

Adidas Industry Brief



Brief set by
adidas

In collaboration with
H+K Strategies

Change lives through sport in cities worldwide

Related Disciplines

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Background

adidas is the sports brand for creators from stadium to street, innovating tirelessly to enable the world's athletes, present and future. adidas is driven by helping athletes make a difference in their game, their lives and the world. It believes that through sport, we have the power to change lives. And it wants to put that belief into action.

The 21st century sees our cities as sites of incredible transformation, bringing problems along with the positives. adidas is proudly hyper-connected to key cities at the heart of the world's most vibrant communities.

The Challenge

Use the power of sport as a catalyst for change, with an innovative adidas product, service, brand experience or campaign for 17-25 year olds in a key city. What can adidas do for or with them to improve the fabric of their city?

Your idea could be rooted in the life-transforming nature of sport, or you could explore the potential for sport-based activities to impact on other city issues.

Focus on one, more or all of adidas' key cities (Paris, London, Berlin, LA, New York, Shanghai, Tokyo, Moscow). The sport(s) can be any that adidas have an established connection to. And the issues to address are up to you. What's the relationship between the city, the sport, the issue? Tell us why you made your choices.

Make sure what you do is true to the brand. Dial into the city's environment to find a meaningful way for adidas to make a tangible, lasting impact in people's communities and lives.

Who is it For?

17-25 year olds living in your chosen city.

What to Consider

- adidas wants to see big, bold ambition, clearly grounded in reality.
- What kind of change will you bring about? Will you look at a universal issue, or something particular to your chosen city? Use sport as the key to improving wellbeing, or look to things like transport, housing, diversity, healthcare...?
- Consider issues faced by city-based athletes: nutrition, space, access to sport etc.

- Consider the nuances. Sports may be universal, but behaviours will change with culture and place.
 - Know your audience: their aspirations and beliefs. Make it personal.
 - Think about the assets and network available to adidas: partnerships with some of the most successful athletes and teams in the world; brand hubs; trend centres; local newsrooms; retail spaces. Can you make use of these?
 - Show how people will experience it, how it could scale and spread, and all the media, channels and touchpoints that could be relevant. What different social platforms or formats could you use, and how would content be tailored to each?
 - adidas is an innovative, forward-facing brand. Only consider a nod to its heritage if you're making it fresh and culturally relevant.
 - Don't get political. Stay true to the brand tone of voice.
 - Don't look to competitors for inspiration. Think first. Biggest. Best.
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