



This Nike campaign came out in January.
The energy leapt off the page.
People followed the swoosh into
the steely eyes of an Olympian.
Hazel Clark. Sporting a tight Nike hoody.
And they realized, hey, I'm no Hazel Clark,
but I can look just as cool.
By November, apparel sales were up 35%.



Bottom line, magazines make a difference.



Magazine Publishers of America

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The Nike ad ran as part of an overall media mix.