



adidas®
Is calling all creators



to join a **platform** that
gives the **stage** to
everyone
everywhere
at anytime



to show what he can create
and inspire others do the same
by sharing
unique sports moments



only the best
only the most exciting
real-time instant video high-
lights created by just a click
on a button



all in a dedicated social place
that meets players, fans, and
the world's
best sports brand...



adidas®

is now calling all creators
to show what they are
capable of



because

„Creativity is all
in the today's game!”





9:41

< Game title

me Player name Player name Player name

Football / Soccer Casa del Lector, Iron hack

me Avg Heart Rate 62BPM

Steps per session 6,187

Calories 208

+50 points

+5 points

+5 points

+5 points

+5 points



Heart Rate 62BPM

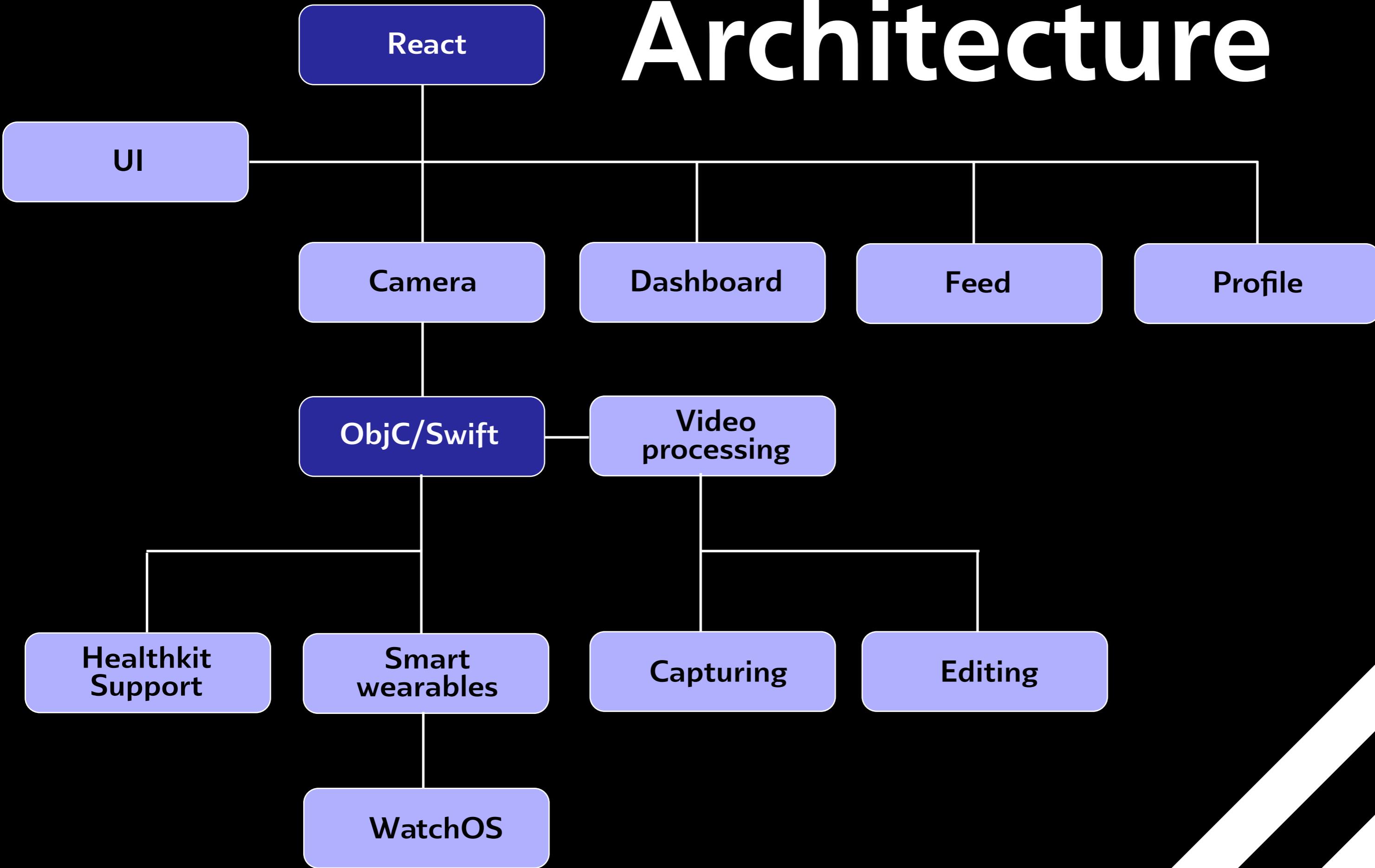
Steps per session 6,187

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NEMEZIZ MID SHOES X 18.1 FIRM GROUND... X 17+ PURE SPEED FIRM.... NEMEZIZ MID SHOES



Architecture



Further enhancement focus

- detailed image and video recognition to improve the engagement with brand ambassadors
- even more sophisticated gamification experience

Business benefits

adidas ads

eye-catching, adidas branded, short video clips going viral through a cross-platform sharing

brand engagement

create challenges and give rewards for the creators who act like brand ambassadors

brand awareness

inform the fans what adidas equipment is relevant for them and what is cool about it



adidas®
is calling
YOU

THE CREATOR
to motivate others

A close-up photograph of a person's hands and torso. The person is wearing a dark blue ribbed hoodie. On the left chest, there is a large, light-colored, three-leaf emblem. The person is holding a silver-colored deck of cards in their right hand, with the top card visible. The top card has 'CASINO' at the top, followed by a stylized heart and club symbol in the center, and a spade symbol at the bottom. The background is dark.

to show the world
what **YOU** can do and
what **YOU** find cool



all in is not only
challenging you to
create your stage,
but also gives you
the best stage to create!