

CREATIVE BRIEF FOR



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THE FACTS

Where are the majority of the factories?

25%

CHINA

10%

VIETNAM

9%

USA

THE OBJECTIVE

The aim of the campaign is to present the counter argument that NIKE do look after the employees contracted to factories which produce NIKE merchandise. This will be done through the "NIKE DO" campaign. The campaign will be a film or animation which can be used for television advertising and for the brands official website. The film or animation will briefly and clearly explain the policies and Code of Conduct in place to make sure that employees in all areas of manufacturing are looked after to their best interest. It will also give a short introduction to the brand, where the majority of factories are located and the benefits in place for the employees who produce NIKE merchandise.

The film or animation will be made using Adobe After Effects or Premiere Pro and the colour scheme required is presented in this Creative Brief: WHITE, BLACK & ORANGE. The typeface used will be Futura Condensed Medium or Futura Condensed Extra Bold. The film or animation will be no longer than two minutes long and will fade to the campaign name "NIKE DO" and then the NIKE logo.



THE PROBLEM

After controversial investigations looking into the welfare of factory employees large amounts of the public are questioning NIKE's ethics and the policies in place to look after the workers at the bottom. This problem has resulted in customers choosing to go to competitors in the market and the NIKE name has become tarnished.



THE BIG PICTURE

As NIKE has developed as a brand over the years there have been a number of policies and CODE's in place to look after employees in all areas. One of NIKE's responsibilities as a global company is to play a role in bringing positive, systematic change for workers within the supply chain. NIKE has put in place a team specialising and focussing on the behaviour of contracted factories in countries such as China and Vietnam. They visit the factories and check if the contracted factory owners are complying to NIKE's Code of Conduct. The problem in the past has come from the negligence of the contractors and NOT from NIKE itself.



THE TARGET AUDIENCE

The campaign will target a wide range of audiences, preferably from the ages of 16-50. The film or animation will be easy on the eye and will present the information as clearly as possible. The aim is to change the belief of people with the opinion that NIKE do not treat factory employees correctly, and to reassure loyal customers that NIKE is a respectable brand and abides to all international policies and laws.

#NIKE DO.