

1 logo". according to the history, adidas

[Art & Culture](#)



**ASSIGN
BUSTER**

1 Adidas Advertising and Marketing Strategy Giri Anish Sol

Bridge International School of

Business

2 Abstract The purpose of this paper is to look the advertising strategy on Adidas success. It starts with the brief introduction of marketing role in the last decades followed by goals, that Adidas marketing strategy would achieve. According to the history of Adidas, this Company wanted to create an exclusive brand image. As, this company uses the theoretical system to improve their brand building program. Thus, due to their marketing strategy Adidas was able to achieve financial goals and global presence.

3

Adidas " Creating

the New" Campaign

INTRODUCTION

Adidas a German Multinational Company

has always been excellence in providing the good sport's wear and bringing the new design for making a competitive' business.

This brand mainly focuses on advertising activities like wall paintings, web banners, cinemas, musical stage shows, so that many young athletes get attracted. As, Adidas always aims to draw the attention towards the football players and mostly their fan's. In the recent year's, Adidas is able to reach 18% up on a currency and net income upgrading 41% (Running 2016). As, a result this company have improved the brand and products all around the world. Their logo shaped into " a soccer ball like figure flying through the air which appeals in the products comforts the logo". According to the history,

<https://assignbuster.com/1-logo-according-to-the-history-adidas/>

Adidas was started by Adi Dassler on August 1949, till today it has become the excellence in creating the new innovation and inspiring the people all over the world. Adidas, "Creating the New" slogan present the plans to enrich the quality of brands and it has been successful to make a big place in people's heart from decades ("Adidas History"). In addition, Adidas "Impossible is Nothing" campaign invest on the boxing legend "Muhammad Ali" in advertising the brand from last 120 year's.

As, this brand not only hires the boxing legend but also success in keeping the record and achievements of Muhammad Ali. According to the "Creating the New" campaign the strongest thing is it is always being able to satisfy the need of the consumer at the same time it is being successful to launch the new products (Adidas 2016).

4 Adidas "Creating the New" Campaign Advertising Media Adidas used different advertising technique to setup the brands in all over the world. Adi Dassler mainly focuses on the athlete team and observed them in the past 1968. As, this company launch the ball better in visible on Black and White TV (Adidas 1970's). According to the performance from the late history this company also made TV and other advertising campaigns. Similarly, this company comes with an idea's, introducing the athletes and offered "Muhammad Ali" a boxing legend in starting the "Impossible is Nothing" campaign (Adidas, 2004).

In addition, not only this company offered the boxing champion as this company reflects the boxing and this company proved to be one of the most fastest brand in the world. Adidas from the history to till today, we can see many changes, they are always bringing the new products, using new innovative technique, online sales which is more comfortable these days. Adidas use's different advertising media to promote their goods and services worldwide. The several advertising media uses worldwide are Commercial advertisement, print media advertisement, celebrities' advertisement, online advertisement, public transport advertisement, etc. Similarly, Adidas also used the other commercial advertising media those include wall paintings, billboard's, subway platforms and trains, street furniture components, radio, television, musical Stage shows. The way making people aware about the company's brand and products is through the medium of advertising. In addition, this company use different

5 Adidas " Creating the

New" Campaign advertising to promote their goods and services worldwide.

In fact, Celebrities are advertising using their celebrity power, money, popularity, to attract the people as to gain the recognition for their products and promote specific brands or products. According to the history," Adidas use Beckham David as their brand ambassador and many more celebrities in every sector to promote their products (Adidas History, 2011). Focus Marketing and Advertising Adidas as the fastest sports brand in the world is success in a Digital era, starting from the past and till today, "

Creating the New" campaign. As, the important thing that Adidas established the " Energy Boost" running shoe which looks completely new from other products and brand's (Adidas History, 2013). This shows as this company is always creating the new , introducing the new product with the excellence advertising efforts. Moreover, this company was fast enough to satisfy the need of the consumer and also the first sports company which make place in the heart of the athletes, and partner to take part of this brand (Adidas 2015). In the present situation, Adidas, is always success in connecting to the heart of the people and this brand is creative to introduce themselves as the fast sport brand which is true seeing the advertisement and many more people these days are familiar with this brand.

Because of the changing lifestyle of people and migrating from villages to the cities areas industry is progressing in innovating new products. As the market nowadays is increasing rapidly which shows the increase in product and

6 Adidas " Creating

the New" Campaign Sales market. As, this company applies different technique attracting people, through the cinemas, musical stage shows, and also focusing on the celebrities of sports, which helps increasing the sales of the product. Furthermore, the most important thing, of this company (1989-1994) was, searching the new direction and focuses on a new marketing team, knowing what exactly Adidas is, which main aim is to make the athletes better. After finding the new direction, new partners and being positive in introducing new products, Adidas started making the products more better. Focusing on the new goal, " Adidas invented the famous Torsion

(Adidas History, 1989), the equipment concept (Adidas history., 1991), the streetball campaign(Adidas history.

., 1992) and the predator football boot (Adidas history..

1994) were introduced in these generations." As, the main motive of this company is "innovation never sleeps" which is proved by introducing new innovations in the year (1989-1994). Adidas, more focuses on its distribution of its products and increase in the sales of its products.

As, "Adidas made a good relation with the Salomon group, and also this company increasing competition from the entry of such designer brands as Tommy Hilfiger and Polo Ralph Lauren into a sports market."(Adidas group, 2000). According to the research, March 2017, the strategic choice has been implemented with the best topics corporate culture, digital, one Adidas, North America and portfolio. "Creating the New" before based on the three strategic pillars speed, cities and open source, which has made the rapid progress in the past two years.

7 Adidas Marketing Efforts and Advertising

Campaign Conclusion The focus of Adidas campaign "Creating the New" which was introduced in March 2015, significantly promotes brand and products desirability and thus reaching on the strong development in sales and profitability. The campaign uses the theoretical system to create their brand building programs. Adidas, usually focuses on sponsoring teams and global events.

As, this company is the fastest brand in the world so it always tries to give the best product in the market all over the world. References <http://www.marketing-interactive.com/adidas-new-campaign-inspire-women/> <https://www.adidas-group.com/en/group/history/> <https://www.adidas-group.com/en/media/news-archive/press-releases/2017/adidas-increases-sales-and-earnings-guidance-until-2020/> <https://www.adidas-group.com/en/group/strategy-overview/> <https://www.marketing91.com/marketing-strategy-of-adidas/>