

Nike 2020 Commercial – You can't stop us

<https://www.youtube.com/watch?v=WA4dDs0T7sM>

1. Have you seen or heard about the commercial?
2. What did you think of it?
3. What message do you think they are trying to say?
4. What makes this advert different from other sport brand adverts?
5. After seeing it, would you share it on social media?
6. People are saying that it is "exceptional". Do you agree with this, why or why not?
7. You hear in the advert, "you're never alone". Do you think this is true for all sports?
8. What does "to be doubted" mean?
9. What happens if you are "held back"? What might this mean in a sporting context?
10. What does it mean to "not be taken seriously"? Has this ever happened to you?
11. "To fit the sport" is used in the advert. What does this mean?
12. Are all sports "fair"? Why or why not?
13. You see some sports stars doing what is called "taking the knee." What does this mean and where did it start?
14. What sports are represented in the advert?
15. Who are some of the sports stars you can see in the advert?
16. In the editing, they use a split-screen where you see athletes, sports and cultures mirroring each other. Why do you think the editor did this?
17. How many people do you think have seen it on Twitter alone?
 - a. 6 million
 - b. 16 million
 - c. 26 million
18. The advert closes with this, "No matter how bad it gets, we will always come back stronger. Because nothing can stop what we can do together." What do you think of this?
19. Do you like Nike as a brand?
20. Would this advert mean you are more or less likely to buy something from Nike or has nothing changed with your opinion?
21. Have you seen any of the other Nike adverts? Would you be more likely to watch them now?
22. Final thoughts.