The Hidden Appeal of an Adidas Advertisement

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There is always an image or a slogan on an advertisement that is able to captivate someone’s attention and convert their thoughts to appeals and desires. Even if it is a simple piece of paper exposing an image or an inspiring phrase, an advertisement travels beyond its expectations through the audience’s mind. Advertisements expose a variety of attractions that would make a product or service appear like a need to the audience. In the Adidas advertisement presented, advertisers successfully accomplished their objective to captivate the audience’s attention by initiating the viewers’ needs to achieve, dominate, and escape.

The need to achieve is represented as an appeal in this ad through the shiny glow that outlines the sneaker. Fowles stated, “The need for achievement is the drive that energizes people, causing them to strive in their lives and careers” (35). Having this idea in mind, advertisers initiated an energetic drive towards achievement in their Adidas advertisement. The brightness surrounding the Adidas sneaker symbolizes the strength and confidence that the buyer is going to achieve. Strength and confidence are the two components that energize a person who feels a desire to buy the Adidas sneakers. Therefore the light surrounding the sneaker represents a way to succeed and to illuminate a desire to accomplish anything. The intense light is what brings a whole different and unique version of the sneaker to the spectators.

Another example that symbolizes the need to achieve in this ad are the wings that are drawn at the end of the sneaker. The advertisers were very intelligent to put wings in the sneaker because it changed the appearance of a normal sneaker and provided a unique style. Besides grabbing people’s attention, the gold wings at the end of the sneaker bring
a belief. It is a belief that goes beyond someone’s abilities straight to their need to achieve. The wings symbolize freedom and liberty to the audience. Obviously, human beings do not acquire wings in reality, but by them understanding the theme of this ad, they will be able to imagine a sense of freedom through wings that will take them anywhere. This feature clearly inspires the audience to catch another dimension and realize that nothing is impossible. With wings, anyone can do anything. Therefore, advertisers try to persuade the viewers that with the Adidas sneakers they can do anything as well. There is no obstacle getting in the way or blocking someone’s goals to achieve. With wings, people can be limitless; therefore, they will be capable to achieve anything they pursue.

The need to dominate is also a significant appeal that the sneaker in the Adidas advertisement communicated. Like Fowles declared, the need to dominate is “the craving to be powerful” (36). The position of the sneaker itself brings another perspective to the image. The toe of the sneaker is stepping down and transmitting a very potent and powerful sense that makes the audience feel dominant. The audience can notice that the sneaker’s heel is already up. Now, if the person’s heel is up, then it means they are already in dominance; they can control someone or something and nothing can defeat them. With the Adidas sneakers, people are craving to be powerful and to break a barrier that limits their capabilities to do what they desire. The Adidas sneakers will be the sense of control in someone’s body. For every step people take with the Adidas sneakers, they will be stepping over a blockade and feeling strong.

The sole of the Adidas sneaker exposed in the advertisement is also an example that reflects the need to dominate in this ad. The sole of the sneaker shown in the
advertisement looks extremely thick and strong. This indestructible characteristic of the sneaker creates a sense of domination in the audience. The item’s bottom part looks so unbreakable that it initiates a desire for power. With the Adidas sneaker shown in the advertisement, everyone will be able to feel resistant to every miniature or massive obstacle sitting in their path.

Another feature in the ad that exposes the need to dominate is the position of the brand and the slogan located beneath. Advertisers were very intelligent to pose the brand beneath the sole of the sneaker because this transmits the unbreakable dominance that the sneaker has. The slogan beneath the brand says “the one.” If someone is considered to be “the one” then they are considered to be in control. With the Adidas sneaker, any one is able to be “the one.” Therefore, anyone can be contemplated as dominant.

The need to escape is certainly another appeal that the Adidas advertisement communicated. In the section where Fowles describes the need to escape he states, "An appeal to the need for autonomy often co-occurs with one for the need to escape, since the desire to duck out of our social obligations, to seek rest or adventure, frequently takes the form of one-person flight" (37). In addition to representing a need to achieve, the wings in the Adidas advertisement serve as a dual purpose. These wings symbolize an escape for the person wanting to purchase the sneaker. With these wings, every person will want to reach towards something new and unique, where they would freely express their imagination, but like Fowles explained, seeking rest or adventure is also what brings one person to a flight. An escape is like an adventure; it is a journey where no one is aware of its end. Having that in mind, advertisers symbolize the wings in the Adidas sneakers as an adventurous journey or escape. With wings, no one is limited to a routine.
This feature gives someone a flight that would eventually form into an escape where he or she could speed beyond barriers.

The advertisement shows another need to escape by demonstrating the sneaker egress from a thin and bright line, which symbolizes a lace, surrounding it. A lace in a sneaker has the function to bind someone so they could not fall. However, the “lace” presented in this advertisement is not tied together. The sneaker is able to detach from it and firmly step down to the light. The sneaker is escaping from the lace, as some of the audience would like to escape from their daily routine. In this case, Fowles’s quote describing the need to escape is implemented again by the lace symbolizing the social obligations, while the sneaker reflects the adventurous flight.

Certainly, it is a fact that an advertisement with an appealing image or slogan is able to capture the audience’s attention. Advertisements are able to begin a new desire in someone’s mind. Though many factors contribute to how an ad appeals to the viewer, they always have a meaning. Through this Adidas advertisement in particular people can be exposed to different appeals such as, the need to achieve, dominate, and escape. All of these appeals make the advertisement even more interesting to the viewer. People’s desires sparked through advertisements are not only needs, but a way to rebel and expand their inner feelings towards an object or service.
Works Cited


http://hi.baidu.com/royaland/blog/item/eb909aee0dd92bfcb2fb95a0.html (Picture)