



ADIDAS INDONESIA

OCTOBER 2017

NEWSLETTER

ADIDAS AT PIMFW 2017

ACTIVATION – 29 September

Plaza Indonesia annually holds their Plaza Indonesia Men's Fashion Week, and this year's event was held on the 25th-29th 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



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FW17 TUBULAR

ORIGINALS CAMPAIGN – 14 September

adidas Originals launched the FW17 Tubular campaign on September 14th 2017. 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:

264.401

TOTAL ENGAGEMENT:

28.196



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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*



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SOCIAL MEDIA ACCOUNTS PERFORMANCE

adidas Indonesia's owned social media platforms September 2017 overview



389.7K

+4.01% vs prev. month



1.372M

+0.96% vs prev. month



Interactions

124.811

Total Reach

10.390.343



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



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THANK YOU!

BRAND ACTIVATION
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