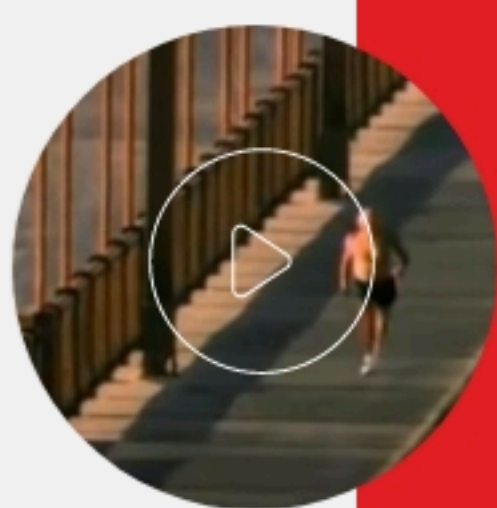


NIKE'S SOCIAL ISSUE MARKETING CAMPAIGNS

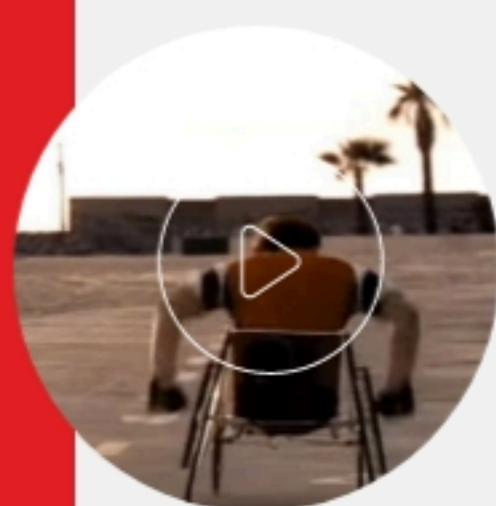


19
88

"JUST DO IT" WITH 80-YEAR-
OLD RUNNER WALT STACK

DISABILITY ADVOCACY WITH
PARALYMPIAN CRAIG
BLANCHETTE

19
89

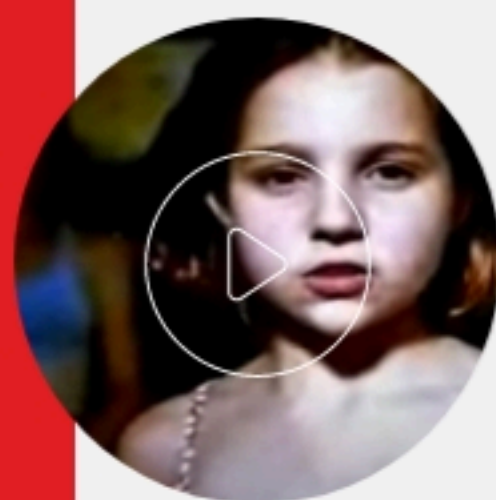


19
95

"JUST DO IT" WITH OPENLY
GAY, HIV+ MARATHONER
RIC MUÑOZ

"IF YOU LET ME PLAY" & THE
BENEFITS OF ORGANIZED
SPORTS FOR GIRLS

19
95



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07

"JUST DO IT" WITH MATT SCOTT,
NATIONAL WHEELCHAIR
BASKETBALL ASSOCIATION

"VOICES" CELEBRATES 40
YEARS OF TITLE IX

20
12

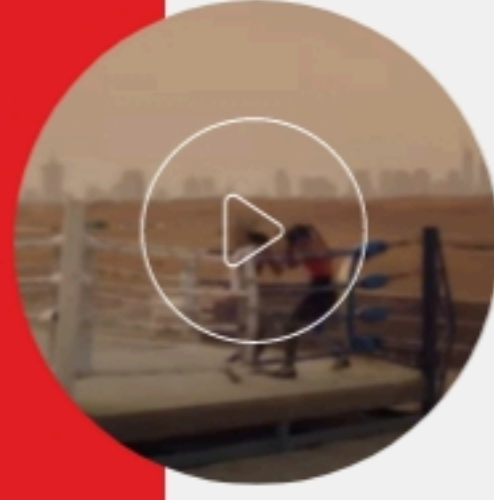


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17

"EQUALITY" IN SPORTS AND
THE BROADER WORLD

"WHAT WILL THEY SAY ABOUT
YOU?" MIDDLE EASTERN
WOMEN & SOCIAL NORMS

20
17

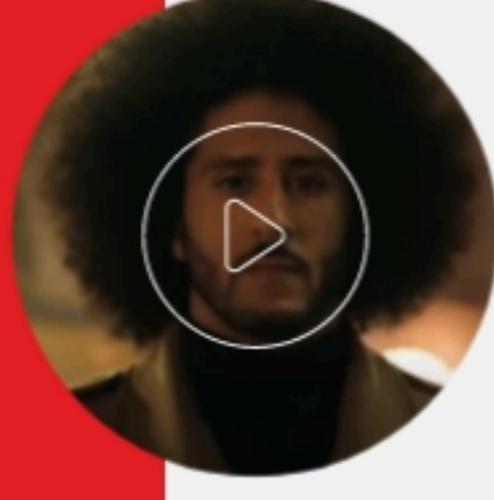


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18

30 YEARS OF "JUST DO IT"
WITH SERENA WILLIAMS

"DREAM CRAZY" WITH
COLIN KAEPERNICK

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18



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20

"FOR ONCE, DON'T DO IT"
SUPPORTING THE BLACK
COMMUNITY & RACIAL JUSTICE