The Adidas Sporty Tryouts

Introduction

In this document I expand on the initial idea that came in the ideation phase, where I used a morphological chart and the COCD-box to ideate and filter out ideas for using volumetric capture in media campaigns. This concept provides a potential application to use volumetric capture in media campaigns, delivering a competitive edge for GroupM. The following is an extended briefing of the concept for the brand Adidas.

Description

A short video game embedded on the e-commerce website of the apparel brand. The game allows customers to virtually try out different clothing items in various scenarios with their selected Adidas virtual ambassador, providing an interactive and engaging experience.

The Challenge

How Can We Provide A Virtual Try Out Experience While Increasing Purchase Confidence?

"Sporty Tryouts" aims to address the problem of customer uncertainty and dissatisfaction when shopping for clothing online.

Many customers hesitate to purchase clothing items from e-commerce websites because they cannot physically try them on or assess how they will look and feel in real-life scenarios. This lack of confidence in online purchases often leads to higher return rates, which can be costly and inconvenient for both the customers and the brand.

By allowing customers to virtually try out the products and experience how they perform in various activities, Adidas aims to instil confidence in their purchases, and increase overall customer satisfaction.

This concept aligns perfectly with Adidas' core values of inspiring and empowering athletes and enthusiasts worldwide by offering innovative and high-quality sportswear that delivers top-notch performance and style. By providing a unique and interactive way for customers to explore their products, Adidas reinforces its commitment to constant innovation and delivering exceptional customer experiences in the competitive world of e-commerce apparel sales.

The Benefits of Volumetric Capture

Volumetric capture adds immense value to the user experience, taking it to a whole new level of interactivity and immersion. Volumetric capture is a cutting-edge technology that enables the creation of 3D representations of real-world objects, such as the clothing items offered by Adidas in this case.

Realism and Authenticity

Volumetric capture allows for highly realistic and authentic representations of the clothing items in the virtual wardrobe. Instead of relying on static images or traditional 2D renders, users can see the garments from all angles, just as they would in a physical store. This level of realism helps customers make better-informed purchasing decisions by seeing how the apparel truly looks and fits on a moving avatar.

Dynamic Movement

With volumetric capture, the clothing items in the game can accurately react to the avatar's movements during the various scenarios. Players can witness how the clothes move, stretch, and adapt to different body movements. This dynamic representation provides valuable insights into the apparel's comfort and functionality during various activities, a crucial aspect for a performance-oriented brand like Adidas.

Key Features

Avatar Selection

Players start by selecting the virtual ambassador with whom they identify the most. These could be famous athletes or new faces chosen by Adidas. It is important to offer a wide range of options so customers can find a better fit with their own image.

Volumetric capture would be essential to capture these virtual ambassadors. The avatar selection feature adds an unprecedented level of realism with a hyper realistic immersion, fostering high engagement and enthusiasm among customers. The interactive and immersive nature of the game keeps customers entertained and invested in the brand's products.

Virtual Wardrobe

Players can access the virtual wardrobe, which contains a wide range of clothing items offered by the brand. They can choose from different categories like tops, bottoms, shoes, and accessories.

Ambassadors would have to be scanned using the different clothes to offer this feature. This personalization aspect adds an element of fun and excitement as customers can virtually "try on" different styles and looks that match their preferences. Such personalization strengthens the relationship between the brand and the customers, making them feel more valued and understood.

Game Scenarios

Each clothing section comes with specific game scenarios. For example:

Football

Players get to participate in a thrilling football match, showcasing the mobility and flexibility of football apparel during penalties, passes, and kicks.

Basketball

Players might play in a basketball tournament, showcasing the mobility and durability of basketball apparel during jumps, dribbles, and shots.

Tennis

Players could engage in a tennis match, highlighting the performance and movement of tennis outfits during intense rallies and serves.

Volumetric capture would play a role at including the specific movements for animating the virtual ambassadors in the video game. Customers gain confidence in their purchases as they witness the clothing items in action and how they suit different scenarios. With a better understanding of how the apparel fits and performs, customers are less likely to return products due to dissatisfaction.

Shopping Experience

Confidence Rating & Shopping cart

After each tryout, players can rate their confidence in the clothing item on a scale. This rating reflects how satisfied they are with the product based on the virtual tryout experience. After the game, players can see a list of their favourite items within a shopping cart, where they can make a preliminary selection and final order.

Rewards

The game rewards players with virtual currency or in-game items for participating in tryouts and sharing their experiences. These rewards can be used to unlock new clothing items or accessories within the game.

Social Sharing

Players have the option to share screenshots or short clips of their avatar's tryout experiences on social media, encouraging friends and followers to try the game and the brand's products. This fosters a sense of community and engagement with the brand, while also potentially attracting new customers through word-of-mouth marketing.

Target Audience

Athletes and Sports Enthusiasts

The interactive tryout experience allows athletes and sports enthusiasts to virtually test how Adidas' apparel performs in various sports scenarios, ensuring they find clothing that enhances their performance and comfort during physical activities. The concept caters to their specific needs for sportswear that not only looks stylish but also delivers functionality.

Watching how clothes react in real life scenarios allows this target audience to make a more confident purchase, reducing time spent finding the right item and increasing their trust in the brand, which translates into more satisfaction.

Gen Z and Millennial Consumers

The younger generation is on the search of new and trendy ways to engage with brands. The "Sporty Tryouts" concept resonates with their tech-savvy nature, making the shopping process more enjoyable and appealing to their digital lifestyle.

Potential Expansions

Expansion on Technology

Personalised Avatar with Customer's Capture

Adidas could allow customers to get a volumetric capture of themselves using their smartphones or dedicated capture stations in select Adidas stores. This captured 3D avatar of the customer could then be sent to the Adidas app and integrated into the "Sporty Tryouts" game. This feature would enable customers to see how Adidas clothing looks and fits on their own virtual avatar, making the experience even more relatable and engaging.

In-Store Virtual Try-On Stations

To extend the concept to the shop floor, Adidas could set up in-store virtual try-on stations equipped with VR headsets or large interactive screens. Customers visiting the physical stores could have the option to try on virtual clothes using their personalised avatars or select from a range of predefined avatars. This integration of virtual try-ons in brick-and-mortar stores would create a seamless shopping experience that bridges the gap between online and offline shopping.

Interactive Mannequins with QR Codes

Adidas could take the in-store experience a step further by incorporating QR codes on some of the mannequins' clothing items. Customers could use their smartphones to scan the QR codes, triggering an augmented reality experience that brings the mannequins to life. The animated mannequins could showcase the movement and features of the clothing items, allowing customers to see them in action and visualise how they would look and feel in real-life scenarios.

Expansion on Content

Expansion of Virtual Wardrobe

As Adidas releases new clothing lines or collaborates with athletes or celebrities, they can continuously update the virtual wardrobe with the latest designs. This ongoing expansion will keep the game fresh and encourage customers to return regularly to try out new products.

Multiplayer Mode

Introducing a multiplayer mode where users can interact with friends or other players while trying out clothing items could enhance the social aspect of the game. Players could engage in virtual sports matches together, showcasing not only the clothing but also promoting a sense of community among users.

Limited Editions & NFTs

Adidas could leverage "Sporty Tryouts" to offer exclusive limited-edition clothing items. These unique offerings would create excitement and buzz among users, encouraging them to engage with the game regularly to access these special products. This could be integrated with Adidas' NFT collection for creating greater campaigns.

Virtual Events and Challenges

Adidas can organise virtual events and challenges within the game, where players can participate and compete for rewards or special discounts on products. This gamification aspect would further enhance customer engagement and loyalty.

Alignment with Trends

Personalization

Personalization has become a significant trend in the retail industry as customers increasingly seek tailored experiences that resonate with their individual preferences and needs. By providing personalised avatars and a diverse virtual wardrobe, Adidas creates a more relatable and engaging shopping experience that strengthens the emotional connection between the brand and its customers.

Metaverse

As the metaverse concept gains traction, brands are exploring ways to integrate their products and services into these virtual environments. "Sporty Tryouts" could potentially embrace the metaverse trend by providing an immersive and interactive experience within its virtual game environment. By allowing users to engage with the brand in a virtual world, Adidas can tap into the metaverse's potential to foster stronger brand loyalty and deeper engagement with customers.

Virtual Try-On Technology

Virtual try-on technology is on the rise and it promises to revolutionise the way customers shop for clothing online. "Sporty Tryouts" aligns perfectly with this trend as it utilises volumetric capture to create realistic and dynamic representations of Adidas apparel. Customers can witness how the clothing items move and fit on their avatars, gaining valuable insights into the products' performance and functionality.

Social Engagement

Social media and online communities play a crucial role in modern marketing and brand engagement. "Sporty Tryouts" embraces social engagement by allowing players to share screenshots and clips of their virtual tryout experiences on social media platforms. By encouraging social sharing, Adidas fosters a sense of community and word-of-mouth marketing, potentially attracting new customers to participate in the interactive experience.

Sustainability and Waste Reduction

Sustainability has become a top priority for both consumers and brands, as the fashion industry faces increasing pressure to reduce its environmental impact. "Sporty Tryouts" contributes to sustainability efforts by reducing the number of product returns. Through virtual try-ons, customers gain better confidence in their purchases, leading to fewer returns and, in turn, reducing waste. By embracing this trend, Adidas showcases its commitment to responsible practices and aligns its brand values with the growing concern for sustainability.

Conclusion

The "Sporty Tryouts" concept takes advantage of new and exciting emerging technologies, using volumetric capture to bring an unprecedented level of realism. Adidas customers are provided with a superior level of confidence while offering an unparalleled immersive experience for looking at new wardrobe items online, standing out of the competition.

This heightened level of realism combined with an engaging experience, stimulates a more confident decision at the moment of purchasing, solving the main challenge of reducing returning items and enhancing the overall experience with the brand, increasing loyalty.

In short, "Sporty Tryouts" has the potential to set a new standard for online sportswear shopping and reinforces the brand's commitment to delivering exceptional customer experiences, proving once again that "Impossible is nothing"!