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**Nike’s Advertisement Featuring LeBron James: An Analysis**

The following paper analyzes the target market and other metaphorically incorporated aspects of “Swimming Pool”, Nike’s commercial that was aired in 2006 to 2007, during the NBA season. The advertisement depicts LeBron James in multiple characters that include his infamous dispositions of Athlete, Kid, Wise, and Business. Along with the court, LeBron has a prominent and outstanding reputation in the métier of marketing. The ad evidently targets the market niche of athletes, basketball players, and rough and tough individuals. LeBron James envisages the most robust persona that has the prowess to carry a massive responsibility on his shoulders and can make the things work, miraculously. Similarly, through delineation of different personalities, LeBron expands the scope of the product.

Along with the targeted market segment of sportsmen and colossal men, Nike also strives to relay the core message of humanity and equality. LeBron is a black man, and through his association with Nike, the brand attempts to assert its inclination toward diversity. Moreover, the song that is playing in the background is “Summer Madness” (1974) by Kool and the Gang, a black musical group. The song once played in “Rocky” movie as well, and therefore it elaborates the essence of power, persistence and sturdiness altogether. Considerably, Nike did not pivot the product and comparatively signified the bliss and self-assertiveness of dispositions to a greater extent. On the other hand, the Nike advertisement portrays The LeBrons’ trio in an amusing and allegorical manner. And the LeBrons allure a multi-façade market niche toward the brand through such implicit personification. The humorous factor of commercial attracts youngsters to it, and even after all these years, the ad gets considerable views stats. Further, the acting expertise of LeBron precisely demonstrates different avatars and affirms that Nike is a perfect opt for all unique and headstrong kids, athletes, wises and businessmen. Nike remarkably highlighted various niches, target audiences and diversity into its commercial through flawless implementation of rhetoric.

Reference

D1PHAM. “Lebron James Nike Pool Commercial.” *YouTube*, YouTube, 31 Oct. 2006,   
  
 https://www.youtube.com/watch?v=lHtoF-lMqaA.