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## **Nike. Just Do It. Nike.com**

In September, former 49ers quarterback Colin Kaepernick became the new face of Nike's "Just Do It" campaign. We look back at the history of the three-word phrase. (Eric Risberg/AP)This article is...

## **The Story Behind Nike's 'Just Do It' Slogan | Only A Game**

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### **Nike. Just Do It. Nike.com**

It was a provocative statement from a disturbing figure, but the call to action of "do it" resonated with advertising executive Dan Weiden, who was looking to help Nike compete in the sports...

### **The Origin of Nike's "Just Do It" Slogan | Reader's Digest**

The first "Just Do It" ad featured Walt Stack, an 80-year-old marathon runner. Nike used it seven years later with another marathoner, HIV-positive competitor Ric Munoz. Along the way, a wide range of pro stars including Michael Jordan, Bo Jackson, Roger Federer, and Wayne Rooney appeared in "Just Do It" campaigns.

### **Serial Killer Gary Gilmore's**

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## **Execution Inspired Nike's ...**

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## **Just Do It: The Nike Spirit in the Corporate World: Katz ...**

Just Do It (stylized as JUST DO IT. and set in Futura Bold Condensed) is a trademark of shoe company Nike, and it is one of the core components of Nike's brand. The slogan was coined in 1988 at an advertising agency meeting.

## **Just Do It - Wikipedia**

Just Do It is an example of a brand campaign that tapped deeply into the authentic character of Nike's brand values and brand purpose. But, few people know about the internal conversations that led to the ad brief

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that went to Nike's agency Wieden+Kennedy (W+K) to create the campaign.

### **The Brand Brief Behind Nike's Just Do It Campaign**

The Nike Tee Just Do It Navy Short Sleeve T-Shirt Women's L NWT Read. Condition is New with tags. Shipped with USPS First Class Package. There is a super small tag hole through the hem band in the upper neck collar.

### **The Nike Tee Just Do It Navy Short Sleeve T-Shirt Women's ...**

Nike's JUST DO IT is the most iconic company slogan of all time. Can that be argued? Here's a little history on how it was created.... In 1988, Dan Wieden, founder of Wieden+Kennedy, had a number of teams working on the Nike account to create a 30-second commercial that he could pitch to Nike founder and CEO Phil Knight.

## **NIKE JUST DO IT: THE HISTORY |**

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## **Diesel Films**

For the 30th anniversary of Nike's "Just Do It" campaign, the sneaker brand made a risky move by taking a stance on a fraught cultural topic. Since then, Nike has faced some backlash by fans boycotting brand products, but these reactions represent only a fraction of Nike's customer base.

## **The Biggest Success of Nike's "Just Do It" Campaign May Be ...**

Launched in 1988, the Nike "Just Do It" campaign featured professional and amateur athletes talking about their accomplishments and the emotions they feel as they exercise. One of the first television spots of the campaign featured a video of 80-year-old marathoner Walt Stack (see video below) who explains to viewers how he runs 17 miles every morning.

## **Just Do It Campaign - explained by Blinkist**

Nike's iconic slogan "Just Do It" helped

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the company become a worldwide phenomenon after it was first introduced in 1988, and it's stood the test of time almost 30 years later. The phrase was...

## **The grim origin story behind Nike's 'Just Do It' slogan ...**

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## **Just Do It to Nike - DailyThemedCrosswordAnswers.com**

Just Do It: Tokyo, Nike's latest JDI film, comes from Japan and encourages female athletes to move forward through sport. Tennis star Naomi Osaka, basketball player Evelyn Mawuli, dancer Koharu Sugawara and champion

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skateboarders Aori Nishimura and Sky Brown are among those featured.

### **Nike Just Do It: Tokyo - Nike News**

Nike's first commercial featuring the "Just do it" slogan. Nike co-founder Phil Knight, who was sceptical about the need for advertising, initially rejected the idea.

### **Nike's "Just do it" was based on the last words of a murderer**

To mark the "Just Do It" slogan's 30th anniversary in 2018, Nike released an ad with Colin Kaepernick, the former San Francisco 49ers quarterback who kneeled in protest during the National Anthem...

### **Nike is saying 'Don't Do It' in a message about racism in ...**

Nike aligning Kaepernick with "Just Do It" is the latest chapter in the company's history of responding to issues resonating with the public at a given moment. Two of its most prominent



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examples...

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