

HUSTLE CULTURE, SERIOUS LEISURE & NIKE

HUSTLE CULTURE

Hustle culture is the addictive societal glorification of relentless hard work and constant strive for success, encouraging unhealthy habits and an aspirational always-on lifestyle driven by the demands of the digital world. Since COVID-19 people have begun to take ownership of their time, rejecting the traditional notion of workplace hustle to instead fulfil their passions.



SERIOUS LEISURE



Serious leisure involves significant effort to pursue activities that offer self-fulfilment, purpose and identity enhancement. Engagement in meaningful challenges enables individuals redirect their hustle mentality by setting boundaries between the work, home, and leisure realms of life.

NIKE



Nike expertly leverages emotional marketing by juxtaposing hero and villain archetypes to align with the ideals of greatness, hustle, and serious leisure. They use powerful slogans and advertisements that resonate with their global audience and individuals' intrinsic and extrinsic motivations for self-improvement and success.



'THERE IS NO FINISH LINE' & 'JUST DO IT'

Nike's evolution from their 1977 slogan "There Is No Finish Line" to the current 'Just Do It' originating in 1988, reflects a significant glorification of hustle culture and relentless effort in the pursuit of limitless potential. While these slogans play on the duality of human emotion, framing limitless potential as an aspirational goal, they also suggest that one can never be fully satisfied, reinforcing societies hustle mentality. Nike's iconic imperative "Just Do It" slogan epitomises this mindset by using the paradox of choice, encouraging decisive action and self-agency, simplifying the intrinsic struggle between ambition and satisfaction into a powerful call to strive for greatness.

'FIND YOUR GREATNESS'

Following the loss of the London 2012 Olympic sponsorship to Adidas, Nike's 2012 "Find Your Greatness" campaign marked a significant shift in their marketing by featuring ordinary people instead of elite athletes. The campaign, particularly through "The Jogger" advertisement, redefined greatness portraying that greatness through sport is accessible to everyone willing to work for it, reinforcing their inclusive message that "if you have a body, you're an athlete." This scene plays into the narrative of the rise and grind mentality by portraying it at sunrise, along an empty path, providing inspiration for consumers to use their intrinsic motivations and hustle towards a goal. This advert plays into Nike's underlying messages that 'There Is No Finish Line' and promotes the chase for greatness as he has taken the first step to self-improvement and fulfilment however it is something he will continually be aiming to strive for.