

Adidas Case Study

Adidas was founded by Adolf Dassler and his elder brother Rudolf Dassler in the early 1920s and is now recognized as one of the most famous global manufacturers of sports products. Adidas is developing its products to serve customers' needs at best possible level. Adidas works on its products by incorporating new fashion trends and technology and making them more sport-specific. Today, we will discuss the Adidas marketing strategy, marketing mix, and market analysis through SWOT analysis in this case study.

There are three main areas of marketing where Adidas sees an increase in its mix of sales and investment.

First, the company is expanding into new places, such as developing new products and services, enterprising in new fields, and moving from production to development for upkeep. Second, Adidas's presence on social media platforms is increasing as people seek out its products for fresh flavors and ingredients.

And third, Olympics-related advertising will continue to be a major part of Adidas's marketing strategy.

Marketing Mix of Adidas:

Here is Adidas's marketing mix comprised of the 4Ps of marketing: Product, Place, Price, and Promotion.

Product: This product that Adidas markets under its various labels, such as energy boost, running, football training, tropical heat wear, etc.

Place: This is a place where these products primarily sell out depending upon the developed region.

Price: Adidas is aggressive in promoting prices to enjoy a competitive position. In this area, Adidas believes the price will be dictated by the market's demand, not its shortages or excesses. In 1964 when Adidas began pricing shoes at \$12 vs. Nike at \$15, Shoe sales went down, but once set price, they stayed the same, becoming more attractive to prospective buyers versus new entrants with their much lower prices.

Promotion: This refers to the strategies of Adidas for attracting consumers to purchase its products, whether it is competition, direct marketing campaigns, or social media messaging and advertising.

Adidas differentiation strategy

Adidas focuses more on the broad differentiation strategy. The corporate level strategy of Adidas focuses on innovation, trying to produce new products, services, and processes to cope with the competition. The group's multi-brand portfolio gives them an important competitive advantage. That created a global sales function responsible for commercial activities, and international brands serve accountable for the marketing of both brands.

The global sales function was split into two departments, wholesale and retail. That catered to the various needs of both these business models. It has been done to sustain their corporate-level strategy for the long run so that these divisions could emphasize and work hard in their respective departments to make the most of their efforts.