

Advertising Headline/Tagline:

Legacy Lives On.

OBJECTIVE:

To promote Nike's "Legacy" sneaker with LeBron James and Bronny James. The idea is to celebrate guidance, support, mentorship, and powerful connections.

TARGET AUDIENCE:

The primary target audience for this campaign is men between the ages of 30-45. This audience admires the relationship between LeBron and Bronny as it also reflects the relationship that LeBron James had with Coach Frank Walker Sr., who stepped in as a mentor and father-figure role and taught him everything there he knows about basketball. These fans feel connected to the James family because of their athletic skills and their values of resilience, support, and emphasis on how important family is. Many of these fans are mentors, fathers, role models or aspire to be.

OPPORTUNITY

This campaign allows Nike to show that the sneaker is more than just a shoe. The "Legacy" sneaker is a symbol for legacy. The sneaker can be passed on as a gift to a son, nephew, or mentee. This campaign motivates the audience to leave an impact and build a legacy through action.

BRIEF

Empowering LeBron and Bronny James fans to build their legacy and pass it on.

We want to inspire people by showing them that the people that have guided us in our lives play a huge impact on our life story. It's about ensuring that everything we do on this earth is done with a purpose—considering how we can impact others and how we will be remembered. It's important to know that legacy doesn't solely connect us to our blood relatives; it can also be chosen through a mentor or any other father figure role in our lives that has pushed us to greater heights today. LeBron James was mentored and shaped into the man he is today all thanks to Frank Walker Sr., and that has made LeBron a better leader and father to his son and it has also made Bronny a role model for younger fans continuing the legacy that his father has started.

MEDIA PLACEMENT

The campaign will run as an out-of-home ad, and the advertisements will be strategically placed in Los Angeles, home of the team where Bronny and LeBron both play, as well as Cleveland and Akron, Ohio, where LeBron and Bronny were both born. The campaign hopes to encourage those who want to be mentors or step up in a young kid's life looking for guidance to do so.

CAMPAIGN GOALS

The main goal is to drive sales for the Nike "Legacy" sneaker by creating an emotional connection for those inspired by LeBron and Bronny's relationship on and off the court. Symbolizing family and mentorship, the campaign encourages viewers to make this part of their legacy in their way.

WHY?

This ad campaign is needed because there are many young boys who might need just a little guidance to find their way through life. It's always comforting to know that someone has their best interest at heart and that there is always someone out there who will listen. This ad is not about promoting this new sneaker, but

it's about reinforcing what the true definition of legacy is—consistent, intentional actions!