

# Origins Of A Champion (Deserve The Dream 0)

## Origins of Champion: Deserve the Dream

In the realm of basketball culture, few ad campaigns have resonated as deeply as Champion's iconic "Deserve the Dream." First launched in 1993, the campaign captured the essence of the sport's competitive spirit, hard work, and unwavering pursuit of greatness. Over the years, "Deserve the Dream" has become synonymous with Champion's brand identity, embodying the values of dedication, resilience, and triumph.

The campaign's origins can be traced to a pivotal moment in Champion's history. As the 1990s dawned, the sportswear giant found itself facing intense competition from newer, more technologically advanced brands. In an effort to revitalize its image and reconnect with its core consumers, Champion embarked on a strategic rebranding initiative.

At the helm of this transformation was marketing director Steve Miller. Miller recognized the need for a powerful and emotionally resonant message that would differentiate Champion from its competitors. He believed that basketball, a sport synonymous with aspiration, determination, and overcoming adversity, held the key to unlocking this emotional connection.



## Origins of a Champion (Deserve the Dream Book 0)

by Ken Bailey

★★★★★ 5 out of 5

Language : English

File size : 400 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled  
Print length : 149 pages  
Lending : Enabled



Inspired by the stories of countless basketball players who had dedicated their lives to the pursuit of their dreams, Miller collaborated with advertising agency Wieden+Kennedy to develop a campaign that would celebrate the spirit of the game. The result was "Deserve the Dream."

The campaign's centerpiece was a series of evocative commercials featuring real-life basketball players, both professional and amateur, sharing their personal journeys and triumphs. The commercials showcased the raw passion, unyielding determination, and unwavering belief that drive every athlete to strive for greatness.

One particularly memorable commercial featured NBA star Grant Hill, who had overcome a devastating ankle injury to return to the court. Hill's story exemplified the campaign's core message of perseverance and the indomitable spirit of the human heart.

## **Impact and Legacy**

The "Deserve the Dream" campaign was an instant success, resonating with basketball fans of all ages. The commercials generated widespread critical acclaim and won numerous industry awards, including a Grand Prix at the Cannes Lions International Festival of Creativity.

Beyond its commercial success, "Deserve the Dream" had a profound impact on basketball culture. The campaign helped to elevate the sport's status as a cultural phenomenon, inspiring countless young players to dream big and never give up on their aspirations.

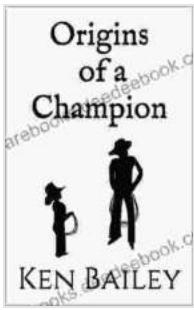
The campaign's message of hard work and dedication transcended the world of basketball, finding a broader audience among people from all walks of life who were inspired by the stories of athletes who had overcome obstacles to achieve their goals.

## **Enduring Relevance**

Nearly three decades after its debut, the "Deserve the Dream" campaign remains as relevant and inspiring as ever. It has become an enduring symbol of Champion's brand and a timeless reminder of the power of perseverance, resilience, and the pursuit of dreams.

In recent years, Champion has revived the campaign with a series of new commercials featuring contemporary basketball stars such as Stephen Curry and Jalen Rose. These commercials have paid homage to the original campaign while also updating its message for a new generation of athletes and fans.

Champion's "Deserve the Dream" campaign is a testament to the power of storytelling and the enduring appeal of human triumph. Through its evocative commercials and inspiring message, the campaign has left an indelible mark on basketball culture, inspiring generations of athletes and fans alike. Its legacy as a timeless and emotionally resonant message ensures that it will continue to inspire and motivate for years to come.



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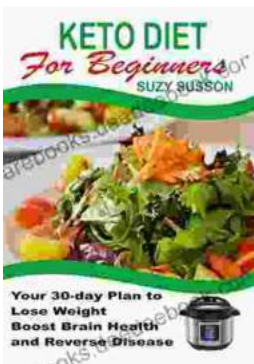
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