

# Nike Has a Plan to 'Keep the Spark Alive' After the World Cup

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Nike's World Cup marketing pivot is starting to bear fruit, and its executives say the tournament is a proving ground for the brand's wider turnaround.

June saw the sportswear giant rediscover the creative swagger that made it famous with "Rip the Script." The six-minute World Cup film has now become its most-shared social post of all time, generating more than 1.5 billion views across Nike and partner digital platforms.

The spot is also Nike's most-viewed Instagram post and YouTube video, with more than 78 million views on YouTube compared to 7.8 million for rival Adidas' World Cup ad, "Backyard Legends."

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