



adidas

George Menjivar
Claudia Cajahuaranga
Kendra Fitzgerald
Agnija Perry
Torrey Tinney

MEET THE TEAM



GEORGE
MENJIVAR



KENDRA
FITZGERALD



AGNIJA
PERRY



TORREY
TINNEY



CLAUDIA
CAJAHUARINGA

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HISTORY

Each extraordinary story has a start. This one began in a community in Bavaria, Germany. After working in his mom's wash kitchen, Adi Dassler enlisted the "Gebrüder Dassler Schuhfabrik" in 1924 and made it his main goal to furnish competitors with the best gear that he can create. Gold awards in Amsterdam (1928, Lina Radke) and Berlin (1936, Jesse Owens) were the first rewards received and achieved, highlighting Adidas brand.

In August 18, 1949, Adi Dassler began once again at 49 years old, starting the "Adi Dassler Adidas Sportschuhfabrik" and worked with 47 representatives in the community of Herzogenaurach. Around the same time, he created a shoe that is well known today as the Adidas 3-Stripes. Robert Louis-Dreyfus, the new CEO influenced practically ridiculous employment

to appear to be simple. Together with his accomplice Christian Tourres, he comprehended that the bankruptcy did not need to happen again but just needed a new path.

In 1995, six years in the wake of turning into a company, Adidas opened up to the world with its new motto "We knew then, we know now". The most well known Adidas advancements such as, "Torsion (1989), the Equipment idea (1991), the Streetball crusade (1992) and the Predator football boot (1994)," were all born in this era. In 1970, Adidas created the official ball, TELSTAR, for the 1970 FIFA World Cup™. As the name TELSTAR as of now tells, the ball was intended to improve permeability on Black and White TV. It was the start of an association, and with Adidas giving the official soccer ball to each Fifa World Cup.

HISTORY

The US-based hip-hop group Run DMC released “my Adidas” it was tied in with persevering individuals in rough neighborhoods and how much enthusiasm they have about their Adidas. Adidas itself had gotten some answers when Run DMC held up the 3-Stripes shoes at a show in front 40,000 fans – one of these concert goers was an Adidas representative. The melody turned into an attempt at manslaughter DMC and Adidas sudden and remarkable accomplices.

Herbert Hainer became the new CEO of adidas-Salomon AG and, with him, the company’s focus went even more to innovation. ClimaCool (2002), adizero (2004) and the F50 football boot, launched just in time for the 2006 FIFA World Cup™ in Germany, became market hits – as did the new CEO. Herbert Hainer will lead the

company from one record to the next. As the new century started, adidas reinvented the game again. In addition to its sport performance offering, adidas is the first in the industry to introduce a new lifestyle segment, focusing on sports-inspired streetwear. In the years to come, new partnerships with Yohji Yamamoto (2002) and Stella McCartney (2004) were born along with exciting labels such as Y-3 (2003) and Porsche Design Sport (2007).

In one of its most memorable marketing campaigns, adidas lets its biggest athletes including David Beckham, Haile Gebrselassie and Muhammad and Laila Ali face their fears, defeats and challenges only to prove that, indeed, impossible is nothing. The slogan became the synonym for reaching one’s goals.

OWNERSHIP



Adidas was originally owned by Adolf Dassler who created sports shoes in his mother's laundry room in Germany. This became known as the Dassler Brothers Shoe Factory. Today it is a multinational corporation and is now owned by several investors. Adidas is one of the world leaders in the design, manufacturing and marketing of sports equipment and articles. The group's products are sold primarily under the following brands: Adidas, TaylorMade and Reebok. Kasper Bo Rørsted is Chief Executive Officer, Igor Landau is a French businessperson is Chairman-Supervisory Board,

Harm Ohlmeyer occupies the position of Chief Financial Officer, Willi Schwerdtle, Wolfgang Jäger, Herbert Kauffmann, Roland Nosko, Hans Ruprecht, Dieter Hauenstein, and Heidi Thaler-Veh are all on the Deputy Chairman-Supervisory Board of Adidas AD.

Adidas AG is a public multinational company headquartered in Germany and owned by its many shareholders around the world. Adidas stock is listed and freely traded on the Frankfurt Stock Exchange, the largest stock exchange in Germany.



PORTFOLIO



CATEGORIES

WOMEN

ORIGINALS	(447 PRODUCTS)
RUNNING	(279 PRODUCTS)
WORKOUT	(78 PRODUCTS)
BASKETBALL	(39 PRODUCTS)
ESSENTIALS	(93 PRODUCTS)
HIKING	(26 PRODUCTS)
TENNIS	(34 PRODUCTS)
GOLF	(30 PRODUCTS)
SOCCER	(93 PRODUCTS)
VOLLEYBALL	(13 PRODUCTS)

MEN

ORIGINALS	(785 PRODUCTS)
RUNNING	(359 PRODUCTS)
WORKOUT	(76 PRODUCTS)
BASKETBALL	(93 PRODUCTS)
ESSENTIALS	(88 PRODUCTS)
HIKING	(30 PRODUCTS)
TENNIS	(34 PRODUCTS)
GOLF	(81 PRODUCTS)
SOCCER	(130 PRODUCTS)
BASEBALL	(79 PRODUCTS)
SKATEBOARDING	(87 PRODUCTS)

LABELS

YEEZY
NITE JOGGER
ULTRBOOST
NMD
CONTINENTAL 80
STELLA McCARTNEY

COLLECTIONS

SHOES
CLOTHING
ACCESSORIES
SPORTS

BRAND ELEMENTS

BRAND ELEMENTS

Adidas is widely known for their logo, which happens to be their most recognizable brand element. The three stripes on Adidas' logo was created in 1951 when Adidas first became its own brand. Ever since, the three stripes are undoubtedly known world-wide- even though the logo changed from the three stripes, to a trefoil, to three bars. In today's era, the various Adidas logos are all used alongside the word "Adidas". While Adidas offers hundreds of various styles in both shoes and clothes, many of which don't look similar to each other, their brand logo is widely recognized amongst the shoe and clothing industry. Adidas has been successful in marketing their brand by advertising their brand name with celebrities such as Kanye West and Kylie Jenner.



1949



1971



1990



2002



2005

PRODUCTS



NMD_R1



YEEZY BOOST 350 V2



DEERUPT RUNNER

PRODUCTS

For some time, Adidas struggled with competing with brands such as Nike and Puma. However, once Adidas brought back replicas of their original “Stan Smith” shoe in 2008, the brand began to get back on track with its popularity amongst shoe lovers everywhere. In 2015, Adidas created the NMD shoe, which began a new style of sock-like shoes. This was shortly followed by the creation of Ultra Boost shoes by Adidas in 2017 which is when they revolutionized the sneaker industry with a modern type of sneaker that was functional yet fashionable. In 2015, Adidas began a partnership with rapper Kanye West, which attracted a new crowd of sneaker-lovers into the brand that is Adidas. Adidas’ brand value went from \$7 million in 2016 to \$16 million in 2019. Clearly, the brand is continuing to grow along with the ever-changing shoe industry. Though Adidas is a German brand, they outsource their manufacturers by having thousands of factories in countries such as China, Vietnam, and Thailand among others.

ADVERTISING

ADVERTISING

Adidas, according to financial records, is the second largest Sportswear company in the world, just behind Nike. Ever since 1980, Nike beat Adidas in financial record and net spending and that has remained constant ever since. While Adidas declined to give a figure, the rise amounts to an extra 100–200 million euros given Adidas spent 12.4 percent of its 2013 revenue of 14.5 billion euros (\$19.4 billion) on sales and marketing. Nike spent 10.8 percent of sales of \$27.8 billion on marketing in its 2013/14 financial year. Although finding much success within the different media vehicles of advertising, Chief Executive, Kasper Rorsted stated in 2017, that Adidas will be turning their back on TV commercials as a source of advertising because the company is “looking to boost its ecommerce revenues from €1 billion (\$1.06 billion) in 2016 to €4 billion (\$4.25 billion) by 2020 — and Adidas wants to use digital channels to get

sees the company, and other companies ditching the medium to reach their young, tech savvy consumers.

Adidas commercials have involved celebrities, rappers and famous athletes of all sorts. Their celebrity checklist includes Pharrell Williams, Rita Ora, Kendall Jenner, Selena Gomez, Kanye West, Snoop Dogg, LeBron James, David Beckham and so much more. These celebrity endorsements have no doubt boosted Adidas’ reputation and social standing within the market. Currently, 72andsunny has been named the global agency for Adidas Originals advertising. 72andsunny will be kicking off their new partnership for the World Cup campaign. In just 90 seconds, they are hoping to have 56–star athletes, musicians, models and other celebrities to make a cameo.

AMBASSADORS

Adidas has an extensive list of celebrities and athletes that endorse their product.

AMBASSADORS

The company reached far and wide in the athletic/sport industry, as well in the realm of celebrities, actors/actresses, musicians and so much more. Currently, adidas sponsors athletes in archery, gymnastics, Australian football, baseball, basketball, boxing, Canadian football, cricket, fencing, field hockey, golf, handball, ice hockey, lacrosse, rugby, skateboarding, snowboarding, swimming, tennis, track and field, volleyball, and American football. Many of Adidas' sponsorship reside outside of the United States.

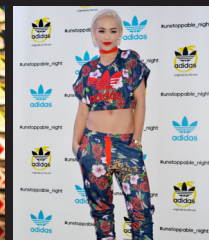
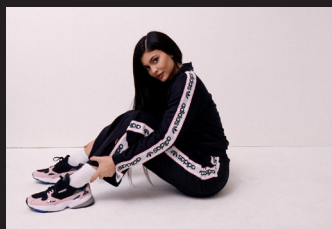
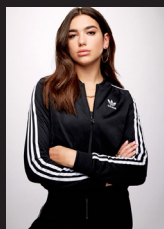
Adidas has sponsored many major sporting events such as the FIFA World Cup from 1970–current day, UEFA European Championship from UEFA European Championship from 1992–2016, Africa Cup of Nations from 2008–2015, and the Olympic games from 1996–2016.

Beyond athletes and athletic teams, Adidas also sponsors many celebrities from models,

rappers, musicians, actors and bands. The following athletes are involved with wearing the brands clothing, shoes and accessories and promoting them on their own personal social media accounts. The involvement from celebrity to brand also reaches to Adidas advertisements in various mediums such as print, television and social media ads. Some famous names associated with the brand:

Justin Bieber, Daft Punk, Soprano, U2, Rita Ora, Dua Lipa, B.o.B., Ciara, Designer, Ghostface Killah, Hailey Baldwin (Bieber), Jessica Simpson, Kanye West, Karlie Kloss, Katy Perry, Kendall Jenner, Korn, Kylie Jenner, Pharrell Williams, Pusha T, Run DMC, Snoop Dogg, 2 Chainz

AMBASSADORS



PRICING

PRICING

Prices start at \$25 for the Gazelle CF shoes that are currently sold out online all the way up to \$400 for the RZ OZWeego Shoes. Adidas shoes has become a brand where you can either get some decent sneakers for a very low price, or get more exotic and more expensive shoes. For instance one of the most popular shoes Adidas are currently selling are the Solar HU NMD in which famous celebrity Pharrell Williams designed that are priced at \$250. With the celebrity influence, it's created higher demand that has led for all other shoe prices to rise.



NMD_R1 SHOES
\$130



ULTRABOOST 19
\$180



**PHARRELL WILLIAMS
SOLARHU NMD SHOES**
\$250



YEEZY BOOST 700
\$300

PRICING



NITE JOGGER

\$130



STAN SMITH

\$80



ULTRABOOST PARLEY

\$180



ADIDAS SLEEK

\$80



CLOUDFOAM PURE

\$70



**ADIDAS X GAME OF
THRONES HOUSE
LANNISTER ULTRABOOST**

\$180

DISTRIBUTION

DISTRIBUTION

For their distribution, Adidas works with 700 independent factories from around the world that manufacture our products in more than 50 countries. The Distribution is global and multi-layered with various business partners. The 2 main areas of distribution are primary suppliers and subcontractors. Primary suppliers hold a direct contractual sourcing relationship of products, whether for export or domestic market consumption. Subcontractors refer to factories that have been subcontracted by their primary suppliers. From the consumer's point of view, the main area of Adidas shoe distribution is online

through Adidas website or other popular online channels like Amazon, Alibaba, eBay, and others. Also, Adidas shoes can be found in various retail stores across the world as well as their own, specialty Adidas stores.

In March 2015, Adidas introduced its three-pillar Top City Strategy 2020, which was implemented in Los Angeles, New York, London, Paris, Shanghai, and Tokyo. Adidas expected to double sales by changing their distribution strategy and in fact, Adidas had rebound from the overall growth crisis with a sales growth

COMMUNICATIONS

Adidas Marketing communication

COMMUNICATIONS

emphasizes on the consumers brand loyalty and the brand's image. For many years Adidas shoes have associated themselves with many athletes, especially in the team sports like soccer and football. In recent years, they have additionally collaborated with celebrities like Justin Bieber and Kendall Jenner to attract new audiences. That said throughout the years Adidas has been very engaged in various charities and philanthropy projects. Their latest shoe variety is made out of ocean waste. The Adidas is communicating that not only they can make a trendy and long lasting shoe but they can do it while saving the environment. This message

is what inspires the current, loyal customer base and attracts new consumers.



Parley Shoes made entirely
out of Ocean Waste.
\$180–\$250



SPORTS + CULTURE

WHAT MAKES A WINNING TEAM:



CONFIDENCE

Confidence allows athletes to make quick decisions on the field, to reach higher. For them at adidas confidence means to acknowledge that they don't have all the answers. But they are willing to take risks, they try new things. And if they fail, then this is part of their learning – it helps them improve.

COLLABORATION

Collaboration. Every elite athlete relies on partners: coaches, team mates, and nutritionists. Adidas, too, know that they are stronger together. Winning as one team takes open and candid dialogue, inclusiveness and trust in each other's abilities and talents.

CREATIVITY

Being the best sports company in the world takes Creativity. No great athlete succeeds by copying their predecessors' training plans and strategies. They have to be open to new ideas, explore, gain an edge and stand out. Only then can they succeed.

PHILANTHROPY

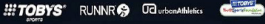


SOS CHILDRENS VILLAGE


Since its founding in 1949, SOS Children's Villages has grown into one of the largest non-governmental organizations, dedicated to supporting children without parental care and families at risk around the globe. In

response to the needs of displaced refugees, Adidas financially supported the second SOS Children's Village in Damascus, which opened in October 2017 and offers a safe home for 150 children. Adidas also co-funded the program, 'Children on the Move', which provides shelter, care and protection to unaccompanied children and young people in Europe.





NOV. 15 - DEC. 15, 2014
CHARITYSHOE SWAP
donate your old shoes & get a discount on your new pair of adidas



Prerequisites:

1. Donate your old shoes and get a discount on a new pair of adidas shoes.
2. \$1000 of old shoes is required to qualify for the swap.
3. One pair of old shoes is required to qualify for the swap.
4. One pair of old shoes is required to qualify for the swap.
5. One pair of old shoes is required to qualify for the swap.
6. One pair of old shoes is required to qualify for the swap.
7. One pair of old shoes is required to qualify for the swap.
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9. One pair of old shoes is required to qualify for the swap.
10. One pair of old shoes is required to qualify for the swap.

adidas | adidas.com | [facebook](https://www.facebook.com/adidas) | [instagram](https://www.instagram.com/adidas) | [youtube](https://www.youtube.com/adidas)

SWOT



- Great reputation
- Strong brand loyalty
- Wide variety of products
- Customization options
- Different price points
- Tech forward
- Environmentally friendly



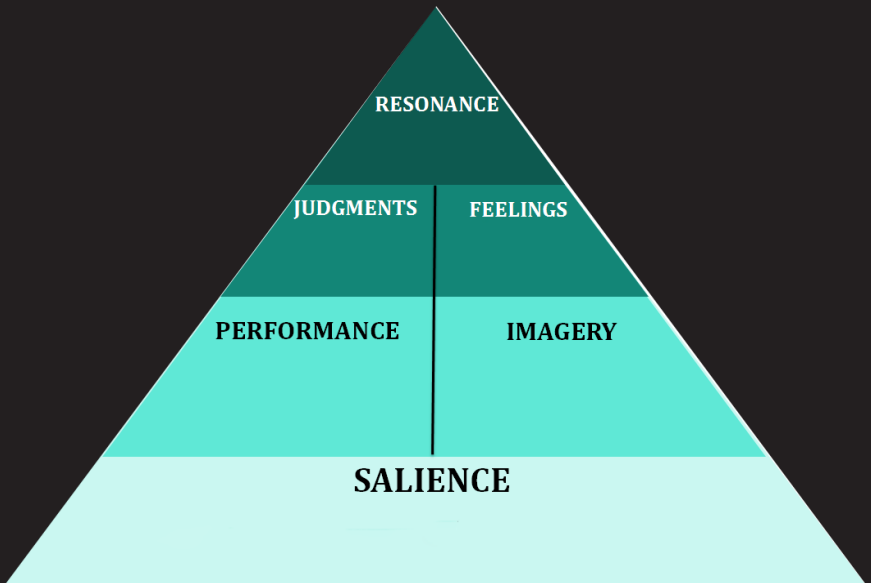
- Low presence in Social Media
- Little Advertisement
- Bad PR



- To expand in US market through various sports teams
- 3D printing customization



- Competitors have better Ad campaigns
- Rise of competitors with newer technology



SALIENCE:

Brand Salience is very strong with Adidas shoes. According to our research, Adidas has a depth of brand awareness which then translates into the top of mind awareness. Also, the breadth of the Adidas brand is strong in the consumers' minds but it could definitely improve. Through research, we have seen that people do not see Adidas advertisements too often which leads customers to question the convenience of purchasing Adidas shoes.

BRAND RESONANCE

BRAND PERFORMANCE

Adidas shoes touch on all high points when it comes to brand performance due to the benefits it provides for the consumer. One of the most important benefits of Adidas shoes is their reliability and durability. For example, many athletes choose to wear Adidas shoe because of their durability and performance. Adidas has a wide array of various shoe designs, types and even customizations which appeals to the consumer. They also provide a wide range of cost and comfort levels as well as being leaders in entrepreneur activities.

BRAND IMAGERY

Because of the rich and long history, Adidas provides many intangible benefits to the consumer. These include the experiences of families wearing Adidas through multiple generations and remembering the time when they wore Adidas for the first time as well as other memorable moments. Consumers can also imagine how he/she will be able to use the product in different situations, like leisurely or while playing a sport. Finally, the value that consumers hold, which in the case of Adidas would be the company being able to target different age groups.

BRAND JUDGEMENT

The first attribute in the area of judgment is the

BRAND RESONANCE

quality of the product. This can be very subjective because it is based on specific personal experiences. That said through our research we have seen that people see Adidas as a high-quality product that provides them with the benefits they desire. The Adidas brand also holds high credibility in the consumer's mind mostly because of its superior customer service and their constant role in helping the environment. By leading the charts in the news of their new technologies and helping the environment Adidas has created a mutual trust with their customers. The one area where Adidas could improve is brand superiority. Even though consumers have high brand awareness for Adidas shoes it is seen as being less superior than its competitor Nike.

BRAND FEELING

The feelings that most resonate with the consumer and Adidas shoes are fun, excitement, and social approval. Fun is associated with Adidas because people that wear their shoes are usually attending a fun event, party or a concert. Wearing comfortable and stylish shoes inspire people to explore more fun things. Excitement about Adidas shoes is closely related to the design and the celebrity collaborators of the brand. For example, Kendall Jenner is a celebrity that wears Adidas and consumers start perceiving the brand as being cool and sexy. The social approval is also very strong between the brand and its consumers,

BRAND RESONANCE

especially for younger generation. Since the brand is perceived as being desirable many young consumers are looking to be part of that group.

BRAND RESONANCE

Brand resonance reflects on the psychological bond that consumers create with the brand. The brand has created a strong relationship with its consumers with the use of various brand resonance factors; behavior, values and attitude, engagement of customers, and connection and feelings. Adidas is one of the few top brands in the world to have really taken advantage of this area. Adidas customers show much affiliation and attachment to the brands products not only because of the quality and design of the product itself. Through personal customizing of shoes, sponsoring multiple top professional athletes, hosting events, celebrity associations, interactive advertising campaigns, what the brand stands for, and philanthropy, the brand has created a lifelong bond with consumers and its following continues to grow each year.



COMPETITOR ANALYSIS

NIKE

Nike is Adidas top competitor and is labeled as a premium-level sportswear brand. The Nike brand is mostly targeted towards athletes, selling related products such as shoes, sporting equipment and clothes. The Demand for sporting goods is expected to expand with a higher momentum witnessing a compound annual growth rate of 4.1% over the forecast period from 2016 to 2023.

PUMA

Puma has now become the third largest sportswear manufacturer in the world. From 1960–1969 PUMA enters the Olympic games, World cup, and takes triple gold during games in Tokyo. In 1968, PUMA rises up with the Sacramento brush spike, enabling numerous American athletes. From 1970–1992 PUMA continues to sponsor top athletes as they take gold in the Olympic games. In 1979 The world famous “No. 1 Logo” gets in position: The puma takes its leap across the upper right corner of the word logo. From 2000–2009 PUMA went under new ideas to reestablish a name for the brand.

UNDER ARMOUR

In 2015, the brand netted \$ 232.6 million and was the go-to apparel for some of today’s world’s most prominent sports stars. Soon after the start of the company, even Nike, Adidas, and Reebok like started to follow the lead of Under Armour, releasing their versions of moisture-wicking shirts.

STRATEGIC

POINTS OF PARITY

Adidas' manufacturers are similar to those of competing brands such as Nike as many of them are located in the same countries such as China, Vietnam, Thailand, and Indonesia. Competing shoe brands such as Nike, Puma, and Under Armour all deliver high quality shoes to consumers around the world. In terms of popularity, Adidas and Nike are the most widely known athletic shoe brands as they both have contracts with high-profile athletes and famous celebrities.

POINTS OF DIFFERENCE

Adidas is different than other brands in the shoe market in various ways. First off, their brand logo, the three stripes, are recognized around the world by consumers. Their three stripes are often present on athletic wear used by professional soccer athletes, giving Adidas credibility in the high quality of their products. Unlike most other athletic shoe brands, Adidas has managed to create pieces of high fashion which have been adopted by many fashionable celebrities. Adidas increased the value of their items significantly by creating an affiliation with rapper turned fashion designer Kanye West and thus attracting a new array of fashion-forward consumers in addition to their existing athletic customers. Through carefully thought-out marketing campaigns such as having Kim Kardashian model the famous Yeezys by Adidas, the brand has successfully positioned themselves in a high end, fashionable, and versatile manner as opposed to competitors who are only sought out to for everyday comfort.

TACTICAL

Communicate Long-Term Value.

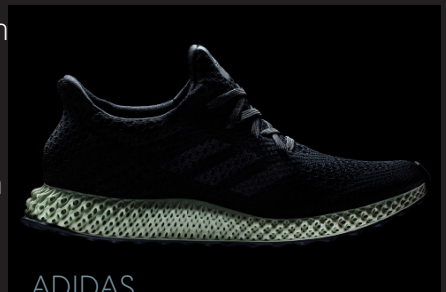
Adidas is known for its sports shoes as well as their casual athletic shoes that can be customized. These attributes are comparable with other famous brands like Nike and Puma. Adidas has been printing shoes in 3D which shows they are very technology forward.

The long term relationship value between Adidas shoes and their consumers can be strengthened through their environmental impact. Adidas is making shoes from material recycled from the ocean.

If Adidas would shift much of their advertising focus on their green initiatives, they will engage with generation Z and see many new opportunities and create

relationships through multiple generations.

Adidas leverages and promotes the fact that they focus on creativity, which is made apparent in the positioning and marketing of its lifestyle sub-brand, Adidas Originals. Adidas Originals is associated with authenticity, “contemporary youth culture” and creativity. Although at product level, it is a sportswear line, at brand level, it more resembles a fashion label.



ADIDAS
3D PRINTED SHOES

TACTICAL

Leverage the Company's Elite Craftsmanship and Innovation

Adidas itself is already a well known brand. However, it remains behind Nike.

In order to change that, Adidas need to create a strategy where they can prove and demonstrate to consumers why their brand is more authentic and significant than Nike.

A strategy that they can use is to find influencers or celebrities that are fighting against climate change more specifically the use of plastic that is currently getting more awareness. Adding on to that Adidas has their new shoe "Parley" which is the first shoe to be made out of plastic. We can find brand ambassadors that are willing to be the face of that and help

market it. One influencer that would be strategic is famous singer and hollywood star Akon. Akon has been highly involved in helping others such as the foundation he started called "Akon Light Africa Foundation" in where he has been providing electricity for people in African villages through solar energy.

We believe with having influencers that believe in climate change like Adidas, it can not only bring brand awareness, but it can create an impact that could possibly influence other brand ambassadors to be part of the same movement. In which can lead to giving Adidas an image that no other shoe brand has at this moment.

TACTICAL

Connecting with female consumers.

For many years Adidas has been focused on the male consumers. From Jesse Owens to David Beckham representing high profile athletes. Even though Adidas has been making athletic shoes for women they have not capitalized on the role of women in Adidas' target audience.

With the recent trend in Athleisure, Adidas is seeing many more opportunities to focus on female consumers.



They have cleverly partnered with Wanderlust which is a yoga festival. Through this partnership Adidas has seen major benefits in the female athlete market. If Adidas keeps partnering with vendors and events that relate to female athletes they will be even more successful.

TACTICAL

Attack the Online Counterfeit Industry

In order for Adidas to tackle the counterfeit industry is to constantly provide their consumers with top of the line technology in their shoes. By staying ahead of the trends, counterfeit products either cannot keep up, or cannot innovate enough to create counterfeit products. The counterfeit market is constantly rising and brands are becoming increasingly aware of their products. Unfortunately, there are limited ways of taking counterfeit products off the market, but if the original companies making the products that are being knocked-off make products that are unique to their brands and that are innovative enough to stay ahead of the trends, the counterfeit industry may not be able to keep up or have the resources to keep up.



FAKE

REAL

TACTICAL

Use Marketing to Reach Younger Consumers

In today's generation, more and more of younger consumers are involved with social media, and the internet, and have a huge impact in trends and pop culture. With the power of social media, they look up to many different influencers which some of them are our brand ambassadors. We would like to have influencers such as Kendall and Kylie Jenner, and Pharrell as our ambassadors to help reach younger consumers. In order to do that, we would need to create a trend or hashtag in which is what the younger generation really feeds off of. By doing that, it will create instant exposure and promotion from hundreds of all different social media platforms.

A strategy can be to collaborate with Pharrell Williams and 2 Chains who are currently Brand Ambassadors to create a commercial ad along with a Hip Hop Song called "3 Stripes" about Adidas and create a hashtag #3stripes.



Since they are two artists that younger consumers look up to and are very popular in pop culture, it will create a trend that will influence younger consumers in buying the product.

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