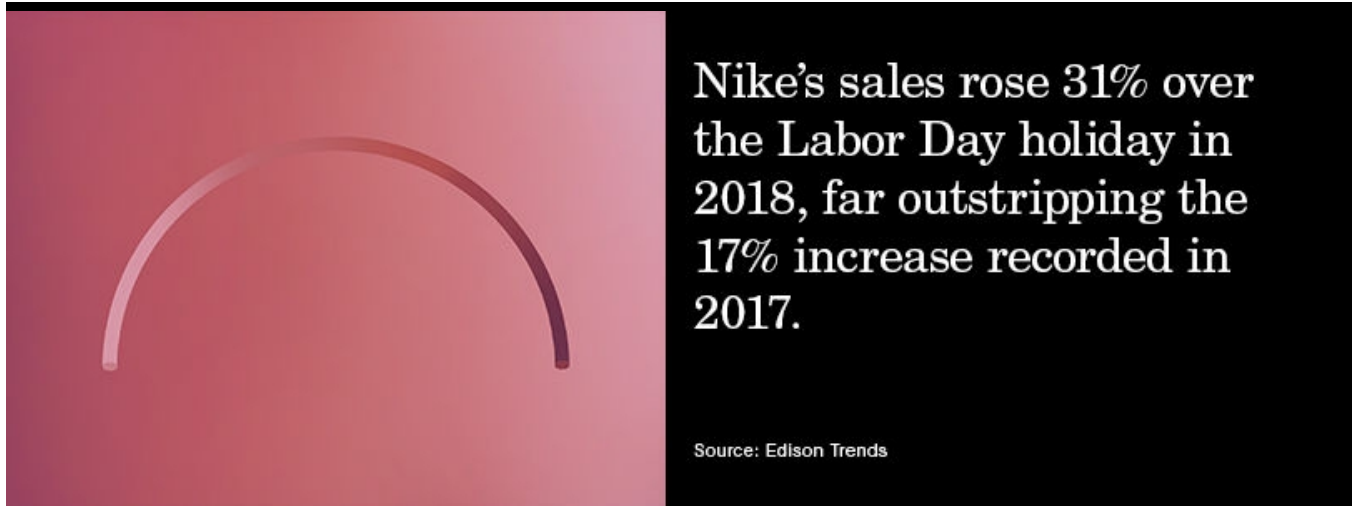


# NIKE DEMONSTRATES THE VALUE IN TAKING A STAND

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Following the launch of Nike's new Just Do It campaign featuring American football player Colin Kaepernick, the brand's Labor Day sales rose sharply. Kaepernick, who has protested against racial injustice and police brutality by refusing to salute the American flag before football games, has been widely condemned by President Trump.

However, Nike's **Backlash Brands** approach in taking a political stand with its Kaepernick campaign has paid off, demonstrating both the monetary and moral value in a brand standing up for what it believes in.

The campaign formed part of the brand's 30th anniversary celebrations, which also included its **first female-focused campaign in Mexico**.