

NIKE GLOBAL BRAND WRITING
COPY TEST: NIKE WOMEN

1. **CAMPAIGN.** Nike Yoga is launching a new yoga collection featuring Infinalon, a soft + stretchy material that's twice as strong as spandex. The collection includes leggings, bras, and tanks designed for on-the-mat wear (but cute enough that you can go from practice to a matcha run). Write three campaign headline options (each with a corresponding subhead) that could introduce the world to this collection.



Campaign Headline: Infinalon, ad infinitum.

Subhead: The new Infinalon yoga collection takes you everywhere, from down dog to downtime.

Campaign Headline: Make mind-body miracles.

Subhead: Made from ultra-stretch Infinalon, our first-ever yoga collection is made to be even more flexible than you are.

Campaign Headline: Introducing Infinalon.

Subhead: Move freely in our new inversion-friendly leggings, tanks, and bras.

2. **MANIFESTO.** Write a customer-facing manifesto (50-100 words) about the impact of sports bras on style and culture. Target this piece to a fashion-obsessed audience.

Putting on a sports bra doesn't just say you're heading to the gym. A sports bra says "why not both?" Why not fashion and function? Why not being held in, but never held back? In any sports bra style, you can embrace who you are *and* get things done. You're up for a challenge, and you won't sacrifice on anything, especially not your outfit. First impressions are everything, and you came here to stand out. You can have it both ways, but most importantly, when you're wearing a sports bra, you're showing everyone that you're doing it your way.

- 3. INTERVIEW.** Imagine you're writing an editorial piece featuring choreographer, actor and philanthropist Sherrie Silver. Sherri has styled several outfits around the new AF-1 Rebel. The visual assets will include her wearing these. Come up with a title and subhead, and explain the narrative structure of the article. Include key, differentiating interview questions you would ask both the influencer and the Nike design team behind the shoe.



Title: For Sherrie Silver, Expression is Everything

Subhead: The groundbreaking Rwandan choreographer, actor, philanthropist and influencer discusses her personal style and how she wears the new AF-1 Rebels.

Explanation of the narrative structure:

Intro: A short but sweet introduction to Sherrie, explaining her background, upbringing in Rwanda and the UK, and her current work

Body section one: This section will touch on Sherrie's personal style, relating it back to her background and influences.

Body section two: This section will discuss the new AF-1 Rebels and the choices Sherrie made while styling them. It'll touch on her favorite elements of the shoe, as well as her inspiration and what she hoped to accomplish with each look. This section will make up the bulk of the piece, and will have photos of each of her looks scattered throughout for reference and to break it up.

Conclusion: In this section, I'll discuss Sherrie's aspirations for her career, as well as where she hopes to see in future fashion designs. Where does she believe dance can take her, and what can it do for the communities she works with and for?

Key differentiating questions:

Sherrie:

1. How would you describe your personal style, both on the dance floor and on the street? How does your upbringing influence your style?
2. What was your goal for styling the AF-1 Rebels? What attitude did you want to convey from each of the looks?
3. The AF-1 Rebels are boldly designed and don't play by the rules. How do you follow suit in your work? Where do you see the world of athleticwear/streetwear going in the future?

Design team:

1. What elements of the new AF-1 Rebels did you change or add to transform it into a contemporary design?
2. The new AF-1 Rebels are a futuristic looking shoe, though the original Air Force 1 design has roots in basketball. How did you honor its heritage, and were any of the original components carried over into the redesign?
3. Who do you envision wearing the new Rebels?

4. **EMAIL.** Write a subject line, pre-header, headline, subhead, and CTA for the following email.

1. *Ultrabreathe Indy Bra (context: just arrived; features lightweight/breathable/super fast-drying fabric, light support)*

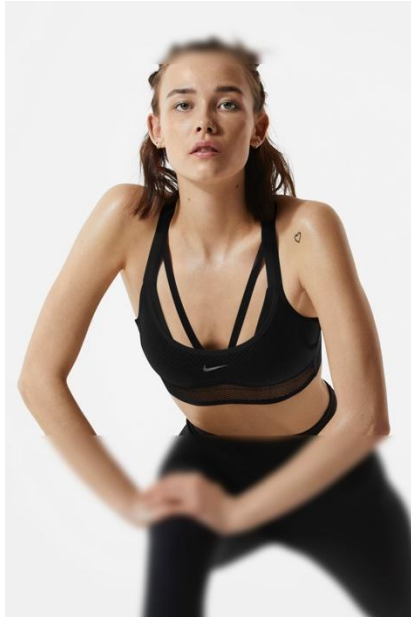
Subject Line (40-50 characters): Deep Breath: New Addition to the Indy Line

Pre-header (55 characters): Our newest lighter-than-air sports bra, available now

Headline (20 - 30 characters): Strap in for Ultrabreathe Indy

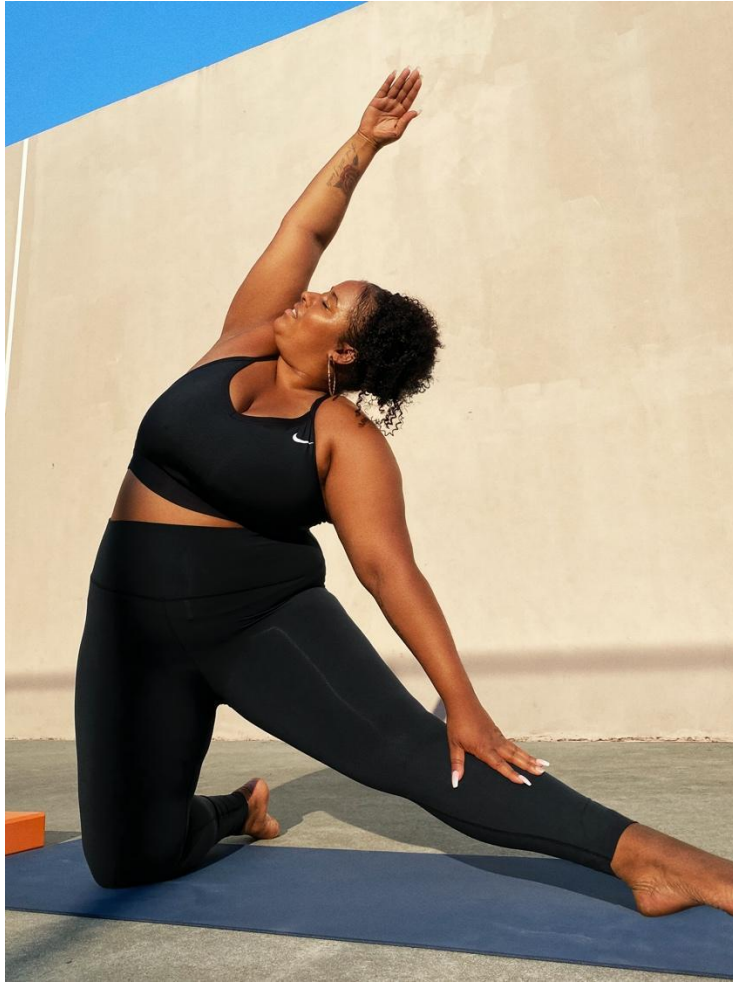
Body: Complete with a strappy silhouette in our fastest-drying fabric yet, the new Ultrabreathe Indy Bra keeps things simple in classic black. A U-neckline and racerback details make for a breezy fit, offering you soft support for comfort and agility.

CTA (25 characters): Add Indy to the cart ASAP



5. **SOCIAL.** Using @nikewomen as a tone reference, write a caption for this image.

Context: Paris Alexandra, founder of BK Yoga Club, and a champion of body-positivity and BIPOC representation in yoga. Post is meant to inspire those new to yoga.



Caption: @paris_alexandra brings all of herself to the mat. As a proud plus size yogi and founder of @bkyogaclub, she's creating community by making her studio a welcoming space for everyone.

“For me, body positivity is saying you can be any size and you can practice yoga. I’m plus-sized and I’ve gone to yoga spaces in the past, people would make assumptions because of my size and say ‘Just be gentle with yourself.’ When we talk about body positivity, it’s about creating a context where people feel like they’re included and seen, where they can be the full expression of themselves.”

Quote from Paris’ Instagram:

https://www.instagram.com/p/CGi3LE-qT50/?utm_source=ig_web_copy_link