

# Adidas case study: marketing mix and effectiveness assignment

[Art & Culture](#)



## Marketing Mix and Effectiveness of Social Media ay petrol 74 Ideas Case

Study Describe the elements that make up the marketing mix ere

advertising combine is regularly referred to as the “ 4Ps”-result, cost, place and advertising. Putting together what buyers are looking for the selling industry need to deliver products to please them. The item should be selling in affordable price and in the exact place. Explain the term sponsorship.

Name a sponsorship deal that you think was effective. Answer explanation.

Ideas was launched 1949 by Doll Dasher and since 1984 has mined and supplied Team BAG in I-J. Many of the well knows athletes were wearing IDEAS at the Olympic Games. The marketing strategy of the company was well planed- letting the famous athletes to have their brand footwear and clothing on the Olympic Games their target was actually the audience.

Analyze the importance of using both above -the- line and below-the line promotion for an effective marketing camping. Above-the-line promotions are mainly usual advertisements in magazines, newspapers, TV and online advertisements with many famous players.

The below- he-line promotion goal is to attract more groups of customers, by connecting with the viewers, combining the traditional media and the use of public channel. Evaluate the effectiveness of Ideas use social media in its “ Take the Stage” camping. Effectiveness: ay “ Take the Stage” Ideas wanted to engage younger consumers in I-J. 8 million total views in Youth, 2. 5 million from 14-24 years old. 2% of market share growth 100 million total licensed product sales in 2012 More sales if Oxford store in London in 1 week than any other ideas store ever. Increased Twitter follower by 25%