

Nike: celebrity advertising

Level

Intermediate

Tasks

Guessing from a list of famous sportsmen who has **not** been sponsored by Nike

Reading a text on Nike's approach to advertising

Focussing on vocabulary related to advertising

Discussing celebrity product endorsement and effective advertising

How to use the lesson

- 1 Ask students if they know which brand of trainers they own. What influenced them to buy this brand? (cost? brand name? quality? advertising?)
- 2 Hand out the worksheet. Tell students that Nike have just won an award for advertising, and that the company has used many famous sportspeople in their advertising in the past, in particular US sportsmen.
- 3 Ask students to guess which sportsman in 1 has **not** been sponsored by Nike. Ask students if they know which sports are associated with the sportsmen in the box. Students read the text to check their answers. Ask for students' reactions to the text.

Answers

David Beckham (paragraph 3) has not been sponsored by Nike

Michael Johnson (athletics), Carl Lewis (athletics), Tiger Woods (golf), Andre Agassi (tennis), David Beckham (football), Jimmy Connors (tennis), Michael Jordan (basketball), Michael Schumacher (motor racing), Pete Sampras (tennis)

- 4 Students complete the chart in 3 using a dictionary if necessary. Focus on other collocations (*product endorsement, corporate sponsorship*), if appropriate.

Answers

endorsement, expansion, inspire, innovate, sponsor/sponsorship, advertise

- 5 Ask students to discuss the questions in groups, then report their ideas to the class. Hold a class feedback session.

Related websites

Send your students to these website, or just take a look yourself.

www.nike.com

www.advertisingarchives.co.uk