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### **Nike Commercial - Winner Stays Analysis**

Every living soul lives with dreams and aspirations. Male and female, the old and the young, the rich and the poor, are all inspired by great things and they always live with the wishes of achieving their dreams and being like the people they look up to. Nike seems to have discovered this great attribute of man and has endeavored to help awaken this spirit and stir the vigor of not only the sport superstars but also the common people into striving towards achieving their best in the world of sport. Nike has launched a campaign which has a strong message of inspiration to all those who have the vigor of realizing their individual moments of greatness in sport (Nike.com). It is not just about the championship athletes or the record holders and breakers aspiring to move their limits further, but it also has concern for the normal athlete who has aspirations of achieving excellence according to their own standards. It is about the setting of personal goals and achievement of an individual's defining moments of success.

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This particular commercial must have been made with the intention of bringing out every child's dream of eventually turning into their idols or being able to play like them, when they are in the company of their peers. A conversation with my friends who ever played soccer brought to my knowledge the fact that they always tried to impersonate the athletes they considered as their mentors or the teams and clubs that were excelling during those times. This is clearly brought out by Nike in this commercial by use of a group of young and ambitious football players and fans

who cannot hide their aspirations. They meet at a local park and divide themselves into two teams with the intention of challenging each other through the game. Each one of them becomes the football star he looks up to and endeavors to play his best to match his mentor, with those who appear to fall short of the skill their mentors display being openly told that they don't fit the brand. The game then almost totally changes from the local park in which it set off into the mighty stadia in which these great players exhibit great talent before mammoth crowds and amidst great cheers and jeers.

Nike have also exposed the reality that every fan who happens to be footballer has a dream to watch the World Cup matches at the stadia through this commercial. The commercial brought in global football icons Wayne Rooney, Zlatan Ibrahimovic, Cristiano Ronaldo, Gerard Pique, Neymar, Eden Hazard, Andrea Pirlo, Gonzalo Higuain, Thiago Silva, Tim Howard, Mario Gotze, Andres Iniesta, David Luiz, Thibaut Courtois, together with Ronaldo's fiance Irina Shayk. The two armature teams become the Brazilian and the Portuguese ingenuity instead of exhilarating them (Augustus). This clearly characterizes the dream of several aspiring footballers. Due to the alteration that is created by the team leaders, the other members of these teams also shout their football heroes' names which leads to the introduction of football legends Thiago Silva, Andreas Iniesta, Zlatan Ibrahimovic and Andrea Pirlo. The commercial eventually ends up into a deluge of some of the company's (Nike) greatest stars. It gives this American company an opportunity to showcase the looks of its highly waited for boot brand, the Magista boot. This also serves as the best moment for unleashing the very first appearance of the fresh Mercurial Superfly that Ronaldo is wearing. The company uses the commercial to appreciate talent, give inspiration and hope to the upcoming sportsmen, as well as the advertisement of its new products to the market in a highly

sophisticated and new way. It comes out as a very different way of advertising products that is a bit different from the contemporary ways of advertising that are used by most of the manufacturers.

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This commercial is also used as a tool for not only appreciating but also comparing football skills. This is clearly seen by the personification of Portuguese and Brazilian skill by the two armature teams that play. It is manifested in one of the team leaders personifying Cristiano Ronaldo, a Portuguese and the other taking the role of Neymar, a Brazilian. The comparison is further developed in the random selection of other football icons from across the globe, from different premier league football clubs and different national teams who showcase their talent. The football expertise shown here shows the diversity that exists in the different national teams represented ahead of the World Cup, as the various teams prepared themselves for this very important event in the soccer world. It also clearly showed the much appreciation and reverence that is given to World Cup not only by the players but also by the soccer fans from world over. The appreciation of the fans to the players as they show their talent was also brought out clearly. Ronaldo enjoys the support of not only the mammoth crowd in the stadium but also his gorgeous girlfriend even as the rest rely only the approval of the masses.

The commercial is dubbed the “Winner Stays”. It is basically a contest in which the football bigwigs from across the globe, chosen from various football clubs and nationalities are brought together so as to showcase their skills and also to out-muscle one another in the game. According to this game, each individual touch of the ball acts a proof that football is meant for and will remain in the realms of those who are willing to Risk Everything even in times when it is inevitable (Muller). The Players were in the game to do their best and only their best lest they be thrown out of the game. It was a game that was meant for only those who proved to be the best as it was

characterized by the armature footballers personifying the best and the most talented soccer players from different clubs and nationalities. As the players played, criticism and appreciation was openly expressed not only from the fans but also from one player to another. If a player pulled a move that did not match the football star he had chosen to personify, he was clearly told that his hero could not do that if faced with such a situation. For those ones who pulled excellent moves just as their heroes did, they were appreciated by the virtual crowd and they could be seen bragging to one another about it openly. The football commodity manufacturer uses this commercial to encourage the ambitious footballers to live up to their dreams and stay in the game because it is only the winners that stay in the game. Nike also shows that their products, which are considered best in the market are only suited for use by the best in the soccer world because best matches with best

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