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Nike In Politics: How Political Consumerism Impacts Corporate Social Responsibility

Samantha Frost

Western Washinton University

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**SAMANTHA FROST
DEPARTMENT OF JOURNALISM**

NIKE IN POLITICS

WHERE CSR AND POLITICAL CONSUMERISM INTERSECT

IN 2016, SAN FRANCISCO 49ER'S QUARTERBACK COLIN KAEPERNICK BEGAN PROTESTING POLICE BRUTALITY AGAINST BLACK PEOPLE BY KNEELING DURING THE NATIONAL ANTHEM AT FOOTBALL GAMES, DRAWING CONTROVERSY, AND RESULTING IN NO NFL TEAM SIGNING HIM THE FOLLOWING YEAR. NEARLY A YEAR LATER, NIKE LAUNCHED A CAMPAIGN HIGHLIGHTING ATHLETES FROM MARGINALIZED COMMUNITIES THAT IS REGARDED AS ONE OF THE MOST SUCCESSFUL AD CAMPAIGNS IN RECENT YEARS.

HOW DOES NIKE'S CAMPAIGN SUPPORTING COLIN KAEPERNICK AND THE BLACK LIVES MATTER MOVEMENT REFLECT THE ALIGNMENT OF LARGE CORPORATIONS WITH POLITICAL MOVEMENTS AS A CORPORATE SOCIAL RESPONSIBILITY STRATEGY AND HOW DOES POLITICAL CONSUMERISM IMPACT THIS DECISION? THE PURPOSE OF THIS PROJECT IS TO EXAMINE HOW NIKE USED THE 'DREAM CRAZY' CAMPAIGN TO PIGGYBACK OFF OF THE BLACK LIVES MATTER MOVEMENT AS A PUBLIC RELATIONS AND MARKETING STRATEGY AS WELL AS HOW POLITICAL CONSUMERISM IS SHAPING CORPORATE SOCIAL RESPONSIBILITY.



DIVERSIVE CONSUMERISM IS PUTTING PRESSURE ON COMPANIES TO CHANGE THEIR PRACTICES THAT HAVE AN ETHICAL, POLITICAL OR ENVIRONMENTAL IMPACT ON SOCIETY BY TARGETING A COMPANY'S IMAGE OR BRAND. CONSUMERISTS ARE SPARKING COMPANIES TO PUSH FOR POLITICAL CHANGE. WE SEE THAT WITH THE INCREASE OF CORPORATE SOCIAL RESPONSIBILITY SPENDING BY LARGE CORPORATIONS, SUCH AS NIKE DID WITH THE KAEPERNICK CAMPAIGN. THIS NEW PRESSURE IS MOLDING THEM INTO AGENTS OF SOCIAL CHANGE AND THE IDEA THAT CORPORATIONS HAVE A DUTY TO ENGAGE IN POLITICS IS RISING AND THE CONSUMERS ARE CRAVING IT. IT MIGHT EVEN BE A BETTER STRATEGY TO PICK A SIDE THAN IT IS TO STAY OUT OF CONTROVERSIAL ISSUES, IF IT IS DONE WELL, OF COURSE.