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Nike Essay Case Study Template

Title:

“Just Branding It: How Nike Became the Face of Gen Z Consumer Culture”

or

“More Than a Swoosh: Nike’s Role in Modern Youth Identity”

Introduction:

- Start with a hook — maybe a stat, cultural reference, or personal anecdote.
- Briefly introduce Nike and explain why it's relevant to your essay topic.
- End with a thesis that outlines your main argument or angle.

Section 1: Background + Brand Overview

- When and how Nike was founded
- Key growth moments (e.g., Air Jordan launch, Kaepernick ad, sustainability efforts)
- What makes Nike different from competitors

Section 2: Core Topic Analysis

- Focus on your main theme. Examples:
- Branding: How Nike builds loyalty through slogans, emotion, and identity
- Activism: How Nike uses its platform for social causes (and the backlash)

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- Marketing: Breakdown of a specific campaign (e.g., “Dream Crazy”)
- Sociology: How Nike reflects and shapes youth culture
- Ethics: Labor practices, sweatshop debates, or ‘woke-washing’ concerns
- Use case studies, examples, or quotes to support your points.

Section 3: Cultural or Consumer Impact

- How has Nike influenced public opinion, personal identity, or buying habits?
- Include real-world examples, media reactions, or campus culture connections
- Mention trends like sneaker culture, athleisure, or digital personalization

Conclusion:

- Restate your thesis in a fresh way
- Highlight why Nike matters in your chosen field/topic
- Leave the reader with a final thought, reflection, or open question

Optional Add-ons:

- A graph or chart (e.g., brand popularity, campaign reactions)
- A quote from a Nike ad or athlete
- Personal reflection in case of a narrative or personal statement

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