How do image and language combine to create a powerful appeal for readers of this advert?



THERE IS NO FINISH LINE.

Sooner or later the serious runner goes through a special, very personal experience that is unknown to most people.

Some call it euphoria. Others say it's a new kind of mystical experience that propels you into an elevated state of consciousness.

A flash of joy. A sense of floating as you run.

The experience is unique to each of us, but when it happens you break through a barrier that separates you from casual runners. Forever.

And from that point on, there is no finish line.

You run for your life. You begin to be addicted to what running gives you.

We at Nike understand that feeling. There is no finish line for us either. We will never stop trying to excel, to produce running shoes that are better and better every year.

Beating the competition is relatively easy.

But beating yourself is a never ending commitment.

NIKE.

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