

Nike AD *'Risk Everything'*



Plain folks; The main character in the middle is there to represent just a normal athlete,
Celebrity; Nike brought in many of the best soccer players in the world for example Ronaldo, Neymar, Rooney, and Ibra, **New** - Ad for Nike's new line of cleats; the Magista and Superfly,
Bribery - 'Risk Everything' **Hyperbole** - This ad sort of implies that these are the greatest, lightest and fastest boots out on the market at the moment