

Adidas of heavy
metal spikes to
utilizing canvas



**ASSIGN
BUSTER**

Adidas Adidas AG (stylized as ? did? s since 1949) is a MNC, founded and headquartered in Herzogenaurach, Germany, a designer and manufacturer of shoes, clothing and accessories. It is the largest sportswear manufacturer in Europe, and the second largest in the world, after Nike. It is the holding company for the Adidas Group, which consists of the Reebok 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 started by Adolf Dassler; his elder brother Rudolf joined him in 1924 under the name Dassler Brothers Shoe Factory. Dassler assisted in the development of spiked running shoes for athletic events. To enhance the quality of spiked athletic footwear, he transitioned from a previous model of heavy metal spikes to utilizing canvas 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 the relationship between the brothers, Dassler created Adidas, and Rudolf established Puma, which became Adidas' business rival.

Target audience The company targets the sports people. And so always want to inspire people to join sports and increase their target segment. And so is the case even with this campaign of Adidas where he shows how sports change lives of people. **Idea generation** In Today's time, disability doesn't lead to the end of an active person's journey. A new Adidas campaign in India focuses on something that has never occurred to most of us: Why should a blade-running athlete with only one foot—or anyone else—have to buy expensive athletic shoes for both feet? Odds by Adidas Adidas have started

a unique footwear initiative - 'Odds', which is customized to the needs of the para-athletes. 'Odds' is the uneven pair of shoes which mean a pair of shoes for the same foot. The idea emerged from a simple thought by Taproot Dentsu of giving para-athletes, primarily blade runners, a pair of the same side footwear they need, rather than the generic pair with shoes of both the sides that is sold to consumers. The campaign was launched by Taproot Dentsu and the media agency Carat Media which was led by an inspiring film featuring marathon runner Major DP Singh, India's first blade runner with Kabir Bedi's voice for the cause.

The film captures the Major's life 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 odds does."

Celebrate odds and be the winner. If you wish to give up anything, give up giving up. That's the message I wish to give everyone. And that's the reason I run every day".

Adidas believes in a simple principle of theirs - "No Athlete left behind." This philosophy is at the heart of 'Odds by Adidas'. The company encourages & cheers the para-athletes on to achieving their best on the field of play and we hope Major DP Singh's story inspires many more to live their dreams and prove that Sports has the power to change lives. Celebrating impossible glorious feats makes all of us strive harder and look beyond our limitations. Depending upon the need, athletes can either choose to buy a pair of shoes for the right foot or a pair of shoes for the left foot.

Agencies and 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 not sports centric, barring cricket and few other forms of sport, we are a passive sporting nation.

But things are changing with the newer generations approach towards lifestyle, the company wanted to add to the momentum. Hence, the whole idea was not only celebrating the para-athletes courage and approach towards sport but with this campaign through an inspirational story about Major DP Singh and his approach towards sport will certainly move common Indians to get into some form of physical activity. As they say, a healthy body leads to a healthy mind. Big idea The company tries to treat all their customers equally and found that it was unfair for the para-athletes as they had to buy a pair of shoes of which one would be of nose 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 and showed him running at even and uneven places and positioned it as “ uneven pair of shoes for uneven legs”. The idea was to reach out the customers with dual message: “ Nothing is Impossible” and to inspire and motivate many others to play sports. Creative execution The company decided to make a film on the story of India’s first blade runner Major DP Singh, who lost his legs but not his determination to run again. He evens out the uneven.

The film talks about his journey as India’s first blade-runner, and one of the first Indians to run a marathon with an artificial limb. The film had

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inspirational lines and used the voice of Kabir Bedi, to make it more impactful for the customers. This was something very inspirational and also had an emotional effect on the customers, which led to change in the behavior of the customers. Media plan The advertisement was a multimedia campaign 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 when technically he shouldn't even be walking?" Awards Taproot Dentsu won the Integrated Lotus Gold for the Adidas Odds campaign, is also won two Golds in Promotion and Film Craft Lotus for the same work. The agency also took three Bronzes - two for Films and another for Promo Integrated, again for Adidas. D awards 2017 Taproot Dentsu won six Golds for the Odds campaign by Adidas under four different categories at Goafest.

- o Radio Single under the sub-category of Clothing, Innerwear, Footwear and Accessories.
- o Gold in the Radio Craft category under sub-category, Writing.
- o Gold in the Brand Activation category under sub-category, Programs that use multiple media platforms in one promotional campaign
- o the next three Golds came in the Direct category under three different sub-categories - Direct Response Print, Direct Response (TV, Radio & infomercial) and Direct Campaign using Any 2 forms Effectiveness Odds became the most talked about campaign during the Paralympic. People started participating in the discussion about the need to even out the odds. With over 5 million views in a week. 1.

5 million Likes. Generating PR worth 9.5 million dollars for free.

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Creating over 27 million media impressions globally.