

Nike wins Emmy for Colin Kaepernick ad

#NEWSWATCH: Nike has won the Emmy for outstanding commercial at the 2019 Creative Arts Emmy Awards.



Image credit: Nike.

Since its release, the "Dream Crazy" advert which is an extension to the 'Just Do It' campaign featuring high-profile athlete Colin Kaepernick, has received numerous accolades including the first-ever Entertainment Lions for Sport Grand Prix, the Outdoor Lions Grand Prix as well as two Gold Social & Influencer Lions, a Gold Entertainment Lions for Sport, Gold Film Craft Lion, Bronze Creative Strategy Lion, and a Bronze campaign Outdoor Lions campaign.



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"Dream Crazy" was created out of Wieden & Kennedy Portland and produced out of Park Pictures and Joint Portland. Narrated by former NFL player Colin Kaepernick, also features sports stars like Serena Williams and LeBron James, all athletes who have reached beyond their personal achievements to support and advance social causes.

“Dream Crazy” becomes the fifth spot Emmy won by Wieden+Kennedy, which has been nominated 19 times over the years and it’s the first Emmy win for Park Pictures.

The advert was nominated alongside entries from Apple, Netflix, and Sandy Hook Promise, an organisation that is against gun violence.

Read more here:

[Kaepernick's Nike ad wins Emmy for outstanding commercial](#)

[Colin Kaepernick Nike 'Dream Crazy' Ad Wins Emmy For Best Commercial](#)

[Polarizing Colin Kaepernick Ad Wins Emmy for Best Commercial](#)

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