

NIKE HIGHLIGHTS THE PHENOMENAL WOMEN OF SOUTH KOREA

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Choose Phenomenal, Nike, film by Wieden & Kennedy Tokyo, Korea

Watch this video at <https://www.lsnglobal.com/news/article/23738/nike-highlights-the-phenomenal-women-of-south-korea>

South Korea – For International Women’s Day, the **sports brand** has partnered with local athletes, celebrities and K-Pop stars.

The ad, entitled Choose Phenomenal, explores the countless possibilities that South Korean women can now pursue. The narrative is centred around the doljabi tradition, in which, on a child’s first birthday, they are presented with a range of toys to pick from. The toy they pick then symbolises their life ambitions and future career.

Created by **Wieden & Kennedy Tokyo**, the film features five pioneering Korean women who have deviated from their clearly-defined path to pursue their own goals, including a K-Pop star, a soccer player and comedian. As part of the campaign, Nike is hosting a Phenomenal Festival on International Women’s Day, which will feature a roster of fitness and music activities.

Nike is tapping into the South Korean desire to reclaim feminism, a movement that was once labelled the ‘dirty F-word’. For more, read our **Emerging Youth: South Korea** market.