

ADIDAS

Integrated Marketing Communications | Fall 21

Georgia Dickson

Anne Park-MacLachlan

William Le



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BRAND HISTORY



- 1949** Adidas was established in 1949 by Adi Dassler in Herzogenaurach, Germany.
- 1954** Adi Dassler, founder of Adidas, creates the first studded football boot.
- 1967** Franz Beckenbauer tracksuit celebrated its debut.
- 1972** Adidas present their new trefoil logo, just in time for the Munich Olympic Games.
- 1984** Micropacer technology built into running shoes, providing performance stats to athletes.
- 70s/80s** The brand began focusing on increasing the performance of their athletes and expanding the type of sports that they produced products for.
- 1986** With the help of Run DMC, Adidas moved from athletic-wear to pop culture apparel.
- 2004** 'Impossible is Nothing' campaign launches in tandem with the Olympics in Athens - The slogan became synonymous with reaching your goals.
- 2005** Adidas buys Reebok for \$3.8 billion.
- 2005** Adidas release their 'Own The Game' strategy which puts their customer in the centre of everything.



**ADIDAS AT A
GLANCE -
TODAY**



NET SALES

€ 19.844 bn

Sales by segments

NORTH AMERICA

-9%

LATIN AMERICA

-16%

EUROPE

-12%

RUSSIA/CIS

+0%

EMERGING MARKETS

-18%

ASIA-PACIFIC

-17%

Currency-neutral





465 m

**APPAREL PIECES
PRODUCED**

**NET INCOME FROM
CONTINUING OPERATIONS**

€ 429 million



379 m

**PAIRS OF SHOES
PRODUCED**

CURRENT POSITION

At the beginning of 2021, Adidas released their new 'Own The Game' campaign which is a 5 year strategy, aiming to put the customer at the centre of everything. Adidas want their modern-day customers to know the importance of their role in shaping industry trends. According to Adidas (2021), 'Own the Game will capture these consumer-driven opportunities and carve out new ones for their benefit.'

"The successful delivery of this strategy will enhance brand credibility, elevate consumer experience and push the boundaries of sustainability".
ADIDAS 2021

POSITIONING STATEMENT

To Millennials and Genz, Adidas is a long history brand and a leader in the men/women/kids apparel, sneakers, sportswear, and sport accessories industry that provides the highest quality, sustainable products which are also applied the newest innovative technology and creativity.



Brand Positioning



TARGET MARKETS






KEY DEMOGRAPHICS

PRIMARY TARGET MARKET

- Millennials
- Age range: 25-38
- Post-secondary education
- Income: \$55k+ per year
- Lives in urban areas
- Works full time

SECONDARY TARGET MARKET

- Gen Z
 - Age range: 16- 24
 - Student
 - Works part time
 - Still dependant on parents
- 

BEHAVIOURAL ANALYSIS

Gen Z are recognised as the first digital natives generation. They have grown up in a hyperconnected world and expect their shopping experiences to match that. According to Lexington Law (2021), this cohort 'expect the same quality and speed of an online channel to translate to the physical stores they visit'. Despite their love for online shopping, the majority of Gen Z actually prefer shopping in store (Lexington Law, 2021).

Both Gen Z and Millennials expect brands to be ethical, transparent and both environmentally and socially responsible. In fact, 57% of Gen Z said they want their purchases to be environmentally sustainable in 2019 (Lexington Law, 2021).

SUSTAINABILITY DRIVEN

Stanley Clarke is a single, middle class male that lives in Pasadena, California. He is 27 years old. Stanley recently became vegan. He usually buys his vegan goods from local farmers markets, Whole Foods and Trader Joe's. He is very concerned about the environment which is why he prefers to shop from sustainable brands. He turned to Adidas because he found that it is one of very few sportswear brands that care about their impact on the environment. Adidas holds a special place in his heart because it reminds him of his childhood. Stanley is an infrequent shopper, however when he does make a purchase, he spends a lot. He is not particularly loyal to brands however, his favourite brands include Stan Smith, Stella McCartney, Fear of God and Nike.



TECH LOVER

James Smith is a 32 year old, single male. He is aware of all the latest trends in technology, including: smartphones, tablets, wearable tech, computers, gaming, the met-averse, etc. He works in tech-centric industries and is career focused. Aspirational companies to him would be Google, Microsoft, Apple, Pixar, Hootsuite. He is interested in what new technology is being produced by the brands he buys. He is active, but he is not a high performance athlete. Adidas products he would purchase: GMR Smart Football Insole, Ultraboosts, Yeezy, Wireless Headphones (Released today: Nov. 2). He would also have all the Adidas apps: The Adidas App, Confirmed, Adidas Running, Adidas Training



FASHION COLLECTORS

Kayla Sparks is a 20 year old college student who also does modelling. She describes herself as a 'Hypebae'. She loves hanging out with friends, going to music festivals/concerts. She is very fashion-forward. She is an active user on all social media (Facebook, Tiktok, Instagram). Followers, likes and, interactions are very important to her. Her favorite music genres are hip-hop, mumble rap, pop, and R&B. She loves nightlife. She tends to choose restaurants or places to have fun depending on the views which have the potential for her social media check-in. Her style is influenced by many influencers on YouTube and Instagram. She prefers online shopping to in-store shopping. She usually gets her "Hype" products from Hypebeast and Highsnobity. Urban Outfitters, Asos, StockX, Ssense, End Clothing, etc are her to-go shopping sites. As an Adidas fan, she has herself a pair of Yeezy's, and also many different hype Adidas' collaborations.



SWOT ANALYSIS



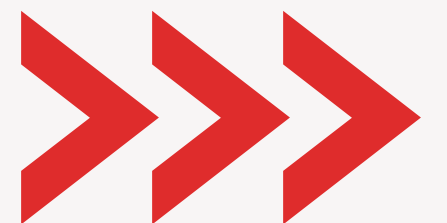


STRENGTH

- Sustainability
- Brand recognition
- E-commerce
- Large Product lines
- Well-established/long history
- Public Relations

WEAKNESSES

- Decrease in overall sales
- Design
- Innovation
- Sponsorships



THREATS

- Covid-19
- Strong Competitors in all product categories
- Brand dilution from fakes/replicas
- Global Supply Chain

OPPORTUNITIES

- Technology/Wearable tech
- Collaborations
- Global Markets
- New trends



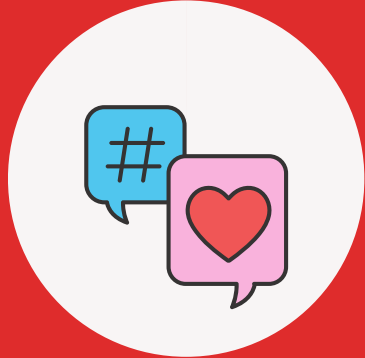


SWOT ACTIONABLE INSIGHTS



Creativity

Having more innovation in creativity. New product designs and technology should be applied in order to enhance customer's experience




Social Media

Developing and managing different social media platforms. Adapting to new tools on social media helps to increase business' sales. Improve social media shopping channels.




Ethics and Sustainability

Having ethical diversity in the working environment. Moving the business to fully sustainable with using recycled materials and zero-waste process.



**OBJECTIVES
&
KEY
PERFORMANCE
INDICATORS
(KPI)**






OBJECTIVE 1

Create Brand Loyalty

Establish strong brand loyalty in key product categories: Football, Training, Outdoor & Lifestyle. In oversaturated market(s) with strong competitors in all product categories, it is important to focus on repeat business to promote growth.

Key Performance Indicator(s)

- Number of returning customers.
 - Number of returning customers who make repeat purchases.
- 



OBJECTIVE 2

Create A Shift Brand Perception

Create a shift in perception by ensuring that the brand resonates with the modern-day Adidas consumer.

Key Performance Indicator(s)

- Customer satisfaction (from reviews/comments etc).
- Increase in brand followers.




OBJECTIVE 3

Partnership For Sustainability

In the journey of fully becoming a sustainable business, Adidas needs to partner with different brands and organizations to create an economic cycle that is eco-friendly and leaves zero-waste with the environment.

Not only beneficial to the environment, but this objective also affects the customer's buying decision.

Key Performance Indicator(s)

- Reducing the rate of the carbon footprint.
 - Percentage of using recycled materials.
 - Amount of waste to the environment.
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