

# [Adidas of heavy metal spikes to utilizing canvas](https://assignbuster.com/adidas-of-heavy-metal-spikes-to-utilizing-canvas/)

AdidasAdidas AG (stylized as ? did? ssince 1949) is a MNC, founded and headquartered in Herzogenaurach, Germany, a designerand manufacturer of shoes, clothing and accessories. It is the largestsportswear manufacturer in Europe, and the second largest in the world, afterNike. It is the holding company for the Adidas Group, which consists of theReebok sportswear company, Taylor Made Golf Company (including Ashworth), Runtastic, an Austrian fitness technology company, and 8. 33% of Bayern Munich, the football club. Adidas’ revenue for 2016 was listed at €19. 29 billion.

The company was startedby Adolf Dassler; his elder brother Rudolf joined him in 1924 under the nameDassler Brothers Shoe Factory. Dassler assisted in the development of spikedrunning shoes for athletic events. To enhance the quality of spiked athleticfootwear, he transitioned from a previous model of heavy metal spikes to utilizingcanvas and rubber. Dassler persuaded U. S. sprinter Jesse Owens to use his handmade spikes at the 1936 Summer Olympics. In 1949, following a breakdown in therelationship between the brothers, Dassler created Adidas, and Rudolfestablished Puma, which became Adidas’ business rival.

TargetaudienceThe company targets thesports people. And so always want to inspire people to join sports and increasetheir target segment. And so is the case even with this campaign of Adidaswhere he shows how sports change lives of people. IdeagenerationIn Today’s time, disabilitydoesn’t lead to the end of an active person’s journey. A new Adidas campaign inIndia focuses on something that has never occurred to most of us: Why should ablade-running athlete with only one foot—or anyone else—have to buy expensiveathletic shoes for both feet? Oddsby AdidasAdidas have started aunique footwear initiative – ‘ Odds’ , which is customized to the needs of thepara-athletes. ‘ Odds’ is the uneven pair of shoes which mean a pair of shoesfor the same foot. The idea emerged from a simple thought by Taproot Dentsu ofgiving para-athletes, primarily blade runners, a pair of the same side footwearthey need, rather than the generic pair with shoes of both the sides that issold to consumersThe campaign was launchedby Taproot Dentsu and the media agency Carat Media which was led by aninspiring film featuring marathon runner Major DP Singh, India’s first bladerunner with Kabir Bedi’s voice for the cause.

The film captures the Major’slife story and his passion for running. Major DP Singh believes that, “ Losing apart of the body does not lead to disability. Losing the will to fight out oddsdoes.

Celebrate odds and be the winner. If you wish to give up anything, giveup giving up. That’s the message I wish to give everyone. And that’s thereason I run every day”.

Adidas believes in asimple principle of theirs – “ No Athlete left behind.” This philosophy is atthe heart of ‘ Odds by Adidas’. The company encourages& cheers the para-athleteson to achieving their best on the field of play and we hope Major DP Singh’sstory inspires many more to live their dreams and prove that Sports has thepower to change lives. Celebratingimpossibly glorious feats makes all of us strive harder and look beyond ourlimitations. Depending upon the need, athletes can either choose to buy a pairof shoes for the right foot or a pair of shoes for the left foot.    Agenciesand People Involved·        Advertising Agency: Taproot Dentsu·        Chief Creative Officer: Santosh Padhi(Paddy) & Agnello Dias·        Production House: Nomad Films India.·        Director: Veneet Raj Bagga.·        DOP: Tassaduq Hussain·        Executive Producer: Anju Vaswani·        Producer: Manju Moses·        Media Agency: Carat·        Digital Agency: Isobar StrategyIndians are notsports centric, barring cricket and few other forms of sport, we are a passivesporting nation.

But things are changing with the newer generations approachtowards lifestyle, the company wanted to add to the momentum. Hence, the wholeidea was not only celebrating the para-athletes courage and approach towardssport but with this campaign through  an inspirationalstory about Major DP Singh and his approach towards sport will certainly movecommon Indians to get into some form of physical activity. As they say, ahealthy body leads to a healthy mind. BigideaThe company tries totreat all their customers equally and found that it was unfair for thepara-athletes as they had to buy a pair of shoes of which one would be of nouse and came up with the idea to offering the same foot shoes such customers. And they chose Major DP Singh, whose story would inspire the customers andshowed him running at even and uneven places and positioned it as “ uneven pairof shoes for uneven legs”. The idea was to reach out the customers with dualmessage: “ Nothing is Impossible” and to inspire and motivate many others toplay sports.   CreativeexecutionThe company decided tomake a film on the story of India’s first blade runner Major DP Singh, who losthis legs but not his determination to run again. He evens out the uneven.

The film talks about hisjourney as India’s first blade-runner, and one of the first Indians to run amarathon with an artificial limb. The film had inspirational lines and used thevoice of Kabir Bedi, to make it more impactful for the customers. This wassomething very inspirational and also had an emotional effect on the customers, which led to change in the behavior of the customers. MediaplanThe advertisement was multimediacampaign and was released across different media channels including digital, television and outdoor. The campaign shows Major DP Singh running on a bridge, a mountain and a road even as the voice-over by  Kabir Bedi, who tells an impact full line,  “ Odd, isn’t it? For a man to run whentechnically he shouldn’t even be walking?” Awards·        Taproot Dentsuwon the Integrated Lotus Gold for the Adidas Odds campaign, is also eon  won two Golds in Promotion and Film CraftLotus for the same work. The agency also took three Bronzes – two for Films andanother for Promo Integrated, again for Adidas.·        D awards2017·        Taproot Dentsuwon six Golds for the Odds campaign by Adidas under four different categoriesat Goafest.

o  Radio Singleunder the sub-category of Clothing, Innerwear, Footwear and Accessories. o  Gold in theRadio Craft category under sub-category, Writing. o   Gold  inthe Brand Activation category under sub-category, Programs that use multiplemedia platforms in one promotional campaign o  the next threeGolds came in the Direct category under three different sub-categories – DirectResponse Print, Direct Response (TV, Radio & infomercial) and DirectCampaign using Any 2 forms EffectivenessOdds became themost talked about campaign during the Paralympic. People started participatingin the discussion about the need to even out the odds. With over 5 millionviews in a week. 1.

5 million Likes. Generating PR worth 9. 5 million dollars forfree.

Creating over 27 million media impressions globally.