

PITCH 3



CAMPAIGN OVERVIEW



adidas[®]

Kelly Slater

THE OBJECTIVE

TO INCREASE BRAND LOYALTY BY DEMONSTRATING ADIDAS' COMMITMENT TO SUSTAINABILITY

TARGET AUDIENCE

- GEN Z AND MILLENIALS
- MALES AND FEMALES
- SUSTAINABILITY CONSCIOUS CONSUMERS
- EXTREME SPORTS LOVERS
- ACTIVE LIFESTYLES
- HEALTH CONSCIOUS
- EARN OVER \$25K A YEAR

WHAT IS IT?

ADIDAS WILL PARTNER WITH PRO-SURFER KELLY SLATER TO PROMOTE THE NEW "IMPOSSIBLE IS EVERYTHING" CAMPAIGN WHICH IS A TWIST ON ADIDA'S CURRENT SLOGAN, "IMPOSSIBLE IS NOTHING". THE IDEA IS THAT WHEN IT COMES TO SAVING THE PLANET, THE MINDSET THAT IT IS IMPOSSIBLE, IS EVERYTHING. TIME IS RUNNING OUT.

THE FACTS



AN ESTIMATED 8 MILLION TONS OF PLASTIC IS DUMPED IN OUR OCEANS EVERY YEAR



RECENT STUDIES SHOW THAT OVER 80% OF CONSUMERS AGREED THAT COMPANIES MUST PUT PEOPLE AND THE PLANET BEFORE THEIR PROFITS



20% OF INDUSTRIAL WATER POLLUTION COMES FROM TEXTILE TREATMENT AND DYING

CONSTRAINTS

<https://www.adidas-group.com/en/>

#paidpartnership

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PARLEY

IMC FALL 21: GEORGIA DICKSON, ANNE PARK-MACLACHLAN, WILLIAM LE

CAMPAIGN MESSAGING

"IMPOSSIBLE IS EVERYTHING"

- IT IS POSSIBLE TO CREATE STYLISH AND FUNCTIONAL CLOTHING WHILST BEING COMMITTED TO SAVING OUR PLANET.
- THE TWO CAN CO-EXIST.

THE TONE

INSPIRATIONAL & EMOTIONAL

THE BUDGET

4 MILLION (USD)

HOW WILL WE COMMUNICATE THE MESSAGE?

- ADIDAS SOCIAL MEDIA PAGES
- KELLY SLATER PAID INSTAGRAM POSTS
- VIDEO CAMPAIGN (YOUTUBE)
- BILLBOARDS IN CITIES CLOSE TO BEACHES E.G. SANTA MONICA
- DIRECT MAIL

CAMPAIGN LIMITATIONS

- FINANCES.
- KELLY SLATER HAS HIS OWN BRAND WHICH FOCUSES ON SUSTAINABILITY, THIS MAY BE A CONFLICT OF INTEREST
- IMPACTS OF COVID-19 ON CONSUMER SPENDING AND SUPPLY CHAINS.
- LEGALITIES REGARDING SPONSORED POSTS.

THE PROBLEM AND SOLUTION

The Problem:

Adidas has poor brand perception.

Purpose and Goals of Campaign:

- To increase brand loyalty by demonstrating Adidas's commitment to sustainability.
- To shift the brand's main priority towards saving the planet.
- To demonstrate that sustainability and fashionable are not mutually exclusive and the two can coexist together.
- The brand will create a campaign which emphasises Adidas's commitment to sustainability. The campaign aims to solidify the change in priorities for Adidas as a brand, who are now driven to play a role in saving the planet. By doing this, new sustainability-driven customers will be attracted to Adidas and their loyal customer base will continue to grow.

MESSAGING STRATEGY



CAMPAIGN ELEMENTS & MESSAGING FRAMEWORK

CAMPAIGN ELEMENTS



TV Ads



Billboards/Outside Posters



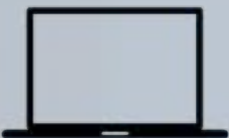
Social Media Ads



SEO



Email Marketing



Website Landing Page

MESSAGING FRAMEWORK

The campaign will use a mix of fear, emotion, endorsement and adventure appeals in each of the channels in order to create a seamless and cohesive communications strategy. However, the emotional appeal will primarily be utilised in the TV advert. Inspiring music and creative camera shots will contribute to emotional appeal. The campaign will demonstrate ADIDAS's commitment to sustainability by partnering with pro-surfer, Kelly Slater. Kelly Slater will be featured in the TV advert and short 'day in the life' youtube film. In addition to this, he will post a number of paid instagram posts dedicated to the #ADIDASXPARLEY campaign.

APPEALS

FEAR & EMOTIONS



The campaign will buy into people's fear of dying oceans, through statistics, to motivate consumers to take action by purchasing the ADIDAS X Parley collection which is made from 20% of upcycled materials.

ADVENTURE



The campaign will appeal to people by using a professional sports star that they admire and recognize. The celebrity chosen, Kelly Slater, also involves himself in lots of activism which makes him the perfect fit.

ENDORSEMENT



The campaign will use an extreme sport (surfing) to appeal to people's sense of adventure and excitement.

MEANS-END-CHAIN

PRODUCT ATTRIBUTES	VALUE / BENEFITS	PERSONAL VALUES
SUSTAINABLE	CONTRIBUTES TOWARDS SAVING THE OCEANS.	CONSCIENTIOUS , GUILT FREE.
QUALITY	LONG-LASTING PRODUCTS, MEANING BETTER VALUE FOR MONEY.	TRUST, FULFILLMENT.
COMFORTABLE	FUNCTIONAL AND HIGH-PERFORMING.	TRUST, PLEASURE, HIGH-PERFORMANCE.

THE HIERACHY OF EFFECTS MODEL

COGNITIVE

The campaign appeals to feelings of fear by giving statistics about our dying oceans.



AFFECTIVE

They are then aware of how by buying the ADIDAS X Parley collection, they are playing their part in saving the environment.



CONATIVE

Consumers will then be convinced that ADIDAS is the best sportswear brand in terms of sustainability and functionality. This will lead them to make a purchase.



CAMPAIGN STYLE GUIDE



adidas

PARLEY

LOGO

ORIGINAL LOGO



PARLEY

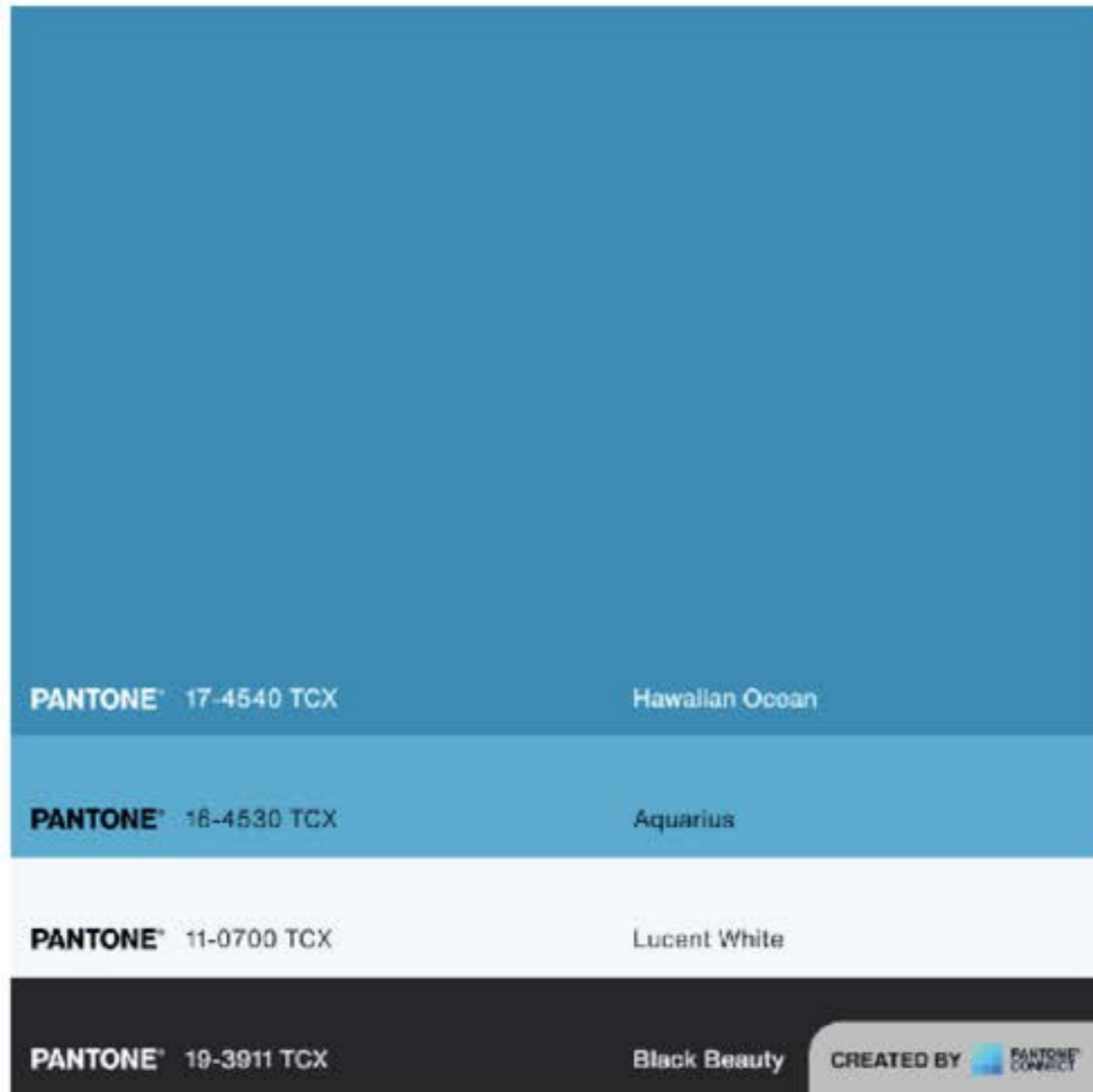


NEW LOGO



The new ADIDAS X Parley logo combines elements of the three partners involved in the campaign. The logos of ADIDAS and Parley are placed in front of a surfboard to represent Kelly Slater's involvement in the campaign.

COLOUR THEME



The campaign will utilise black and white to represent the original brand colours of ADIDAS. It will also incorporate blue tones to represent the ocean. We have created a Pantone colour palette using Hawaiian Ocean, Aquarius, Lucent White and Black Beauty. These colours will be used throughout the campaign content. The TV ad will also incorporate hues of blues.

FONTS

IMPACT FONT BOLD & ITALICS

- **USED FOR TITLES, HEADING AND ANYTHING REQUIRING BOLD IMPACT.**
- **ITALICS REPRESENTS THE MOTION OF A WAVE.**
- **USED TO CAPTIVATE ATTENTION.**

qwertyuiopasdfghjklzxcvbnm

1234567890

!@£\$%^&*()<>?.,

Marydale Regular

- Used for softer, authentic tones.
- Small print.
- Handwriting style to give synthetic personalisation.

qwertyuiopasdfghjklzxcvbnm

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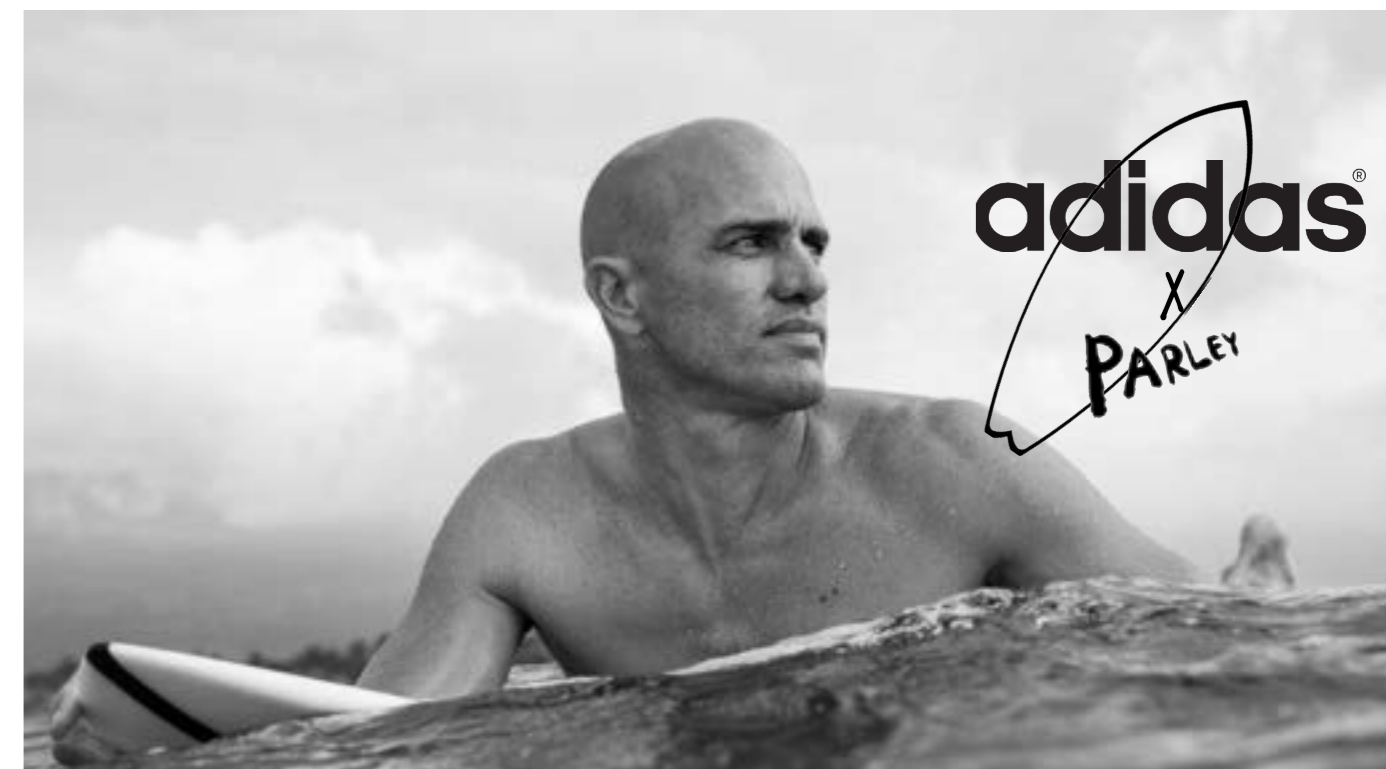
SLOGAN

“IMPOSSIBLE IS EVERYTHING”

The campaign slogan, “Impossible is Everything” is a twist on the original Adidas slogan, “Impossible is nothing”. The idea is that many people have the mindset that saving the planet is impossible, if everyone adopts this mindset then nothing will ever be done. The new campaign emphasises that we are running out of time and in fact, impossible is everything.



CAMPAIGN PHOTOGRAPHY



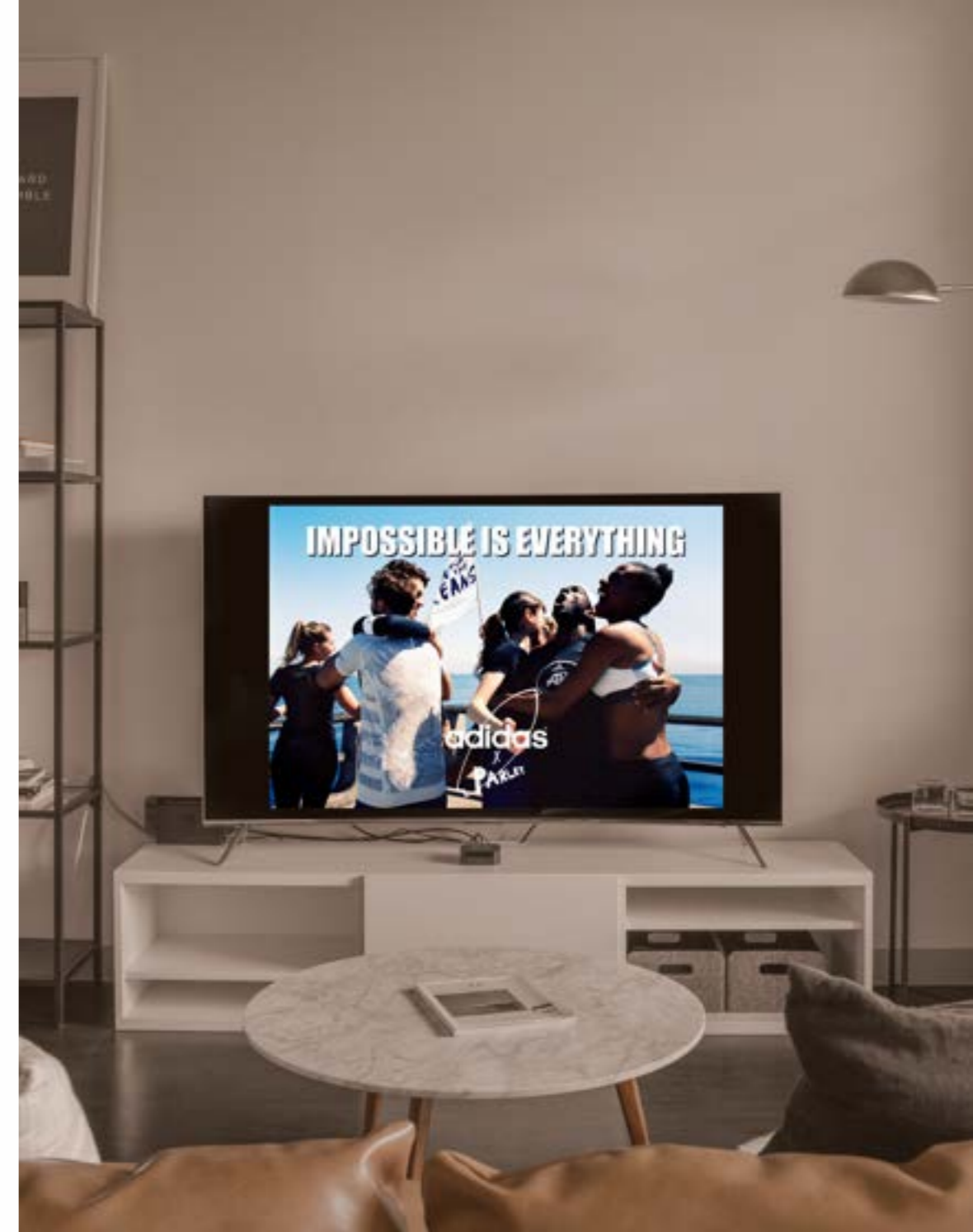
MEDIA AND PROMOTIONAL MIX STRATEGY



TV AD

TV advert will be 30 seconds and play in the intervals of popular sports games as well as on wildlife documentary channels. The advert will follow the 'slice-of-life format' and will open by featuring Kelly Slater surfing. This will buy into the adventure appeal of the consumers. The video will use quick shots of different angles to create a sense of intensity. Kelly Slater will do a voice over and share a number of statistics about ocean waste and how it will affect our future. Next, there will be quick shots of Kelly Slater wearing the ADIDAS X Parley collection. He will be shown cleaning up trash on the beach with a community cleanup group. There will be close up shots of people picking up trash, under the oceans surface, and products from the current collection. As the advert comes to a close, the music will cut completely and a birds eye shot will zoom out of the beach cleanup scene. As the shot zooms out, all that can be heard is waves crashing. At the end of the advert, the logo will show across the screen (on top of the zoomed out beach scene) and Kelly Slater will say 'Although it seems impossible, when we work as a community, nothing is impossible. Join the movement by shopping ADIDAS X Parley'.

Song Played: Lust & Giants by Kings and Creatures



BILLBOARD/OUTDOOR POSTERS

Posters will be simple yet effective. They will be displayed in high-traffic coastal areas e.g. Santa Monica/Venice Beach. They will also be displayed in selected ADIDAS stores.



WEBSITE LANDING PAGE

The ADIDAS website will feature a banner on the landing page dedicated to the campaign. There will also be a separate page dedicated solely to ADIDAS X PARLEY. On this page it will have a youtube embodiment of the advert which will play automatically. The page will contain information about ADIDAS X Parley's mission, how they create high-performance products and statistics related to ocean pollution.



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Search



IMPOSSIBLE IS EVERYTHING



SEO

Campaign Name: ADIDAS X PARLEY, Impossible is Everything.

Geographic Markets: North America, Europe and Eastern Asia.

Key Words:

- Adidas
- Parley
- Adidas x Parley
- Sustainability
- Sportswear
- Save the planet
- Upcycling
- Kelly Slater
- Shoes from waste
- Ocean pollution
- Sustainable fashion
- Sustainable clothing
- Marine life
- Oceans
- Environment



EMAIL MARKETING

The email will introduce the new campaign and contain call-to-action links inviting recipients to explore the new collection.



 **adidas**

JOIN US TODAY



We are inviting you to experience the newest collection from Adidas x Parley. This is the first Adidas collection ever made from 100% recycled materials from ocean wastes. Also, this collection celebrates sustainability and fashionable sportswear. Products come in various sophisticated colors and designs.



SOCIAL MEDIA

For social media, Adidas, Parley and Kelly Slater will all post campaign content. Kelly Slater will post a series of 5 posts and 10 Instagram stories (containing call to action links) over the series of 6 months. For legal purposes, Kelly Slater will be required to disclaim that the posts are part of a paid partnership. Adidas and Parley will both post a series of Instagram posts, story uploads and reels. The reels will be snippets from the TV advert. The campaign will utilise #ADIDASXPARLEY on each of the posts in order to spread awareness, drive engagement and solidify the campaign.



CAMPAIGN BUDGET

Marketing Budget		
Month 1	SEO	\$25,000
	Email Marketing	\$2,000
	Social Media	\$136,000
	Billboards	\$65,000
	TV Commercials	\$130,000
	Magazine Pages and Covers	\$550,000
	Short Videos	\$75,000
	Affiliates	\$360,000
Month 2	SEO	\$25,000
	Email Marketing	\$2,000
	Social Media	\$136,000
	Billboards	\$65,000
	TV Commercials	\$130,000
	Magazine Pages and Covers	\$550,000
	Short Videos	\$75,000
	Affiliates	\$360,000
	Direct Mail (This month only)	\$27,000
Month 3	SEO	\$25,000
	Email Marketing	\$2,000
	Social Media	\$136,000
	Billboards	\$65,000
	TV Commercials	\$130,000
	Magazine Pages and Covers	\$550,000
	Short Videos	\$75,000
	Affiliates	\$360,000
	Total	\$4,056,000

Launch Party Budget	
Place Rental	\$120,000
Food and Drink	\$78,000
Decoration	\$36,000
Signage	\$20,000
Promotional Gifts	\$49,000
Staffs	\$25,000
Security	\$33,000
Total	\$361,000

PRESS & PUBLIC RELATIONS



PR STRATEGY

- Press Kits will be given to journalists from selected publications and will contain the following: the story behind Adidas X Parley, information on key contacts, press releases, sample articles, campaign photography and a word from the campaign partners (Kelly Slater and Parley).
- Press is available upon request via the Adidas and Parley website.
- The press kit will follow a professionally presented and easily digestible format, but not be overly formal.
- Press kits will come with an invite to the release event.
- Each kit comes with an Adidas X Parley notebook as a gesture of appreciation of the press.

PRESS PACK

- Adidas X Parley Notebook
- Recycled envelope
- Press Release
- Campaign photos and Lookbook





Adidas is Launching “Impossible is Everything” Event and Pop-up Store to Celebrate the Second Collection Partnered with Parley

*Adidas and Parley strongly affirm their position in sustainable fashion
industry*

LOS ANGELES, June 4th: Adidas, the biggest German sportswear brand founded in 1949, announced their upcoming beachside cleanup event “Impossible is Everything” along with new pop-up stores located in Santa Monica to celebrate the second collaboration with Parley.



“The impact of plastic on our planet and our ocean to be specific is so negative right now. Our campaign #ImpossibleisEverything #IIE is here to solve this problem. We want to see people act now to save the planet just by the smallest action.” Said by Kasper Rorsted, CEO of Adidas who has many years experience in business management and supporting sustainability. “We will show everyone that this campaign partnered with Parley is our efforts to save the ocean and change the behavior of consumers around the world. We believe in a circular economy and Adidas is heading to become the leader of sustainable fashion. It is fundamental for companies and businesses to innovate and find solutions that address the environment without ruining the future.”

The release event will be split into two sub-events. First of all, cleaning up the Santa Monica beachside with Kelly Slater. The first session will last for two and a half hours, people that present will help Kelly Slater and the team to collect trash on the 5 miles beachside of Santa Monica. All the trash that collects will be classified and recycled to be the materials for Adidas’ products. After this, there will be an exclusive beach BBQ party on a private section of the beach. During this party, Adidas will speak more on their latest collection with Parley that is made from 100% plastic wastes. The date for the event is on June 4, 2022.

ABOUT Adidas

Adidas is a multinational German sportswear brand founded by Adolf Dassler in 1924 while he lived in Herzogenaurach, Germany. Adidas is well-known as the largest footwear and sportswear in Europe, second largest global company in the industry after Nike. The innovation of Adidas in sustainable sneakers and sportswear is leading companies and businesses in the industry to build up a new sustainable fashion world.

As today, Adidas has over 2,300 official retail stores, more than 14,000 branded franchise stores and over 150,000 wholesales locations worldwide. The company owns 57,016 employees with professional skills in their area. Visit official website www.adidas.com for more information about the history of the company and the journey to sustainability.

Problem: Customers do not realize the effort that companies are putting to save the environment and how sustainable the company is even if the brand has many products made from eco-friendly materials or recycle waste materials.

Tactic: Having a second collaboration with the leader in the sustainability industry and strongly promote it with unforgettable experience for customers.

- Launching the “Impossible is Everything” campaign which collaborates with Parley to release the new sustainable products as well as having a beachside event where customers can participate in the process of making recycled sneakers – collecting materials from waste. This action helps customers to acknowledge the importance of saving the ocean and also building the loyal relationship between customers and Adidas.

Press List

HYPEBEAST

Highsnobity

Complex

GQ

Vogue

Business of Fashion

Harper’s Bazaar

The New York Times Fashion

Guess List: Star of the campaign – Kelly Slater, Lewis Hamilton, Greta Thunberg, Jon and Janni Olson Déler, Jay Alvarez, Bethany Hamilton, Angela Lindvall, Alexis Ren, Alana Blanchard, Kendall Jenner, Kanye West, Jayden Smith & more.

EXPERIMENTAL STRATEGY



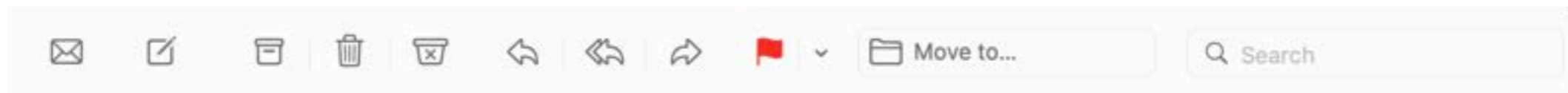
EVENT INFORMATION

For the campaign event, a handful of carefully selected brand ambassadors, activists, social media influencers and celebrities will be invited to join ADIDAS X Parley in their beach cleanup on Santa Monica (which will be streamed live on Instagram). Followed by this, those who attended will be invited to a private beach barbeque party for drinks and refreshments where they will be hosted by guest speaker, Kelly Slater.

What's included?

- E-Invites to the event
- All transport expenses paid
- Personalised gift boxes which include products from the Adidas X Parley line, a complimentary turtle adoption subscription, a bar of soap from the brand "Reef Safe" (event sponsors), Douchebag backpack (event sponsors), personalised T-Shirt and a personalised moleskine notebook with Adidas X Parley branding.
- Live DJs (Kaytranada, Maribou State and more)
- Bar service
- Refreshments
- Speeches from the heads of Adidas, Parley and Kelly Slater
- Photographers
- A dunk tank with Kelly Slater
- Virtual Reality Underwater experience

EVENT INVITE



Adidas X Parley Event Invitation
To: Georgia Dickson

Inbox - iCloud 04:18

HELLO YOU! YES, YOU...

ADIDAS X PARLEY WOULD LIKE TO PERSONALLY INVITE YOU TO OUR BEACH CLEANUP PARTY IN CELEBRATION OF THE NEW "IMPOSSIBLE IS EVERYTHING" CAMPAIGN. FOLLOWING THE BEACH CLEANUP, GUESTS ARE INVITED TO JOIN US FOR DRINKS, FUN AND LIVE DJ SETS (PSSST KATRAYANDA IS PERFORMING) AT A PRIVATE BEACH BBQ UNDER THE STARS. THEN, IF YOUR HEART DESIRES, YOU WILL GET THE OPPORTUNITY TO THROW WET SPONGES AT PROFESSIONAL SURFER, KELLY SLATER WITH THE AIM OF GETTING HIM DUNKED IN A TANK! TO READ MORE ABOUT THIS EVENT AND RSVP, USE THE QR CODE AT THE BOTTOM RIGHT OF THIS INVITE!

WE TRULY HOPE TO SEE YOU THERE, TOGETHER WE CAN TACKLE THE PROBLEM OF PLASTIC.

#ImpossibleIsEverything

Sincerely, The Adidas X Parley Team

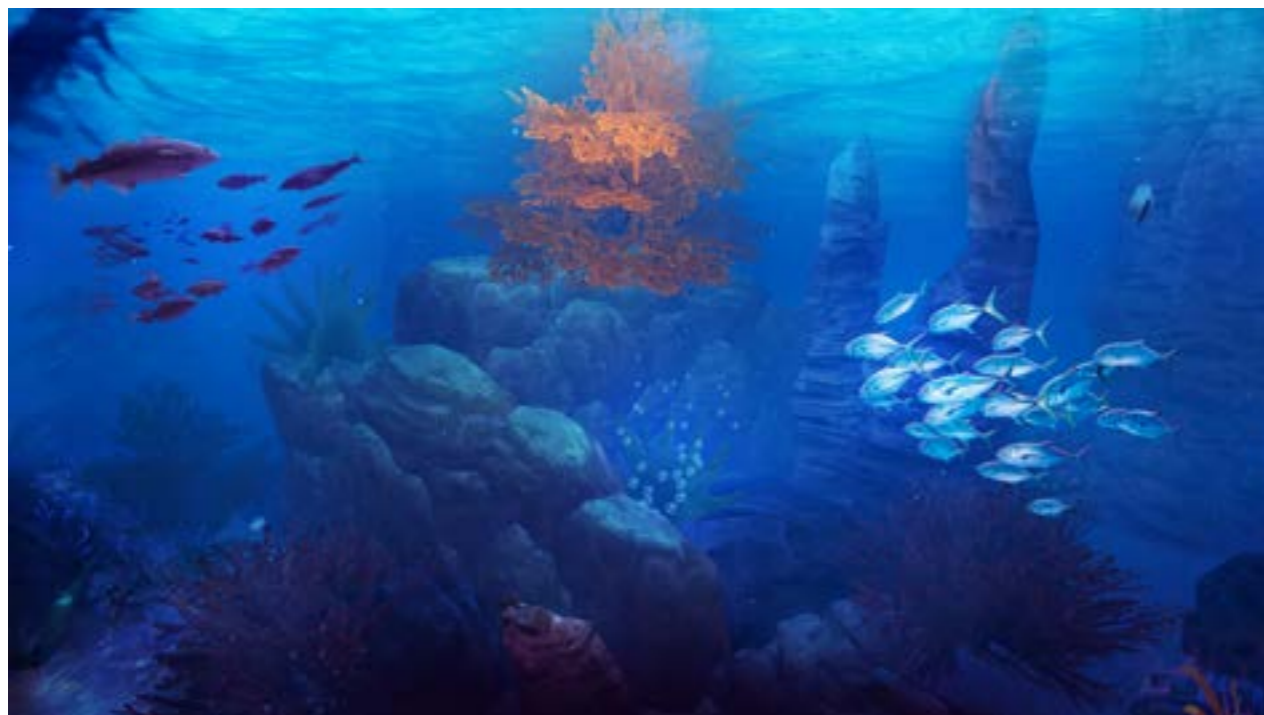


DESIGN ELEMENTS: EVENT MOODBOARD



VIRTUAL REALITY STATION

- The VR station will give guests the opportunity to use a headset and explore the oceans.
- It will also give information about the ocean.
- The aim of this is to share the beauty of the oceans.



DISPLAYS

- The event will have a mini pop-up gallery which showcases the Adidas X Parley Collection.
- Here, guests can browse and try the new products.
- All displays will be made from sustainable materials.
- There will also be a PR tent for photos and press.



PR BOXES: WHATS INCLUDED?

