

CHOOSE THE WORK

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A campaign about the loss of identity — and the very human want of a hand on your back.

In a world drifting toward the digital, the synthetic, the frictionless, people are quietly losing the thread of who they are. The answer isn't louder technology. It's *effort, the body, and another person in the rain beside you.*

The brand that makes you believe your body is still the most powerful technology you own.

THE CASE

HONOR THE ANALOG TRUTH.

Nike is at its strongest when it honors the analog truth of human performance in a world that keeps drifting toward the digital. As technology accelerates and identity becomes increasingly synthetic, Nike's recent tilt toward celebrity ecosystems and fashion cycles has created a subtle drift away from the Oregon-born performance truth that built the brand — the same truth Nike lost once before, when it missed the aerobics boom and let Reebok pass it, and recovered only by re-anchoring in the athlete.

We recommend a deliberate, public re-centering: a piece of work that strips away the noise, the hype, the algorithms, and the collabs, and reminds the world that Nike's power comes from craft, innovation, and the athlete's relationship to their own physical potential.

This isn't a rejection of celebrity; it's a recalibration of hierarchy — athletes first, craft always, culture as a byproduct. A minimalist, analog, performance-driven campaign would acknowledge the drift without theatrics and re-anchor Nike in the place only Nike can stand.

**THE BODY IS
THE LAST HONEST
TECHNOLOGY.**

THE COMMERCIAL

THE ARGUMENT IS MADE BY WHAT'S WITHHELD.

The commercial concept embodies restraint rather than announcing it — gray, near-wordless, no celebrity, no spectacle. No logo worship. No music swell telling you how to feel.

Just two people, the weather, and the quiet decision to do something real. In an age engineered for ease, the film chooses friction — and trusts the audience to feel the difference.

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What follows is a film about a man who has lost the thread — and the stranger who, without a single word, hands it back to him.

THE FILM

EXT. DAWN / RAIN

Dark, rainy morning. A man sits in his car, coffee cooling in the cupholder, toast on a napkin, tapping out an email on his phone. The world is gray. The light turns green. He doesn't move.

THE RUNNER

A runner passes in front of him — hood up, soaked, steady. The man watches, something in him pulling forward while the car stays still.

THE STORE

Later, in a small store, he buys a pair of Nikes. No fanfare. Just a box under his arm.

NEXT MORNING

Same rain. Same darkness. His car is parked. He's outside, running — badly. Breath ragged. Form uneven. Shoes splashing through puddles.

THE TOUCH

The original runner appears beside him, gives him a gentle pat on the back. No words. Just a shared rhythm.

The whole campaign turns on that hand — the human touch a synthetic, isolated world can't counterfeit.

TWO FIGURES IN THE RAIN

**THEY RUN
TOGETHER.
ONE BEGINNING.
ONE RETURNING.
BOTH CHOOSING
THE WORK.**

Identity isn't downloaded or curated. It's built — in the weather, in the effort, in the company of one other person who shows up.

TAG — CHOOSE THE WORK

This is a story about a world moving faster than people can keep up — technology accelerating, isolation rising, shortcuts and synthetic ease becoming the norm, and a growing sense that we've lost the thread of what it means to be human.

The film is Nike choosing to stand on the side of effort, physicality, and connection. It's a return to roots: the body, the weather, the work, and the simple act of doing something real with another person.

It speaks directly to a loss of identity and the deep want for a human touch — the pat on the back, the shared rhythm, the proof that you are not doing this alone. In a digital age built on ease, Nike reminds us that meaning still lives in the hard things.

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