

ADIDAS AT PIMFW 2017

ACTIVATION - 29 September

Plaza Indonesia annually holds their Plaza Indonesia Men's Fashion Week, and this years event was held on the 25^{th} - 29^{th} September 2017.

On the last day, September 29th 2017, adidas collaborated with two local designers, Austere & (X)S.M.L. PT. Navya Retail Indonesia supported the designers with Originals' footwear specifically EQT & Tennis HU as well as accessories.





EQT PARTY

ACTIVATION - 30 September

adidas Indonesia held an adidas Originals EQT Party at Henshin, The Westin on the 30th of September 2017. The event was attended by influencers and also the public where they enjoyed DJ performances and a FW17 EQT installation.













Influencers:

Alika Islamadina (*@alikaislamadina*), Vidi Aldiano (*@vidialdiano*), Ufa Sofura (*@ufasofura*), Adeline Windy (*@adelinewindy*), etc.

TOTAL POSTS:

15

TOTAL REACH:

27.793

TOTAL IMPRESSIONS:

10.693

FW17 TUBULAR

ORIGINALS CAMPAIGN - 14 September

adidas Originals launched the FW17 Tubular September 14th campaign on Introducing the Tubular Rise amplifying Tubular's fundamental elements into a bold new context with a Primeknit upper structured by a large suede midfoot cage and elastic heel counter, space-dyed neon fibers in the upper textile, modern integrated lacing system & a textured EVA midsole with molded stability plugs. For women, the new Tubular Dawn features a matte mesh textile upper with 3D embroidered details on the forefoot and heel, webbing details on the quarter with a reflective silicone print, modern lacing system with two-tone laces & the distinctive ridged outsole of the Tubular Doom silhouette.

The FW17 Tubular collection includes footwear for men, women & children which could be found with the retail price ranging from Rp. 999.000 - Rp. 2.399.000 at selected stores.

Influencer Seeding:

Keshia Nathania (@bananalace), Raivan (@plainkite), Bill Satya (@billsatya), Lucky Oetama (@luckyoetama) & Andy Yanata (@andyyanata).











TOTAL POSTS:

14

TOTAL REACH:

TOTAL ENGAGEMENT:

28.196

264.401

STORE OPENINGS: SEPTEMBER 2017



NBHD Tunjungan Plaza 6 Surabaya 23 September 2017



HC 2.0 Senayan Ciy 22 September 2017



PS Tunjungan Plaza 6 Surabaya 23 September 2017



HC 2.0 Supermall Pakuwon Surabaya 29 September 2017



BCS Summarecon Mall Serpong Reopening: September 2017

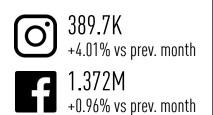


BCS Kota Kasablanka Reopening: 29 September 2017



SOCIAL MEDIA ACCOUNTS PERFORMANCE

adidas Indonesia's owned social media platforms September 2017 overview





Interactions	124.811
Total Reach	10.390.343
Total Reach	10.390.343



0		
Engagement	9.293	

PR COVERAGE PERFORMANCE adidas Indonesia's PR coverage September 2017 overview

HIGHEST VALUE

PUBLICATION: Koran Sindo DATE PUBLISHED: September 7, 2017

TITLE: Selling NBA Athlete Shoes

VALUE: €42.169



66 Number of clippings

€ 360.984 Total value of clippings



THANK YOU!

BRAND ACTIVATION ADIDAS INDONESIA





