
NIKE LOOKING TO FILL NICHE SPORTS



All you avid skateboarders, snowboarders and surfers can now look to the Nike's boutique brands for your sports wear. The new Nike campaign, "The Chosen" extends the slogan, "Just Do It" by reaching out on Facebook and a promotional 3D spot to air this summer in theaters before "Transformers 4." Look for major theatrics and daring flips in the ads and a contest for anyone to post their action sports video and get friends to vote, sponsored by Nike's U.S. Open of Surfing. Famed skateboarder, Paul Rodriguez, will be one of the judges. Read more here.

Read the original article here:
[Advertising: Nike Tries to Enter the Niche Sports It Has Missed](#)

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