

# The marketing mix promotion strategies



Full topic and Section # of Promotional Strategies Adidas is a company stemming from Germany and has been a forerunner in the athletics and footwear industry for quite a while (pun not intended). Taking the rung of the ladder, just behind the giant Reebok, it has continuously taken steps to match its rival and on occasions even out do the standards and impressions set up by Nike. Adidas has been trying hard to sustain its image and brand equity by launching a series of successful promotional campaigns that have helped them expand their business locally and abroad.

The business expansion for Adidas came in a giant leap when they acquired Reebok International in 2006. This strategic plan saturated the market making it more difficult for newer entrants to gain a step hold in the huge market. This move was also aimed at rivaling the sporting wears giant Nike. The acquisition was done in order to make the company more viable for consumers where they can create a synergy between both the companies so that they can challenge the rival. However, the acquisition led to mixed responses from the consumers resulting in a share value decline as well. Just before the Olympics fever gained momentum, Adidas took the initiative to launch another promotional campaign where they have highlighted their products and the ambassadors. This massive promotional campaign was launched in Europe and one could see huge structures of either Adidas shoes being loaded on a truck, or football players standing in a circle. All these initiatives were highlighting the presence of the brand in the forefront of such a major event in sporting history, whereby players are supporting their attire etc.

The combination of the two big brands present in the shoe industry can termed to be a positive sign for the company. They can combine their

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efforts; match their strengths together in order to create a new level of a brand. However, there are threats of brand cannibalization which led to the main slump in prices when the merger news was spread around. Both the companies are positioned at different levels in the minds of customers.

However, Nike beats them on many accounts and it is upon the company to realize their differences and backdrops with the help of the synergy created and highlight their strength more in order to flourish in the market.

The recent campaign that was launched was covered extensively in print and television media. In this campaign they are focusing more on their founder Adi Dassler in their campaign shots. With the help of this campaign Adidas should be able to present a brand image to the world. Since their penetration is high with around 80 subsidiaries around the world, they can capture the market with the help of reviving their brand as being a perfect alternative to Nike till they can bank on something new and innovative to challenge their traditional rival. Their efforts from the current marketing campaign were sure to create hype amongst the customers at hand; however, much is needed to be done in the product quality and product image department in order to match with Nike. By banking on their acquisition, they have a chance to provide their audience the right mix of promises to create the brand Nike already has. The post-acquisition strategy can make or break them; as long as their strategy entails around being complementary to each other, they can achieve great heights.

## References

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