



Presentation by:  
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# Market Analysis

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- 01 Produces sportswear, specializing in sports shoes
  - 02 Demographic for anyone of any age and gender who is an athlete or wants to get more active in sports and fitness, in need of gear and equipment to do so.
  - 03 Competitors: Adidas, Supreme & Puma
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# Meet Kevin Levy

Kevin Levy, 25, has a passion for basketball and NBA. Has been on the basketball team since middle school and hopes to join the NBA. He lives in Queens, likes to look nice, and all his basketball equipment is damaged, so he is looking for a place with good products, like new sneakers or leg/arm warmers, etc. He likes Nike because it is minimalist, simple yet also neon and cool as a design.



# ADIDAS



**Media Types:** Images, Ads, Sponsorships, Bottom Resources, Alternating Carousels/Slideshows, Campaigns, Logo, Online Shop, Interactive Menus & Embedded Links

**Colors:** Black, White, Pale-Dark Green  
(Hex-code: #408267)

## Typeface:

- AdihausDIN  
(14-20px & 46 px)
- AdineuePRO (40 px)

The screenshot shows the Adidas website's main landing page. At the top, there's a navigation menu with links for MEN, WOMEN, KIDS, SPORTS, SALE, and NEW & TRENDING. Below the menu, a promotional banner offers a \$30 discount on orders over \$100 with code SCORE. The main visual features two young men in profile, one holding a red Predator or F50 soccer cleat and the other holding a yellow one. The background transitions from red on the left to green on the right. A call-to-action box at the bottom left encourages users to choose a cleat and shop now.

# ADIDAS: Primary Functions

Online Shopping

Seamless Checkout

Product Navigation

Brand Marketing

Order Management

Customer Support

AdiClub Membership Management