, promoting the 'Equality' campaign. This made the public go on sites like Twitter, mentioning the company on their misuse of conduct and how hypocritical they are, urging others not to buy from the company and boycotting them. Nike later admitted to the abuse in the sweatshop factories.

Conclusion

Overall, the Nike Equality campaign was successful since the advertising of the campaign was appropriate, for example the video advert was distributed online and on TV, reaching a worldwide audience. As well as the message being coherent all throughout the campaign, with different slogans that relate to the equality theme. The colour scheme of black and white also contributes to the campaign being successful since the video advert is in this as well as the posters, with images of the sports players having less saturation. There was also the use of repetition in terms of the slogans used and sports players presented to show a form of consistency.

Coca Cola – 'Stay Extraordinary' -

In 2014, Taylor Swift was used to advertise Coca Cola's diet coke.



Key messages

The campaign's main message is to 'Stay Extraordinary' and uses Taylor Swift to do so. She is shown various times pouring and then drinking it whilst writing song lyrics, indicating that you could be just as extraordinary if you purchase the diet cola drink. The drink is advertised as a tool, something the audience must have in order to stay extraordinary, implementing this idea that the drink is good for you and you should have it.

Aims and objectives

The aim of the campaign is to increase sales and market share through celebrity endorsement. As Taylor Swift has over 40 million subscribers on her YouTube account, it would mean that fans would recognise her and therefore want to buy it in support of their favourite artist. As well as suggesting that Swift, a successful and influential singer prefers diet coke so having the beverage would make the audience somewhat similar to her, to 'stay extraordinary'. The campaign's main objective is to tailor the campaign for Swift's fans, having various competitions and prizes audiences can win to be closer to the artist.

Call to action

The call to action is the campaign's slogan, 'stay extraordinary', telling the audience to be just as remarkable and successful as Taylor Swift. It entices the audience to follow what the singer does, using celebrity endorsement to emphasise this idea that the drink is good for you and is beneficial. It also prompts the audience to be just like the singer. This is shown through in the magazine poster. Here, there is a competition to win a £2500 gift card of Taylor Swift-tailored items so the audience can throw their 'own extraordinary party'. This calls the audience to enter to do the same as the singer. As well as prompting the audience to buy the diet coke and post selfies on Instagram and Twitter, with the hashtag #ShareATaste to see the singer perform in Florida.

Target audience

The age range for the campaign is 13+ since Taylor Swift's fans range from young teenagers to older adults (13-30-year olds). This means that their socioeconomic is middle class, with the psychographics as young people and live in urban areas where they can purchase the drink. In terms of gender, the drink is for all sexes, ethnicities and sexualities. The audience itself is mainstream as Swift has a very broad audience and produces mainstream music.

Choice of media –

<https://www.youtube.com/watch?v=cuNYK9AqyNE>



TV advertisement

Approach – Taylor Swift's main outlet is YouTube as she promotes her own songs and live performances on there, with over 40 million subscribers. This means that promoting the video advert on YouTube would be appropriate as her fanbase would mainly use the site too.

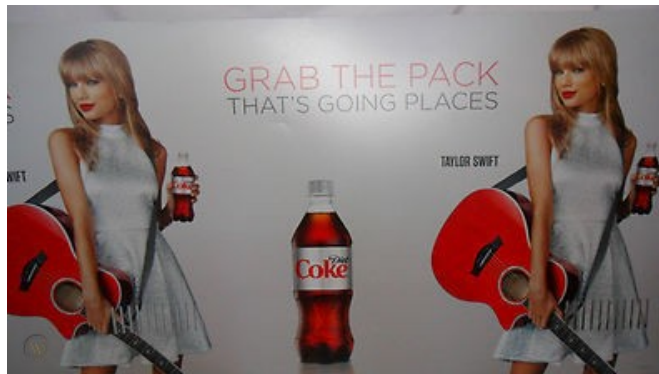
Magazine Poster



Approach – The camera shot is a medium shot, allowing the audience to clearly identify Swift pouring the diet coke into a glass cup and looking straight at the camera. The camera shot follows the rule of thirds, with most of the attention being on the left side of the poster, ensuring Swift is the main focus. Here, there are only two glass cups, one presumably for the singer and one for the audience as she

stares at them to join her. This promotes the idea that in order to 'stay extraordinary', the audience must join Taylor Swift in drinking diet coke. The main colour scheme is grey, black and red, with the diet coke name, Swift and text displaying her name all in red. This instantly promotes Swift and the diet cola. The reason for using this medium to promote diet coke is because the majority of her fans are female teenagers that are interested in music and possibly fashion. And so, by inserting the poster in music-based or fashion-based magazines, it ensures Swift's fans recognize her and want to buy the beverage.

Billboard



Approach – The billboard shows Taylor Swift with a guitar in one hand and the diet coke in the other, which is repeated twice. This is to ensure that the audience clearly identifies her as Taylor Swift. The diet coke is then advertised in the centre, which allows the audience to see that she is advertising the fizzy drink. As this is a billboard, text is limited, with more focus on images, allowing Swift to be the main focus of the advert. This medium has been

chosen as Taylor Swift's audience is quite broad, meaning that the overall campaign cannot be niche as the singer produces mainstream music, allowing the advert to be promoted in crowded areas to ensure the public recognise the singer.

Social media Approach –



Approach –

Because the singer has an online presence on sites like Instagram, having over 183 million followers, it is suitable for the campaign to be advertised on these sites too. This is because on Instagram, Taylor Swift may be tagged in the promotional content, meaning that whenever Swift's followers see what she's tagged in, they see the advert. This ensures the advert is promoted to the correct audience. As well as adding a '#TaylorSwift' to ensure that

those who type that in on the Instagram search page view the advert she is in.

Representation and Genre

The campaign shows only Taylor Swift advertising the diet coke. Though the diet coke is appropriate for both genders, more female audiences may buy the diet coke as majority of the singer's fans are female and the whole campaign is centred around being just like her. And so, the lack of representation for males may reduce the number of males that would buy diet coke. The genre of the campaign is classy, with Swift staring at the camera intently to draw the audience to buying the product. The colour schemes amplify this genre with the light grey, black and red all used to give an elegant outlook of Taylor and make her stand out.

Campaign logistics

Coca cola would've needed to have a good enough budget to accommodate Taylor Swift's participation and have scheduled the releases of each medium by months/year. Then they may advertise these in the summer as more people buy the coca cola when it's warm.

Relevant legal and ethical issues

Even though the campaign doesn't explicitly sexualize, it does however attempt to emphasise how skinny the singer is by making her pose in certain positions and wearing tight-fit, cropped clothes. By emphasising how healthy the singer is, it implies that the audience can be just like her if they have the diet coke, that though she is skinny, the coke doesn't affect her and is in fact, good for you. As Taylor Swift is the main focus of the campaign, the target audience for the campaign is greatly influenced by the singer's fans. This includes young teenagers to older adults, meaning that very young audiences may be influenced to buy the product. Though not necessarily detrimental, having too much diet coke could cause young, influenced fans to become sick, meaning that Taylor Swift, having such a young fan base may not be an appropriate celebrity for the campaign.

Conclusion

Overall, the campaign is successful since the colour schemes all throughout are consistent, with the singer, Swift being mainly in the colour red opposite a white background. This instantly showcases the singer drinking the Coca Cola, ensuring the audiences notice her. As well as the camera shots used to entice the audience to want to purchase the drink. The specific shots used are mainly wide shots, allowing the singer to be shown whilst also presenting the text. Another reason the campaign is successful is because of the slogan, 'stay extraordinary' which entices the audience to become just like Taylor Swift, a successful singer who chooses to have Coca Cola. This would inherently make the audience more likely to buy the product since such a successful artist prefers it. The distribution of the campaign is also very effective. Since Swift mainly uploads her music on YouTube, marketing the video advert on this site would ensure fans watch the advert. However, it isn't entirely effective in terms of ensuring most audiences within the teenage to older audiences demographic are represented. Swift predominantly has female fans, meaning that most audiences that see the advert and want to buy the product are going to be females. This factor could mean that male audiences may not wish to buy the product as it would seem more advertised to females.

FILA and BTS –

In 2020, FILA launched the 'Go FILA, go BTS' campaign.



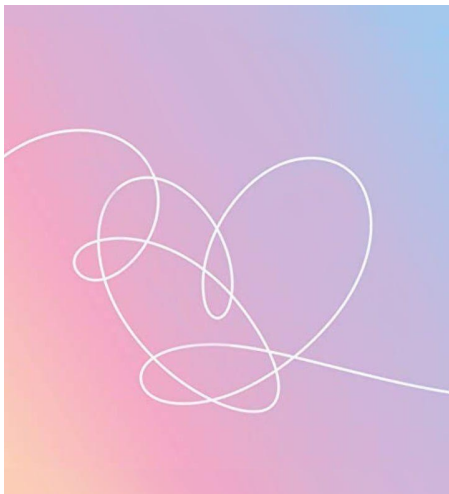
Key messages

The key message of this campaign is that anyone can be just like BTS if they purchase FILA's new sportswear. This is shown through the slogan and hashtag #GOBTS #GOFILA. By doing this, it indicates that if you support and follow the band, then you must also do the same for FILA as a

means of support to the band too. The group altogether have seven members and so, by featuring separate advertising videos on YouTube with the same hashtags, it shows that you as the audience can be like your favourite member. By doing celebrity endorsement with the world's biggest boy group, it makes audiences astonished to be able to buy the same clothes their idols have worn before, emphasising this idea that if you buy from FILA, you become just like BTS.

Aims and objectives

FILA's aims and objectives are to increase sales and market share and their objective is to use BTS to do so. They want the fans of BTS, known as 'ARMY' to recognise the band and in turn, want to buy their product. The colour schemes for the campaign 'GO BTS, GO FILA' are similar to BTS' Love Yourself Album. This is done purposely so that fans of the band recognise the similarity between the two and are more likely to buy it. The main aim of the campaign is to advertise to BTS' fanbase that consists of over 64 million followers. FILA hopes that ARMY will instantly want to support their favourite group and want to dress up like them and so, would buy the sportswear. This kind of approach acts just like the means of merchandise, where fans would pay to have the clothes just because their favourite member wore it.



BTS Love Yourself Album



FILA sportswear poster

Call to action

FILA tells the audience to 'GO BTS, GO FILA', indicating that if you want to be just like BTS, then you must buy the new sportswear. As they are mainly advertising to BTS' fanbase, they would assume the audience already know BTS and that they are a part of ARMY. FILA intends that the slogan will prompt audiences to instantly want to buy the products.

Target audience

The specific audience the campaign will advertise to is BTS' audience, ARMY which range from 10-35-year olds. Their socio-economic range is middle class as they would have to be able to buy the FILA sportswear, with their geodemographic being mostly urban since they would have to buy the sportswear from FILA but can order online. In terms of psychographics, the audience are categorised as young people, being mainstream and from all genders and ethnicities. Though the campaign features only the male boyband, it is not limited to females as the clothes and accessories are all unisex, allowing all genders to wear the products.

Choice of media –**Poster****Approach –**

As BTS have in the past produced merchandise like album pictures and photocards, posters will be a suiting advertising medium for their audience as they are already familiar with this type of marketing.

The poster features all the band members advertising the sportswear, shoes and bags of FILA. Because of the long shot, the band are easily recognisable whilst wearing the promotional material. By them wearing the sportswear, it prompts the audience to do the same, for the fans to wear the same clothes as their idols.

TV advert – <https://www.youtube.com/watch?v=tN2r0slmjG8>

**Approach –**

As BTS' main outlet is YouTube, FILA have advertised their video adverts on this medium too, ensuring that BTS' audience will see it. FILA have created altogether eight video adverts for this campaign, having one group advert with all the members and separate video adverts of each member. This allows BTS' fans to replay the advert with their favourite member and also watch the group advert. Each of the footage taken from the separate videos are cut together to form the one group advert, allowing the fans to recognise and understand that these adverts are all or one campaign. They all

features the members wearing FILA products, ranging from shoes to bags. This allows the audience to see the kinds of clothes FILA is advertising. By having BTS advertise these could mean that fans of the band or particular member may purchase the clothes only because their favourite member wore it. Colour schemes for these adverts include red, navy and white, with the member's clothing contrasting with the background to make them stand out and be the main focus of the campaign. Though there are scenes of the FILA products throughout these adverts, most scenes are of the members going nearer the camera and smiling, showing again that the campaign is for the fans to recognise their favourite members and what they are wearing or holding.

Billboard –**Approach –**

Since BTS is the biggest band in the world, advertising on billboards would be suitable as the band's audience are mainstream. As well as allowing those who may not know the band to still wanting to purchase the sportswear. As BTS are advertising the sportswear, those who do sports may see the advert, not knowing who BTS are but still be interested in the product.

The billboard shows the BTS members wearing FILA's sportswear and has minimal text. This means that BTS are the main focus of the billboard, with audiences only looking at them and understanding that they are advertising the clothing

for FILA. This kind of celebrity endorsement allows fans of the band to easily recognise them when driving/walking. The colour scheme of the billboard is mainly red, blue, and white with the background following the same theme.

Representation and Genre

The campaign solely focuses on the South Korean boyband meaning that no females are represented. This could mislead the audience into thinking there is only men's sportswear available and therefore women not being interested to buy the products. This could be detrimental for the campaign since most of BTS' fans consist of women and so, could mean that they may not want to purchase the sportswear. However, the colour schemes of the clothing and accessories have purposely been unisex colours, with red, navy and white that don't dictate a certain gender must wear. And so, by having the members wear clothing that could be suitable for men and women, it prompts all their fans to buy the sportswear.

As BTS are advertised in the campaign, it allows other ethnicities and cultures to still wear the clothing. BTS have been known for promoting self-love and expression in their music careers and so, by using these role models within the advert, it doesn't necessarily mean that only Koreans can wear the sportswear, it is everyone.

The genre of the whole campaign is light-hearted since there are various scenes of the video adverts of the members smiling and laughing with the posters showing this too. This is intended to make the audience feel happy to see their favourite band and wish to be just as happy as they are if they were to buy the FILA sportswear.

Campaign logistics –

FILA will have to pay for the celebrity endorsement and have to put the TV ad at certain times in the day to attract the most suitable audience. This can be for example, airing the TV advert at 5pm where young teenagers watch TV as BTS have a young demographic as well as promoting the video advert online.

Relevant legal and ethical issues -

As BTS are the main focus of the campaign, FILA would have to ensure that they suit the content of the campaign to the band's audience. BTS have a fanbase that ranges from 10+, making it very broad. Because of this, FILA would have to ensure the campaign is suitable for the band's younger audiences by making sure there is no sexual content, offensive language or behaviour. This is so that FILA do not influence the band's younger demographic. And so, the content of the campaign has been tailored to what is most suitable for BTS' fanbase, ARMY.

There is no stereotyping or sexualising within the campaign as BTS are simply wearing the FILA clothes and posing. As BTS' fans consist of a wide range of ages, cultures and backgrounds, having them advertise the sportswear entices all these fans to buy the products. The slogan, 'GO BTS, GO FILA' isn't subjective just to a select group of ARMY, it is for any ARMY that enjoys BTS to be just like them, discriminating against no-one.

Conclusion

Overall, the campaign is widely successful mainly because of the use of celebrity endorsement. Unlike Taylor Swift, the boyband have a wide variety of fans from different ages and genders. This means that when BTS are promoting the sportswear, they are promoting it to all their fans, male or female. This is evident when looking at the colour schemes of the overall campaign. The magazine posters for the campaign have a similar colour to one of the band's albums, 'Love Yourself' which had won a Golden Disc award. The reason for this is so that fans that are familiar with the band instantly recognise the comparison and prompt them to want to purchase the products.

As for the clothing the members all wear, it is mainly red, blue and white, easily showing that the sportswear isn't selectively for males, it is a unisex selection. The different designs of the colours

worn by the members show this, with stripes and squares worn. By purposely having the band promote unisex clothes ensures all the audiences within BTS' demographic feel represented and want to purchase the clothing. The slogan, 'Go BTS, go FILA' also contributes to the success of the campaign since it is mainly addressing BTS' fans. The slogan tells them that if they want to be like their favourite band, they would have to 'go FILA'. This contributes to more audiences purchasing the clothing.

LO1 M1 - Evaluate different cross media advertising campaigns for consistency of message

Nike Equality campaign

In Nike's campaign, they have had a consistent message throughout which is treat everyone the same whether on the field or not. This message is consistent as quotes through all mediums are similar and conveys the same message. On billboards it is 'the ball should bounce the same for everyone' and on social media it is 'if we can be equals in sport, we can be equals everywhere'. They get this across through voiceovers on TV adverts and text on digital and print platforms. Within their campaign, the colour scheme has been consistent, with the use of black and white in all. The TV advert is in black and white and posters have black backgrounds with white text. Another consistency is the logo of Nike and the 'Equality' text as well as images of athletes who have experienced discrimination in their sport career. This makes it very serious and conveys the message that we should treat others equally.

Coca Cola 'Stay Extraordinary' campaign

Throughout the celebrity endorsed campaign, Coca Cola has had a consistent message - 'stay extraordinary', calling for the audience to have the diet coke to be successful just like Taylor Swift. The colour schemes of red, grey and black are also consistent, with Taylor Swift typically wearing red over a grey background alongside black text. By having the celebrity in the centre of nearly all the mediums, it emphasises that the singer is advertising the diet coke. As well as in all mediums the logo of the diet coke is shown, with Taylor Swift's name also inserted to further show who the singer is and what she is advertising.

'Go FILA, go BTS' campaign

In the campaign, there is a clear message – if you become a member of FILA by buying their sportswear, then you become like a member of BTS. FILA have shown this message by tweeting it on social media sites alongside posters with the hashtags. This allows the message to be spread across all mediums. The colour schemes of red, blue and white are consistent throughout all mediums, with every member having different sportswear that are within this colour scheme. The FILA logo is also shown consistently, with the members of the band being in the centre of the advert. This allows audiences to recognise BTS and what they are advertising.

Similarities between campaigns

Between all campaigns, there are clear similarities with one of them being the consistent use of selected colour schemes. Though each campaign has a different colour range, the colours selected for all are used throughout each medium for the campaign. This makes each campaign easy to recognise and remains to have a consistent theme. By observing the Nike campaign alongside the FILA's, there is a clear difference in the colours. Nike used a very basic and limited colours of black and white, while FILA had red, black, blue and white through all mediums. It is evident that these choices have been deliberate – Nike is addressing a serious issue so bright colours are inappropriate whereas for FILA, they are the most suitable. The use of simplistic text for Nike compared to more experimental text for FILA amplifies this.

Not only is the use of colours the same but also the use of company logos repeated over every medium. However, the way in which these are shown is slightly different. You can see the FILA logo

printed on the members' clothing, showing they are wearing FILA's sportswear whereas the diet coke campaign had their logo situated in the corners of the adverts. Though both are different, each shows the company name for the audience to recognise.

FILA and Coca Cola have had a similar approach when using celebrities in their campaigns. Taylor Swift is seen drinking diet coke and BTS wearing FILA's sportswear. By having these celebrities interact with the products allows audiences to clearly understand what is being advertised. There is also a call to action in every campaign wanting the audience to do a specific thing. In Nike, it was for audiences to treat others with equality, diet coke was for audiences to 'stay extraordinary' by purchasing the drink and FILA'S 'Go FLIA, go BTS'.