

# Sparked big conversation despite initial backlash



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### Why the campaign rocks:

As a marketing professional in the IT industry's B2B sector, I often come across campaigns that impress me. There is one, however, from outside the B2B world that captivated my interest. The campaign is Nike's Dream Crazy, featuring former American NFL quarterback Colin Kaepernick.

The campaign in 2018 made a powerful statement on athlete activism. Nike took the controversial decision to feature the NFL star after he knelt down during the national anthem to protest against police brutality and racial injustice. The

campaign tagline 'believe in something, even if it means sacrificing everything' sparked widespread conversations and garnered attention.

The campaign positioned the brand as a champion of social justice. The use of Kaepernick, a polarising figure, lent it authenticity.

Despite some initial backlash, the campaign found resonance with a significant portion of Nike's target audience. It demonstrated that taking a stand on social issues could align with a brand's identity, values, and the aspirations of its consumer base, resulting in positive perception.

— As told to Christina Moniz



■ Campaign: Dream Crazy (2018)

■ Agency: Wieden + Kennedy, Portland



■ Brand: Nike