

## **INFORMATIVE SPEECH**

**Speaker:** Christopher Chairez

**Title:** The Birth of Nike

**Speech Purpose:** To inform others of how the Nike brand was created and born.

**Thesis:** I want to give others information on how the Nike brand was created and who created it from the ground up.

### ***INTRODUCTION***

**Attention material:** I'm pretty sure many of you are familiar with the brand we all know as Nike, but have any of you ever thought about its story or who created it?

**Initial audience relevance:** Well according to Forbes magazine, Nike is the most valued sports brand in the world today with a value at 15 billion dollars which means almost all of us should know what the swoosh logo stands for.

**Initial credibility:** About two years ago I moved to California with my dad in which I found a job at a Nike factory store. This is when my love for Nike took off and I decided I would never wear another sports brand as long as I live.

**Thesis:** So today I am here to give you guys a little bit of information how the Nike brand was born.

**Preview of main points:** When I am done you all should know a little bit of its history and the people involved in its success.

**Transition to body:** Let's go ahead and start with the men who redefined the athletic footwear industry.

### ***BODY***

**Main Point 1:** One of the pioneers for the Nike brand before it was even a brand was Phil Knight.

**Sub-point A:** Phil Knight was a track runner at the University of Oregon from 1955-1959. He was a talented runner but an even more gifted student as he graduated from Oregon as well as Stanford.

**Sub-point B:** While at Stanford Knight built a relationship with a manufacturing company in Japan to send him sample shoes to sell in the U.S. When Knight got the shoes he immediately sent the shoes to his track coach at Oregon looking to make a sale but his coach suggested they go into business together.

**Transition:** Little did they know this would be the start of something big.

**Main Point 2:** Bill Bowerman was the name of Knight's coach and the second pioneer for Nike.

**Sub-point A:** Bowerman was well respected at the University of Oregon as a coach and was a person that was always looking for innovation in running shoes and a way to give his athletes a competitive advantage. He had many design ideas for products but got ignored time and time again by manufacturers.

**Sub-point B:** 1964 is the year Bowerman and Knight finally shook hands, put in \$500 each to place an order to the company in Japan for shoes and formed a brand named Blue Ribbon Sports (I am going to come back to this brand in a couple moments).

**Sub-point C:** When they got the large order of shoes from Japan, Knight started by selling the shoes out of the trunk of his car and Bowerman ripped shoes apart to see how he could make them better.

**Transition:** As I said before, I was going to come back to the Blue Ribbon Sports brand. Since both Bowerman and Knight both had full-time jobs at the time, they needed someone who could manage the brand.

**Main Point 3:** Jeff Johnson, a man Knight met at Stanford, became that man and was the first full-time employee for Blue Ribbon Sports in 1965.

**Sub-point A:** Johnson was also very valuable to the company. He created the print ads, brochures, and shot the photos for the catalogs. He did all the marketing and did everything he could to put the brand out there.

**Sub-point B:** Johnson opened the first Blue Ribbon Sports store in 1966 in Santa Monica, California in which he managed the inventory.

**Sub-point C:** In 1971 Johnson came up with the name Nike as well as the "Swoosh" logo. The logo was created for only \$35 by a woman named Caroline Davidson. Both the name and logo are meant to represent the Greek goddess of victory.

## CONCLUSION

**Marker to conclusion:** So in conclusion...

**Summary of speech thesis:** Today I have given you guys a small history of how the Nike brand was born...

**Summary of main points:** Through the three most important men to the company's start-up, Phil Knight, Bill Bowerman and Jeff Johnson.

**Audience take-away:** Now that you guys have heard about its birth and creators I hope that you guys can see anything is possible.

**Clincher:** Just make sure that whatever you all decide to do in your future, you love doing. And like Nike's slogan says, Just Do It!

## **BIBLIOGRAPHY/SOURCES CITED**

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