

## Campaign Concept Case Study

**Brand:** Nike

**Campaign:** *Move Because You Can*

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### Objective

Reposition Nike's approach to movement by shifting the narrative from performance-driven fitness to gratitude-driven movement, reconnecting audiences to purpose over pressure.

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### Human Insight

In a culture obsessed with performance, productivity, and aesthetic results, movement has become something to optimize, track, and improve. But for many, movement is not a guarantee—it is a gift. When we stop treating movement as punishment and start recognizing it as privilege, it shifts from obligation to gratitude.

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### Audience

Gen Z and young millennials navigating burnout, comparison culture, and constant performance pressure. Including the pressure to “do fitness right.”

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### The Big Idea

Move because you can. Not because you have to.

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### Tagline

Move Because You Can.

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## Sample Headlines

- You Don't Have to Move. You Get To.
  - Some Were Told They Never Would.
  - Stop Moving for Them. Start Moving for You.
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## Social Media Concept (Option 1)

### Instagram Series: *Real Movement*

Short documentary-style videos showing:

- Early morning walkers
- Adaptive athletes
- Post-injury runners
- Everyday imperfect movement
- New moms
- Older adults starting again

Tag overlay:

Move Because You Can.

Tone goal:

- Raw
  - Natural light
  - Unfiltered.
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## Social Media Concept (Option 2)

### Nike x Paralympics: Redefine "Can"

Concept:

A collaboration with Paralympic athletes highlighting individuals who were once told they "couldn't" - and moved anyway.

Short documentary-style videos featuring:

- Paralympic track athletes
- Wheelchair basketball players
- Swimmers post-amputation
- Athletes who returned after life-altering injuries

Tag overlay:

Move Because You Can.

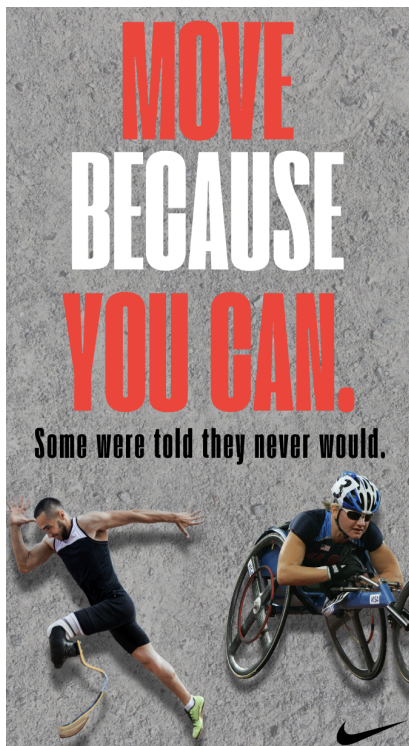
Supporting headline:

Some Were Told They Never Would.

Tone goal:

- Powerful
- Respectful
- Unfiltered
- Strength-forward, not sympathy-driven

### Visual Mockup Idea



## **Why This Campaign Works for Nike**

- Aligns with Nike's legacy of empowerment storytelling
- Expands inclusivity beyond performance metrics
- Strengthens emotional brand connection with Gen Z
- Supports long-term brand equity over short-term product push