

Nike Advertising

Phil Knight founded the Nike shoe company in 1972, and in less than two decades, it became one of the strongest and most well-recognized companies in the world. Unique and unforgettable advertising is what powered its phenomenal corporate growth.

When we think of classic Nike advertising, such names as superstar athletes – Michael Jordan, Charles Barkley and Bo Jackson – come to mind, and the phrase, “Just Do It,” has become part of our everyday conversation.

In 1994, the Cannes International Advertising Festival recognized the consistent creativity and impact of Nike advertising by naming Nike advertiser of the year. That is unimaginable to anyone who knew how Nike CEO Phil Knight felt about advertising back in 1981. That’s when Knight first hired a new ad agency. When Knight met with the ad agency’s president, Knight told him to his face, “I hate advertising.”

The greatest advertiser in the world once hated advertising? The company made by advertising started its relationship with its ad agency in a skeptical and dubious fashion.

It’s the same way with the gospel of Jesus Christ. Many people who once hated it, or didn’t comprehend it, now love that gospel. It has brought them all the good they now enjoy.

--Beecher Hunter