

Cooper Collegiate

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English Composition 1

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Back in the Day

The seventies were a wild time of experimentation and change in modern history. The seventies also sparked a running boom that created a demand for new and improved running shoes. This is where a start-up shoe company called Nike came onto the market with running shoes like the LD Waffle and the Daybreak. This was the beginning of a legacy for Nike and those first shoes they sold.

Thirty years later Nike used their legendary marketing to return to their roots. They did this by running their “Eat Our Dust” ad. This promoted the retro release of the original running shoes Nike made in the seventies.

Target Audience

These ads were shown in running magazines as well as fashion magazines. The running magazines would have exposed this ad to people who enjoy running and need appropriate footwear. It was also shown in fashion magazines because the vintage look was popular and that was an aspect of the shoes that this different audience could appreciate.

This ad was targeted at the running community. It was especially targeted at older runners from the Pacific Northwest who would have been exposed to Nike when shoes like the Daybreak were originally released.

It was also aiming to influence people who want to replicate the vintage look and style from the seventies. They do this by giving the shoes the original swooshes and funky stitching that gives them their vintage appeal.

Establishing *Ethos*

This ad sways you to buy their shoes by establishing the credibility of the product. This is already partially done by the Nike branding because many people trust Nike for athletic gear.

The ad establishes the credibility of the shoes by showcasing their iconic design and highlighting the fact that they have stood the test of time. Nike states in the ad that the shoes have been around for thirty years. This encourages the idea that the shoes are reliable and fashionable.

Nike started out as a niche track shoe company from Oregon, but through time, they proved to the world that they were a legitimate part of the running and fashion industry. They showed that they were not just a fad, but a quality product that can stand the test of time.

Presenting *Pathos*

This ad connects with its audience by tapping into nostalgia. The ad's target audience would have a connection to those shoes and that time period which the marketing team uses to their advantage. The ad asks if you remember the original release of the shoe to start the audience thinking about their previous connections to Nike.

The products themselves were also engineered to tap into these same emotions. The ad expresses this idea when it points out that the new release has the same old-school materials and odd defects that gave the old pair their personality.

The ad also explains how these shoes have original colorways that were pioneered during the seventies. These original colors alone are known to make Nike's other shoes popular. This is a proven marketing strategy for Nike that they're implementing again in this ad.

This ad aims to draw you back to the classic look and feel of these seventies shoes. It tries to convince you to buy a pair, even if you don't need new shoes, because you recognize them and have memories associated with them.

Pathos is the ad's strongest rhetorical element. The ad's main selling point is based on this *pathos* argument and many different aspects are incorporated to appeal to it.

Listing Logos

The ad doesn't just describe the shoe but gives evidence of its claims by having images of each model in the ad. This helps to show the iconic colorways brought back with this release. The images display the unique quirks of the shoes like the weird swooshes and odd stitching that gives them a vintage and well-loved look.

The ad boasts about the 70s-grade nylon used on the paneling of the shoes. This points out the quality and attention to detail that were put into these shoes. Having high-quality materials is a logical thing to look for in a good pair of shoes and Nike tells you right where you can find it.

I feel like *logos* is the weakest rhetorical element in this ad. While there are some flashes of it, nothing presented makes an especially compelling logical argument for the shoes.

Rhetorical Strategies

This ad shows several different shoes from this remastered pack to appeal to everyone.

Consumers could have bought Nike running shoes back in the day or been buying them for the first time and still have something for them. This shows the thoughtfulness of the ad, trying to appeal to all demographics of Nike fans.

People are always buying shoes so finding ways to break away from the norm and grab people's attention is essential. Instead of having new shoes look untouched and sterile, Nike chose to do the opposite. Going against the grain like this made their ads for these shoes stand out.

Concerns With the Ad

One thing that this ad doesn't contain is the price of the shoes. This is a big consideration when buying a pair of shoes and it's excluded from this particular ad. This is exacerbated by the fact that the different models displayed in the ad cost different prices.

The other piece of information that this ad omits is where you can find the product shown. If you were persuaded by the ad and wanted to buy one of the pairs, you wouldn't know which stores would be carrying the pair you wanted. This ad was also run before online shopping was a common option.

Conclusion

Overall, Nike's "Eat Our Dust" ad was a mostly successful marketing strategy. It piqued my interest in the shoes but since I don't have a previous connection to the history of the shoe I wasn't given the motivation to go and buy the product. This might not be a total failure though because the next time I go looking for a new pair of shoes these would come to mind as a candidate.

The ad did well at tapping into the nostalgia of its consumers and showcasing the credibility and longevity of its products. Nike expanded its reach and appealed to a wider range of potential customers by targeting multiple audiences. By incorporating images of each pair and highlighting the unique quirks and design elements of the shoes, they were able to build its argument for the quality and appeal of its products. This ad is an excellent example of how a company can leverage its history and brand recognition to create a successful marketing campaign.

nikevintage.com



Cortez



Waffle Racer



Oregon Waffle



LD-1000



Daybreak

EAT OUR DUST.

Feel like you've seen these before?
Probably so, if you were alive and
running in 1977.

But this time we've revisited our
original styles, and crafted them to look
30 years old—fresh out of the box.

And it's all there, almost to the stitch.
1970s-grade nylon. Weird Swooshes. Aged
laces. Weathered foam. And, of course,
those iconic color combos.

It's vintage. Minus
the annoying, "wait
30 years" part.



Beaverton, Oregon