

Adidas



Adidas Plans Book



Created by:

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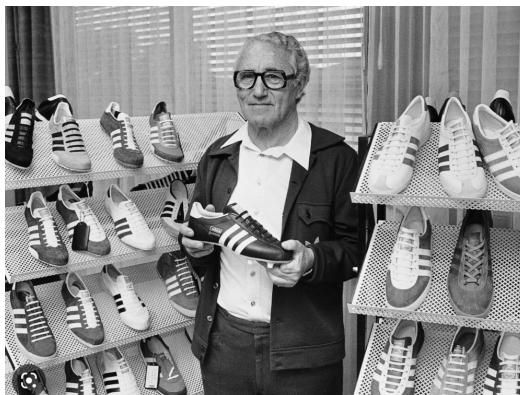
May 3,
2023



Overview

History: Adi Dassler would start Adidas in his mother's washroom in 1924 in Bavaria, Germany. Rudi Dassler (Adi's brother) also helped start the company but after a personal breach the two parted ways. On August 18, 1949 Adi would restart and register Adidas with the signature three stripes. Rudi would later go on and create Puma. Adi's mission was to provide athletes with the best possible equipment. Adidas really blew up in the 1950's when soccer teams began switching over the company's shoes. Today, Adidas and Nike are some of the top two competitors in the shoe market.

Key People:



Adi Dassler Founder



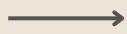
Bjorn Gulden CEO(2023)



Harm Ohlmeier Chief Financial Advisor(2017-current)

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Competitors

Being in sportswear manufacturing, Adidas has several competitors all trying to be at the top in athletics. Take a look below at some of Adidas top competitors.



Nike

They are one of the top brands marketing towards athletes which is the same goal as Adidas.



Puma

This company is also based out of Germany and is currently the third-largest sports manufacturer in the world.



Under Armour

They are also in the top five largest sportswear manufacturers in the world and have received lots of airtime on TV and the NFL.

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Marketing

Product: Mainly shoes but also sells a wide variety of shoes, sportswear, and accessories.

Price: Adidas prices are a little more expensive because of their high quality shoes and popular branding. However, Nike tops Adidas on the cost of their products.

Place: Europe, North America, China, Asia-Pacific, and Latin America are the top buyers of Adidas products. However, they sell almost entirely global with the exceptions of a few countries.

Promotion: Television, product placement, sponsors sports teams, collaboration with popular sports players, social media, and billboards are all ways that adidas advertises.

Brand position map



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SWOT Analysis

S: lots of collaboration with professional athletes, well established brand identity, & sells almost everywhere in the world

W: recently has \$500 million worth of Yeezys sitting after ended partnership, 2020 Nike surpassed Adidas in their home country(Germany) in revenue, & has higher priced items

O: focus on Germany again and surpass Nike's revenue, continue to grow inventory, & expand e-commerce sales

T: other shoe company's especially Nike, losing 3rd party manufacturers which would drastically decrease inventory

Personality

Adidas is athletic, motivated, friendly, and energized.

Problem

After an ended partnership with Kanye West, Adidas has \$500 million worth of Yeezys they are trying to sell using their own branding.



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Consumer Experience

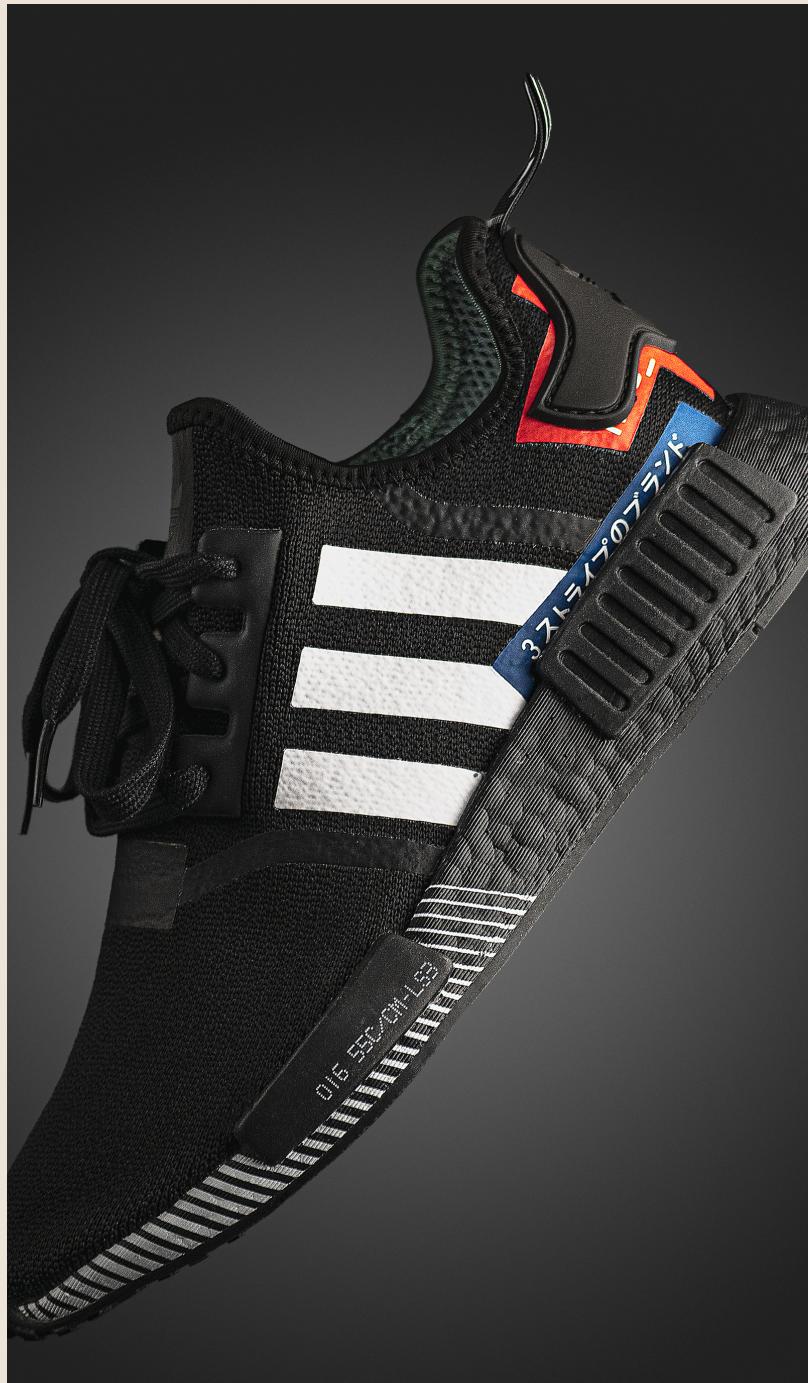
Adidas works to connect with consumers and athletes around the world. The shoes are well built, comfy, and lightweight. Adidas responds to customers on social media and in-person, striving to build a consistent experience. In-store employees are very helpful in finding what is best for each consumer. As customers enter the store they are greeted by employees and asked if they need any help. Ahead of them is a plethora of shoes, clothing, and sports equipment.



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Research

1. Adi and his brother(the original founders) parted ways and have a rivalry in the sportswear world after Adi created Adidas and his brother created Puma.
2. Adidas is the parent company of Rockport, Reebok, and Taylor Made.
3. Adidas has an online museum featuring old designers and catalogs.
4. "Impossible is nothing" PR Campaign was inspired by Muhammad Ali.
5. Adidas designed jumpsuits and boots for a 2017 commercial space flight in the Virgin Galactic.
6. The signature stripes on their shoes were originally for stability reasons, not the design.
7. They have their own song called "My Adidas" performed by rap group Run DMC.
8. There is an Adidas Tree in Boston, MA where people are not allowed to wear any other shoes except Adidas to the park or else their shoes would be taken by locals and thrown at the tree. The tree is full of Nike and Pumas.
9. The Trefoil logo was created to represent diversity.
10. Adidas sued Payless in 2008 for ripping off their three stripe design by adding a fourth stripe. Adidas won \$305 million in settlement.



Target Market



JAIDEN THOMAS & JAMEESE JOSEPH

Athletes age 13-30

Adidas goal is to have high end equipment for athletes. They target all athletes from youth to professional. This group may not have a job because of their age so they rely on caregivers money. The older half of this group is middle to upper class either in college or a professional athlete. These people value health and wellness. Their goal is to be the best they can be in their sport either team or individual. The challenges this group faces is having long lasting sports equipment and constantly pushing their bodies to stay in the best shape possible. They almost always have sore muscles. These people are also influenced largely on social media but also through email and magazines.



Fashion/Shoe collectors age 15-25

Adidas targets people who wear shoes as a fashion statement. Adidas has catered to this by doing collaborations with celebrities in the music industry.



Older generation age 40-65

Adidas targets the older generation as well because of the high-quality and comfortable shoes they are known for. This group is either getting close to retirement or have already retired. This group is also typically middle to upper class. This group values family, exercise, and health. Their goals are to make it to retirement and stay healthy in order to enjoy their older years. The big challenge this group faces is being able to stay as active as they were when they were younger. This group uses Facebook and Instagram online. However, their primary sources are from magazines, mail-in ads, and email.

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Buyer Persona

Name: Gabby Bryant

Age: 20

Gender: Female

Income: \$20,000 part time job

Location: University of Oklahoma

Family Situation: Living in a college dorm with the rest of the basketball team. Parents are married and living in Edmond, Ok. She has one brother.

Annual Income: \$150,000

Education: Current college student

Personal Philosophy Quote:

Love one another, train hard, and run fast.

Professional Role

Industry: College

Job Title: Basketball player

Company size: 30 people

Values and Goals

Gabby primarily values health and wellness. She also values her family, friends, and social life. Her goal is to play in the WNBA and have a career as a professional athlete.

Challenges

Gabby's challenges primarily consist of not having enough time because of training, basketball practice, school, and a part time job. Gabby is also very sore because she is very active, always working on strengthening her muscles.



Sources and Influence

Blogs/Websites: Instagram, Snapchat, Facebook, Twitter, and TikTok

Magazines: Sports Illustrated and HOOP

Conferences: N/A

Books: N/A

Thought leaders: Michael Jordan

Buying Decisions

Gabby goes shopping often with her friends but doesn't usually buy items because she doesn't make enough on her own to spend a whole lot. However, if she asks her parents they will say yes. Gabby wants a product that lasts a long time with daily usage. When shopping for shoes or clothing she wants something comfortable and flexible. If an item she tries on doesn't fit right in the store she will not buy it.

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Buyer Persona

Name: Steve Harden

Age: 55

Gender: Male

Income: \$8,000 monthly

Location: Tampa, Florida

Family Situation: Single with one grown kid who lives in Georgia

Annual Income: \$100,000

Education: Bachelor's Degree

Personal Philosophy Quote:

Be prepared in the real world. It'll hit hard but you can hit harder.

Professional Role

Industry: Engineering

Job Title: Mechanical Engineer

Company size: 2,000 people

Values and Goals

Steve values completing his work with proficiency. He also values his kid and tries to see him once a month. As Steve ages he also values his health and goes on runs often. His goal is to make it into retirement soon and start enjoying his relaxation time.

Challenges

Steve's challenges consist of motivation both inside and outside of work. Steve is ready to retire and is worried if he doesn't budget right he won't be able to. He also struggles to exercise on a regular basis and is very sporadic.



Sources and Influence

Blogs/Websites: Facebook, Instagram, and Twitter

Magazines: Sports Illustrated and Outdoor Life

Conferences: Through work covering mechanical engineering

Books: Engineering books

Thought leaders: N/A

Buying Decisions

Steve is the prime delegator of his purchasing decisions. He doesn't buy a lot of things often but when he does he makes sure to have looked at several customer reviews before he buys. If something doesn't seem right in the reviews or if there is a lot of backlash he will not purchase the item.

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Buyer Persona

Name: Joey Ross

Age: 17

Gender: Male

Income: none

Location: New York

Family Situation: Parents are together and has one sister

Annual Income: \$90,000

Education: High school student

Personal Philosophy Quote:

Life is too short to spend it in regret.

Professional Role

Industry: Education

Job Title: High School Student

Company size: 800 including staff(high school only)

Values and Goals

Joey values his friends, family, and video games. He also values fashion and has a great sense of style. His favorite accessory to purchase is shoes. His goal is to graduate high school and become a firefighter.

Challenges

Challenges Joey faces consist of not having any money of his own and completing his school work while trying to have a social life. Joey prefers to stay out of the public's eye and is a quiet kid at school but stands out with his unique fashion choices.



Sources and Influence

Blogs/Websites: Instagram, Snapchat, Tiktok, and several shoe websites

Magazines: N/A

Conferences: N/A

Books: Mystery novels found in his school library

Thought leaders: James Hanlon

Buying Decisions

Joey doesn't yet have a great concept of saving money so purchasing items with little prior knowledge isn't a problem. However, he doesn't have any money of his own so his parents must approve of what he buys. His favorite thing to buy is clothes and shoes so he always watches out for cool, new items in stores and online.

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Communication Plan

Objectives

The goal for Adidas' marketing is to reach people aged 16-30 who are an athlete or a fashion enthusiast.

Strategy

Adidas' most recent campaign is: Impossible is Nothing Campaign from 2022. This campaign is used to inspire people or athletes that they can break limits and should have a desire to push themselves to succeed.

Another very popular Adidas campaign is: End Plastic Waste started in 2021. Adidas said they were working on becoming innovative and reusing and recycling materials to make their products. This will continue as they replace materials with recycled materials.

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**Employees receive 50% discount in-store and online.

Communication Flowchart

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Creative Direction

The objective is to get rid of the \$500 million worth of Kanye West's shoes sitting in the warehouse. Then, create a new partnership with The Kid Laroi, a popular rapper/singer.

- Media coverage of shoe donation
- Social media posts
- TV & YouTube commercials
- Promotion: purchase a pair of shoes, donate a dollar, and the customer supplies a child in need with a pair of shoes

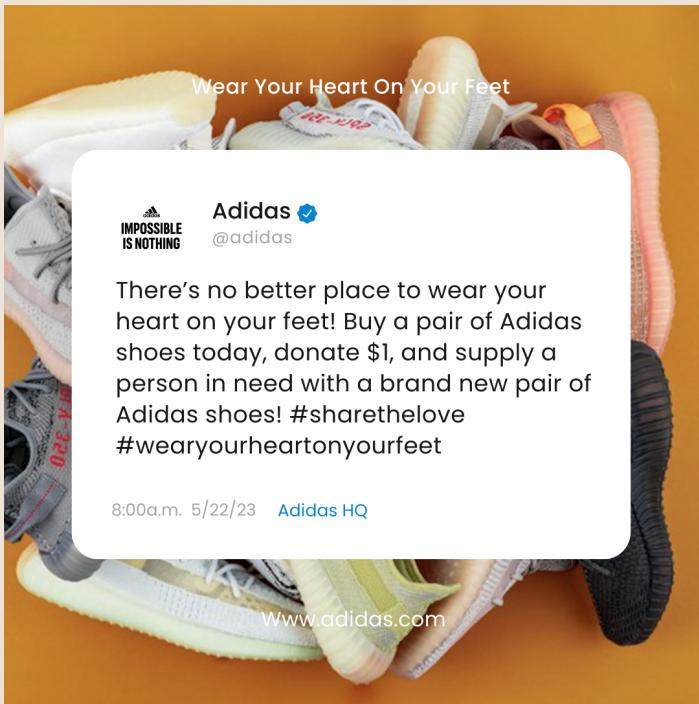
Our campaign **"Wear your heart on your feet"** will feature media coverage of Adidas employees delivering shoes to people in need. We want our consumers to know that we care about people and won't let shoes go to waste just because of an ended partnership. This campaign will be first with The Kid Laroi's new shoe and campaign coming soon.



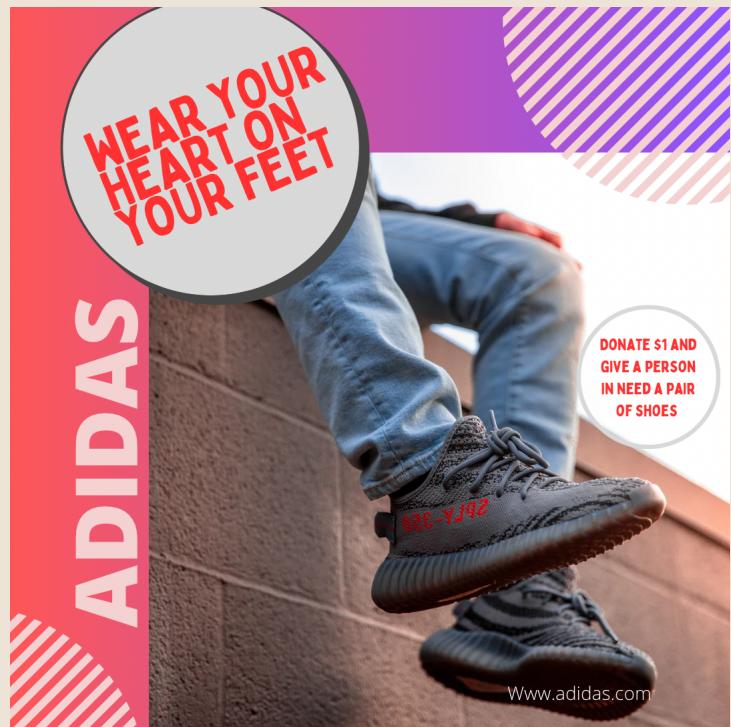
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Creatives

Twitter



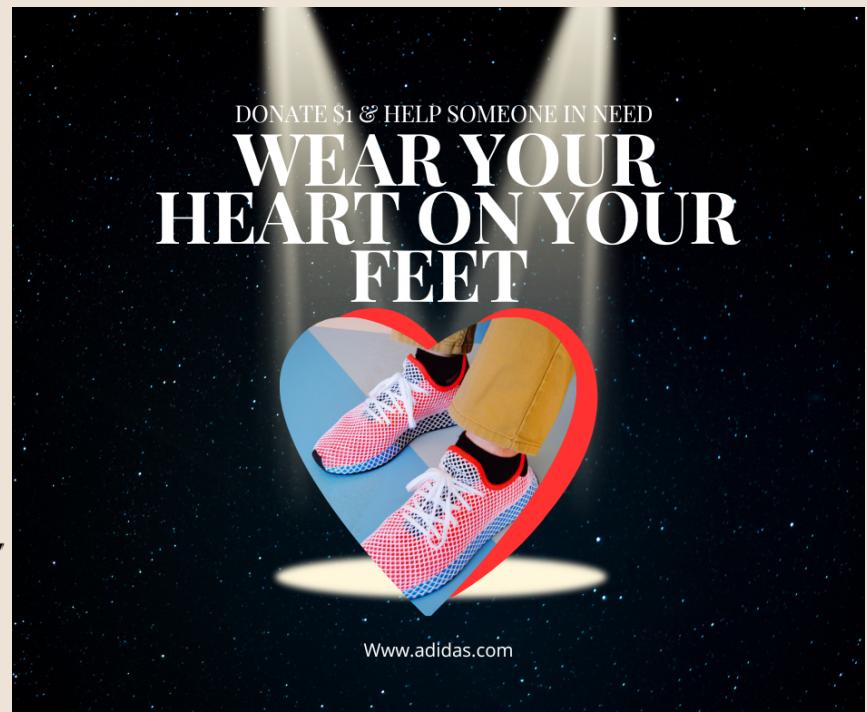
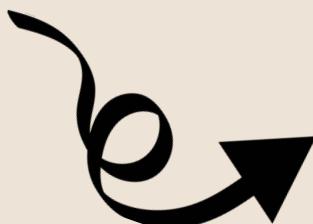
Instagram



Caption: We are starting our newest donation process! Come buy a pair of shoes, donate \$1, and supply a person in need with a brand new pair of Adidas shoes! #sharethelove #wearingyourheartonyourfeet #adidas

Facebook

Caption: Be apart of our new donation process! Buy a pair of shoes, donate \$1, and supply a person in need with a brand new pair of Adidas! #sharethelove #wearingyourheartonyourfeet



ADIDAS



WEAR YOUR HEART ON YOUR FEET

SHARE THE
LOVE!

Come see us in
store or online
today to make
your donation

Buy a pair of shoes

DONATE \$1

Know you supplied a person
in need with a new pair of
Adidas

Creatives

Commercial Idea

Intro: Moriah Oliveria running on the road, training for track events.

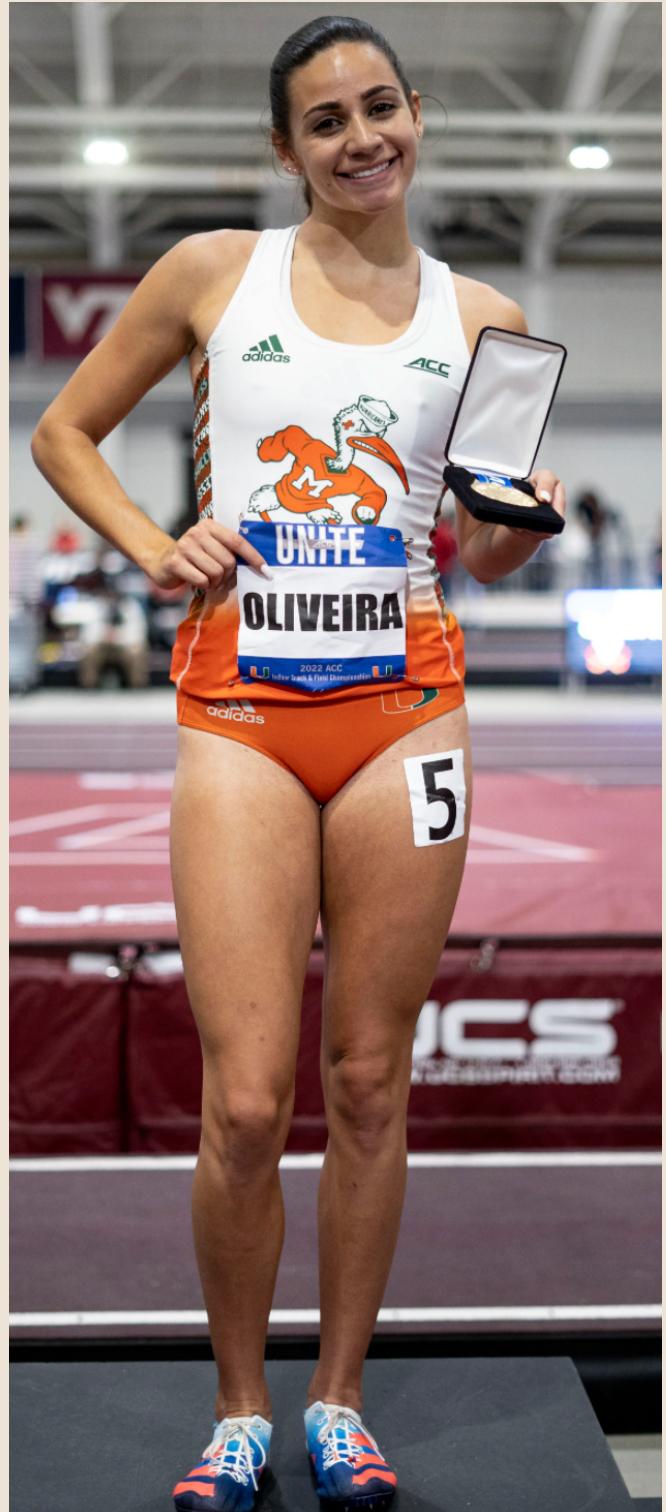
-She happens to see a little kid sitting on the curb, appearing to be homeless or in a low income household.

-She has a conversation with him and he says he wants to be an athlete when he grows up.

-She gives him her shoes and video does a pan out of them running together, her without shoes and him with her shoes.

-The words pop up “Wear Your Heart On Your Feet“ with the Adidas Logo.

End commerical.



Budget & Evaluation

With Adidas spending \$2.5 billion annually on advertising, the Wear Your Heart On Your Feet campaign will have a budget of \$10 million. This campaign will last as long as there are still Kanye shoes sitting in the warehouse so it's important we have plenty of room to work with. When Kid Laro is signed as a partner it will be a \$7 million deal for a 5 year contract. Kid Laro will be a top artist in the future and it's best for Adidas to sign him now.



Thank you!

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