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# NIKE PREDICTS A CHINESE WORLD CUP

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30 : 07 : 2018    Culture : Football : China



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China – Nike’s latest campaign, Dare to Become, taps into China’s growing interest in football culture.

Set in 2033, the futuristic ad imagines a World Cup dominated by Chinese football players, whereby a drone is the referee and young fans play football via their VR headsets. The scenes in the video are reminiscent of Nike’s historical advertising campaign featuring Cristiano Ronaldo, but with Chinese football players picked from the Nike Football League.

Since President Xi Jinping’s announcement that he wants his country to win a World Cup, football has been added to school curriculums. In response, brands like Nike and adidas have been rallying to appeal to this new market. In 2017, adidas **created a tv show** to teach children football skills in partnership with the Ministry of Education.

Nike’s campaign aims to inspire hope in young athletes and football fans in China, who – as Arnold Ma, CEO of marketing agency Qumin, **points out** – are increasingly watching European football alone in their rooms.