

Who's the next Adidas Global Ambassador?



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Agenda



Industry & Company Overview



Adidas Sponsorship



Key Factors to Successful Sponsorship



Data Analysis



Recommendations



Next Steps



Industry Overview

- Connection to professional athletes is fundamental to the sportswear industry.
- Products are worth more when connected to a superstar with an established following.



Company Overview

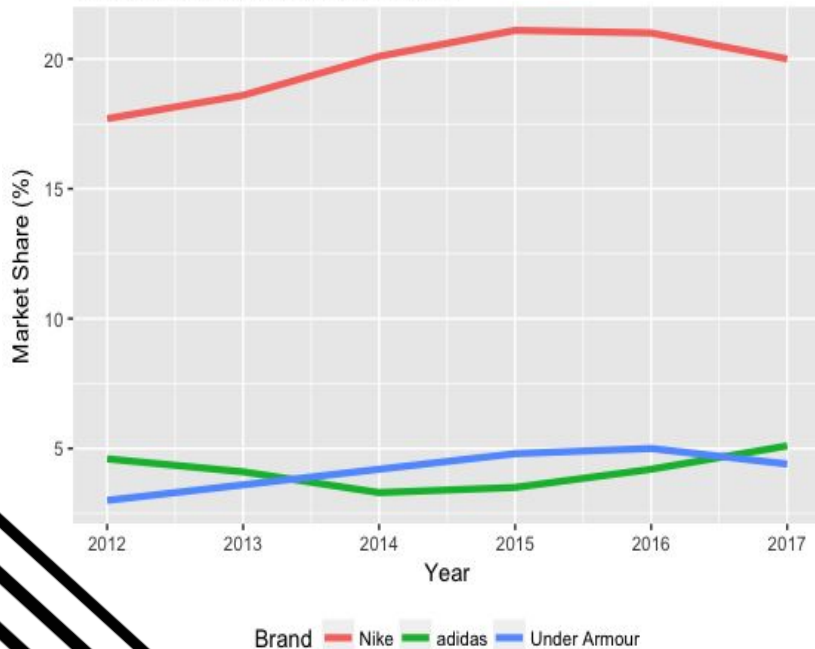
- Adidas leverages relationships with **pro athletes and cultural icons** to better market their products.
- Adidas can appeal to "Sneakerhead" collectors who look to use shoes for a collection rather than wearing them for athletics.



How Adidas Compares to Its Competitors

Sportswear Brand Market Share Over Time

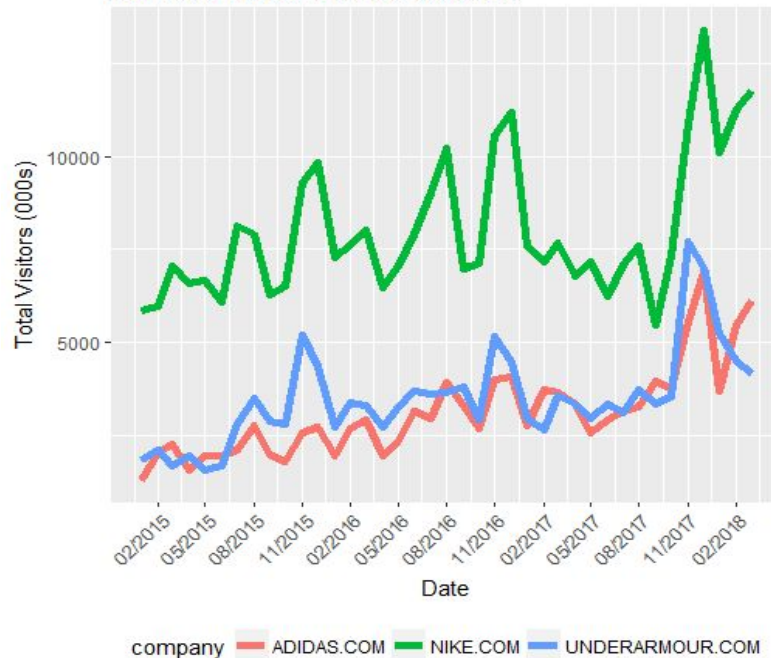
Adidas is Improving, but Nike Still Dominates



Source: Euromonitor

Total Site Visitors Over Time

Adidas Has Improved, but Nike is Still on Top

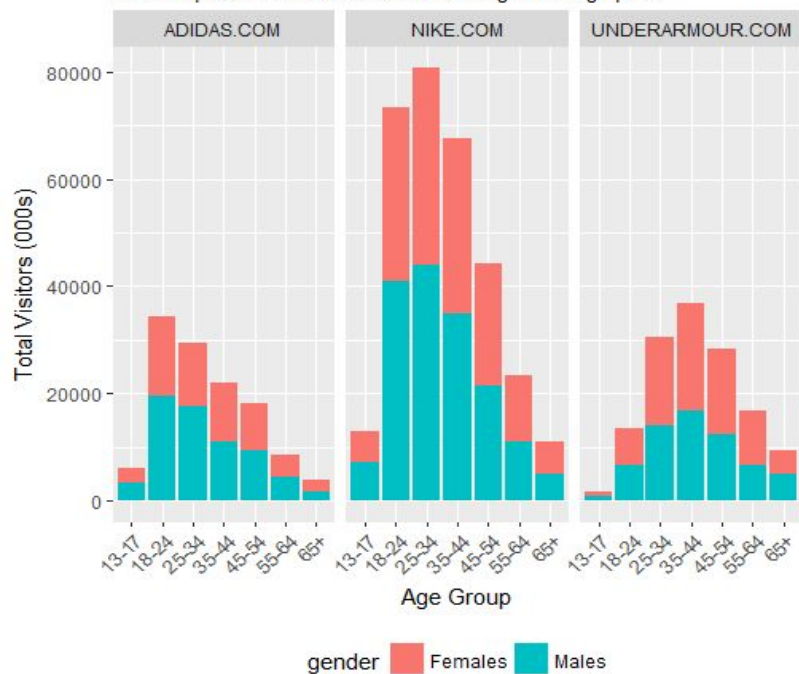


Source: comScore

Further Site Visitors Comparison

Total Visitor Demographics for Big 3 Sportswear Co.

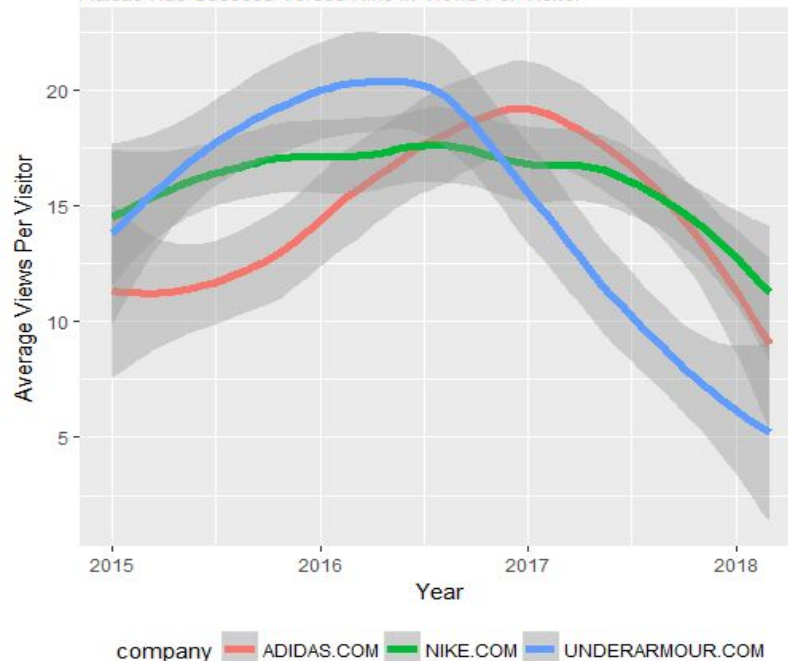
Nike Outperforms Adidas in the Same Target Demographics



Source: comScore

Average Views Per Visitor Over Time

Adidas Has Success Versus Nike in Views Per Visitor



Source: comScore



Adidas Sponsorships



Damian
Lillard

James
Harden



Key Factors to Successful Sponsorship



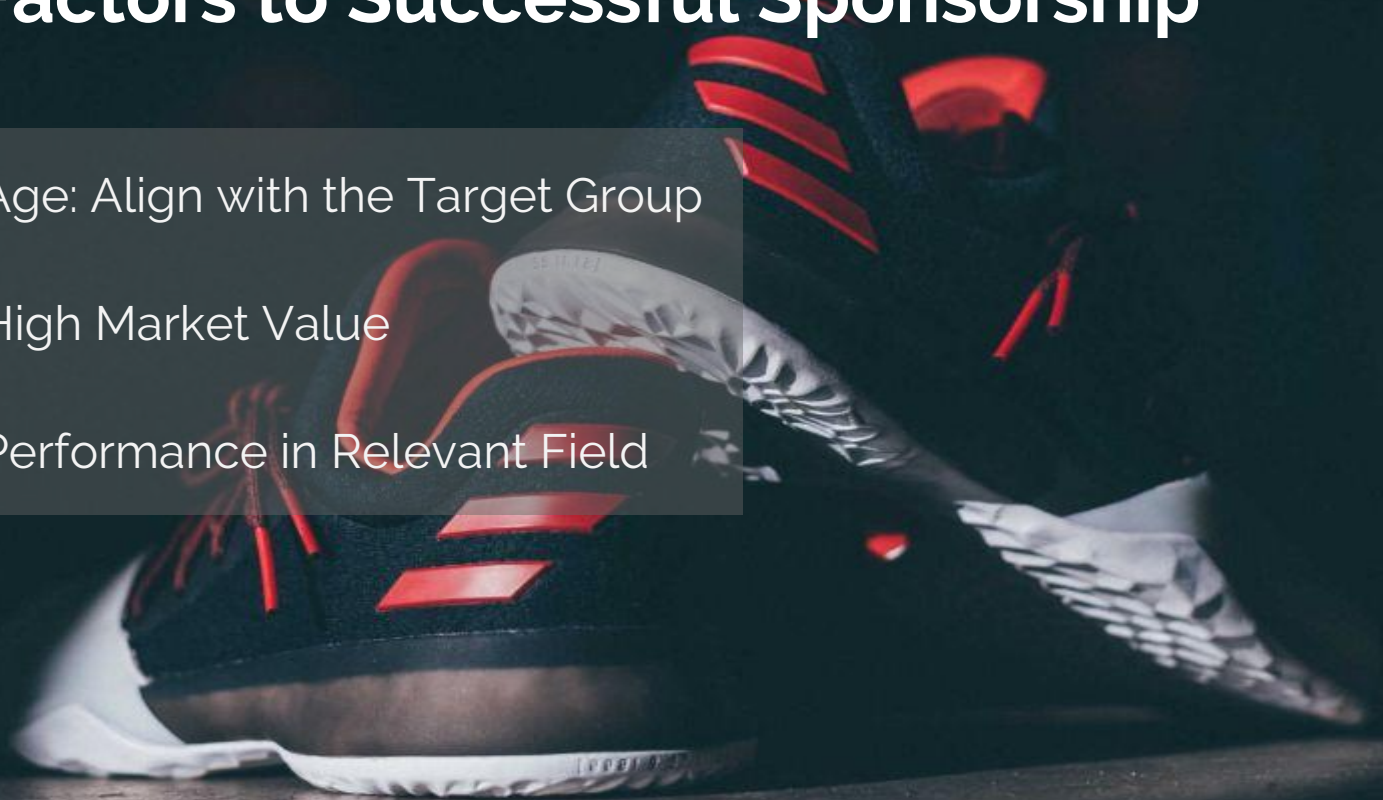
Age: Align with the Target Group



High Market Value



Performance in Relevant Field



Additional Data Collection

Age and **5 Year Market Value** from FiveThirtyEight

Wins Above Replacement and **Real Plus Minus** from ESPN

Input Player's Shoe Sponsorship and Signature Shoe by hand



James Harden

HOUSTON ROCKETS
SHOOTING GUARD
28 YEARS OLD

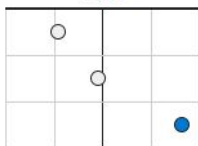


WEIGHTED AVERAGE OF
PAST THREE SEASONS

● BAD ○ AVG. ● GOOD

PERCENTILE

50TH



VITALS

Height	6' 5"
Weight	220
Draft position	3

SCORING

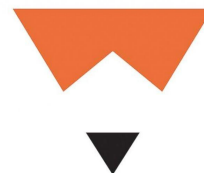
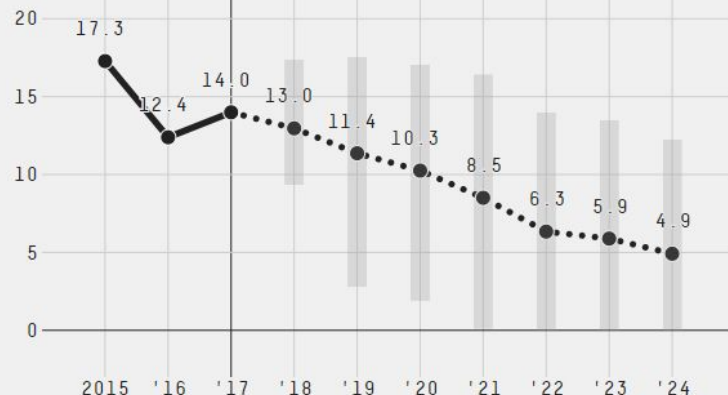
True shooting %	61%
Free throw %	85%

WINS ABOVE REPLACEMENT PROJECTION

CATEGORY: MVP CANDIDATE

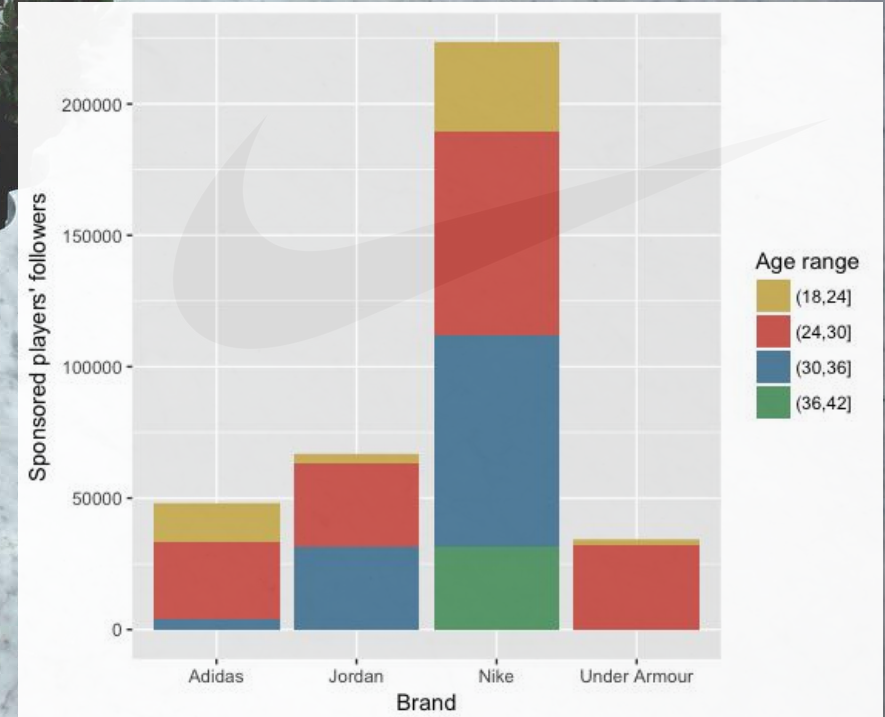
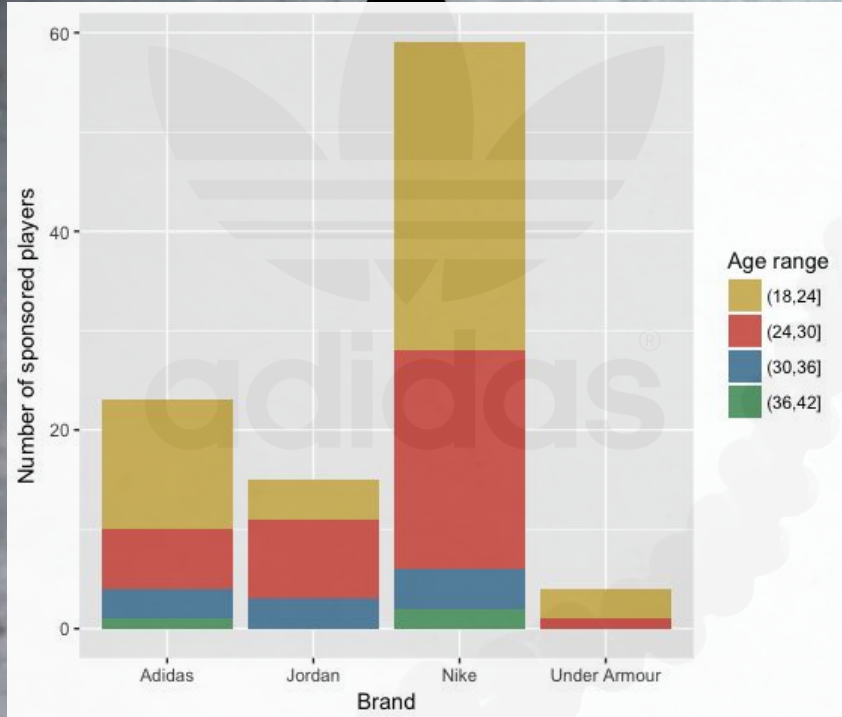
5-YR MARKET VALUE: \$288.2m

90TH — CONFIDENCE INTERVAL
10TH —
..... PROJECTION



FiveThirtyEight

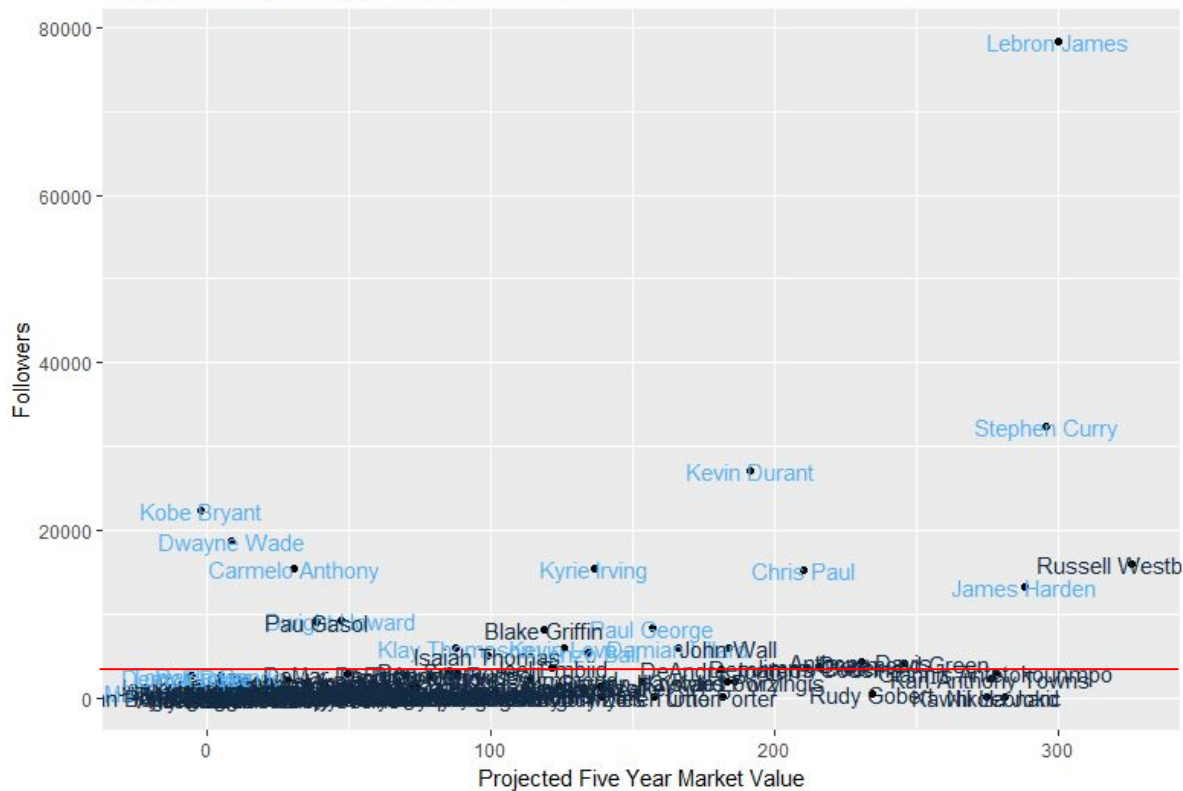
Nike Dominates Both # of Players and Followers



Must be Followable

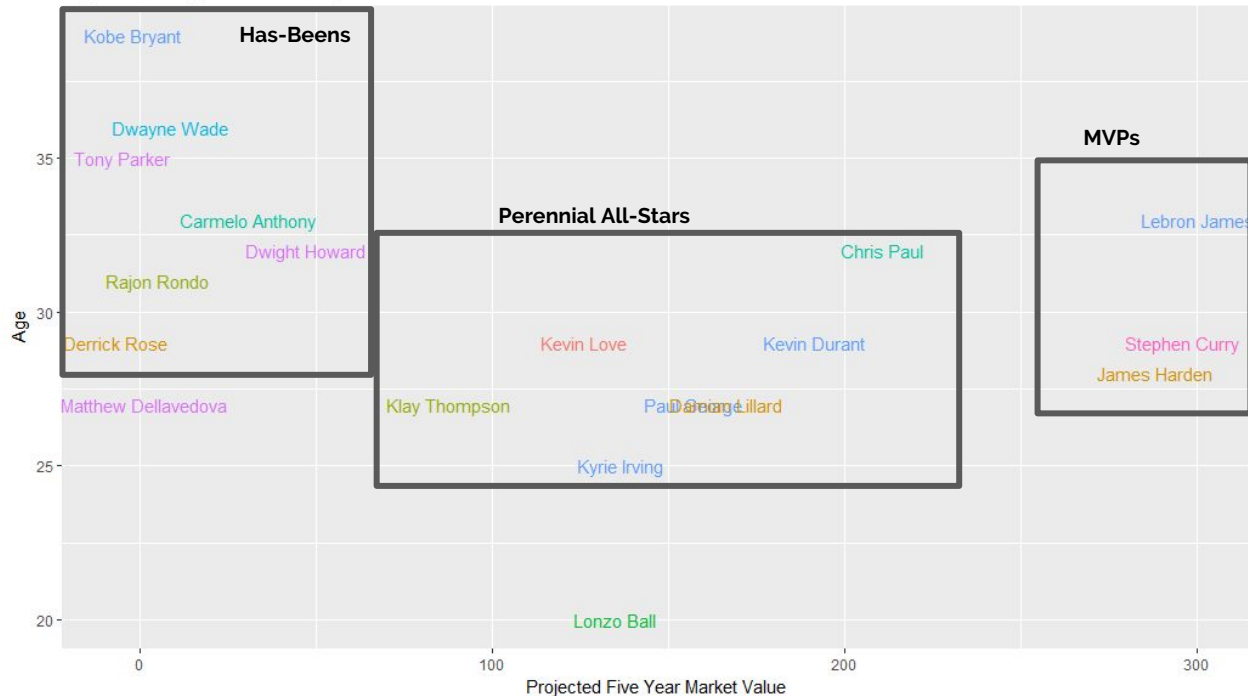


Signature Players have the Most Followers



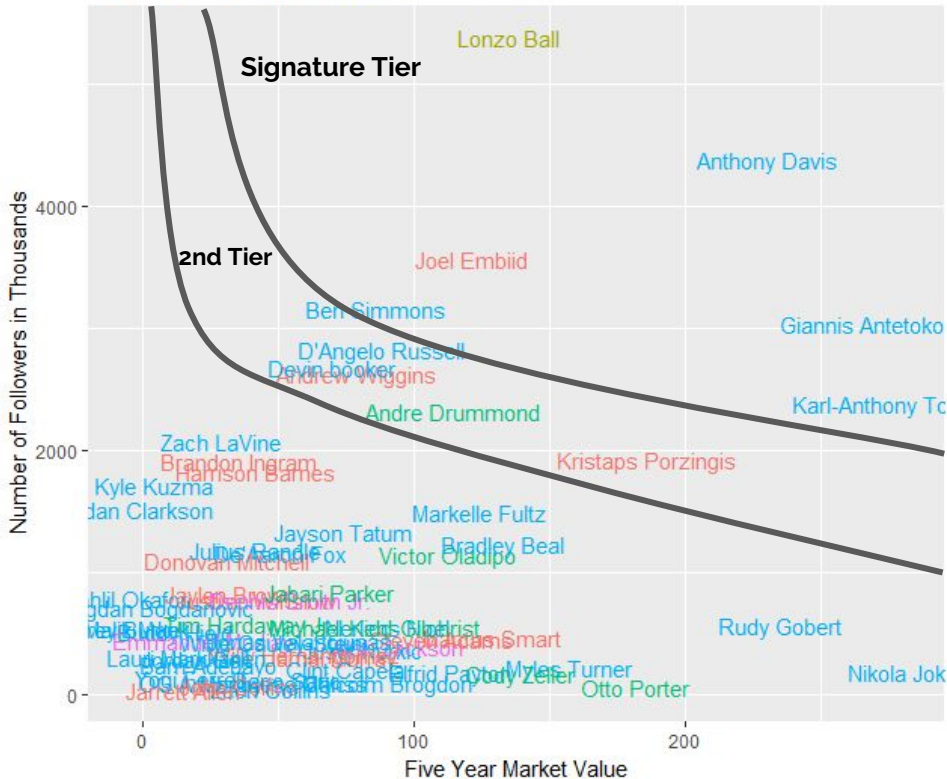
Age & Future Market Value

Signature Players are Mostly Older than 26

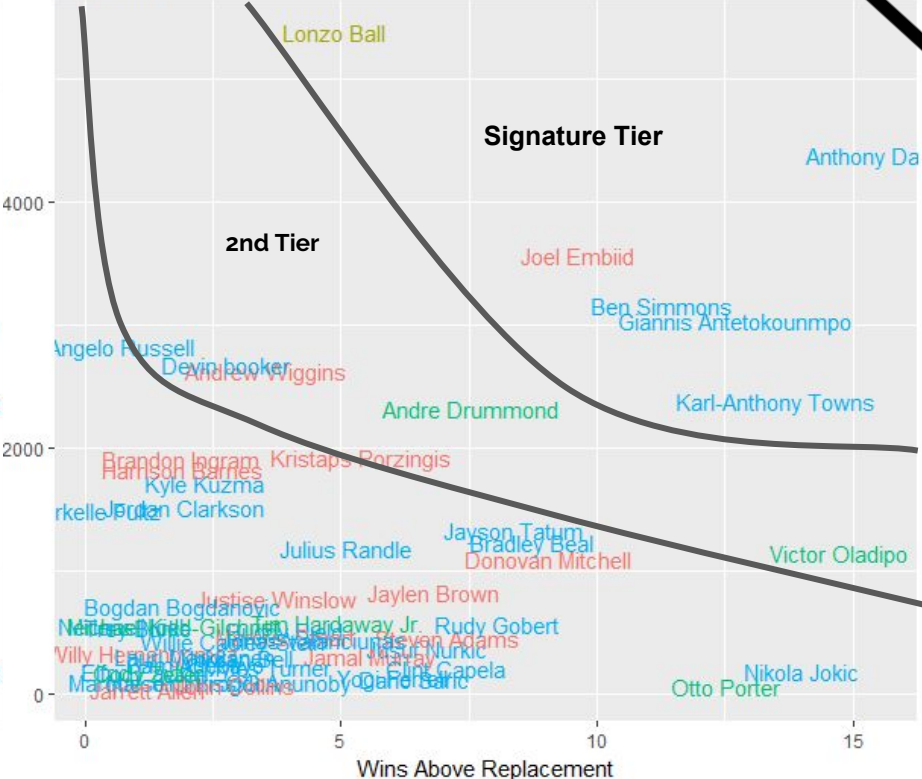


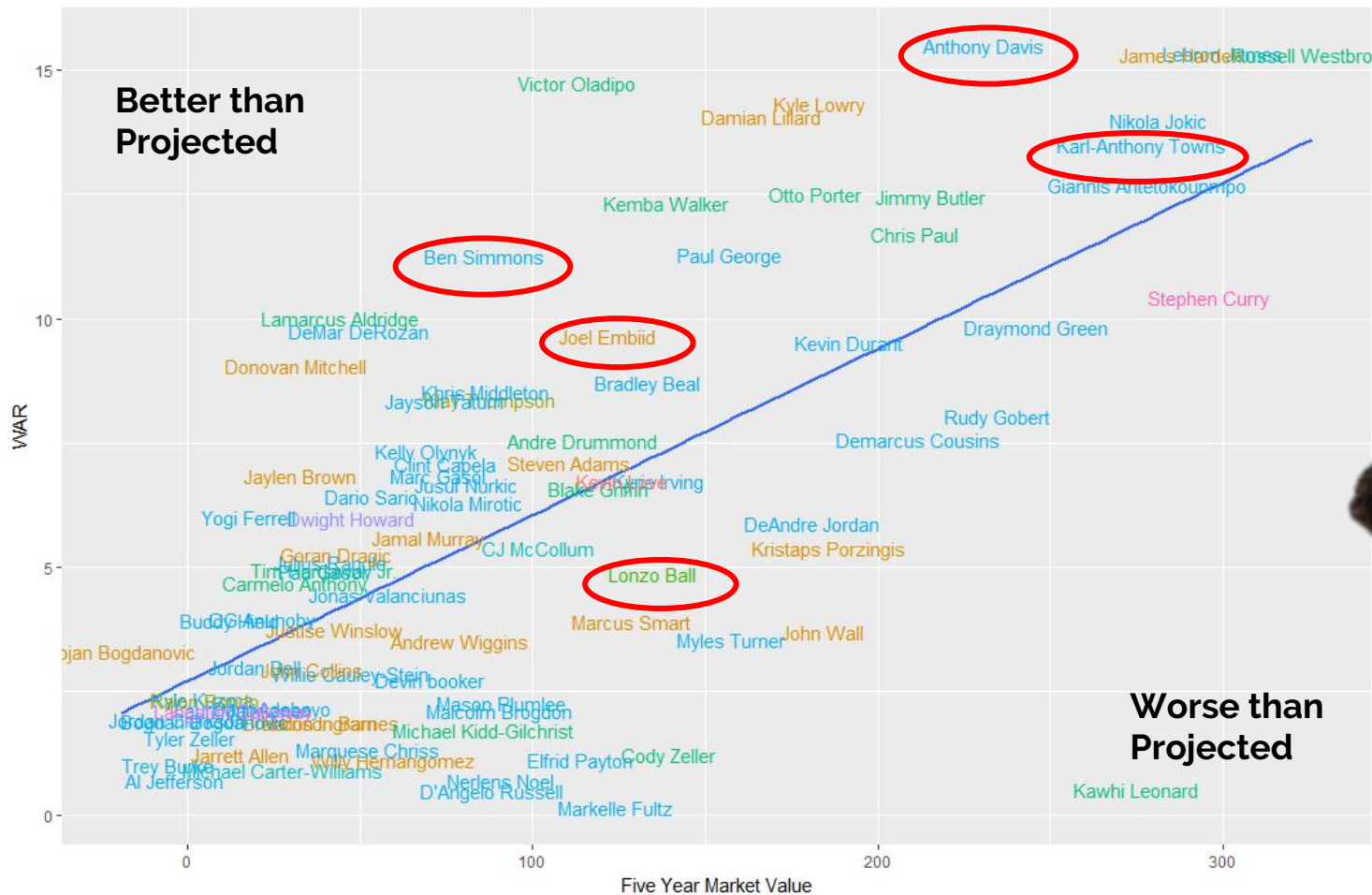
Evaluating Young SuperStars

Projection of Future Value



2018 WAR





Final Four



Popularity of Final Four

Player

Joel Embiid



Anthony Davis



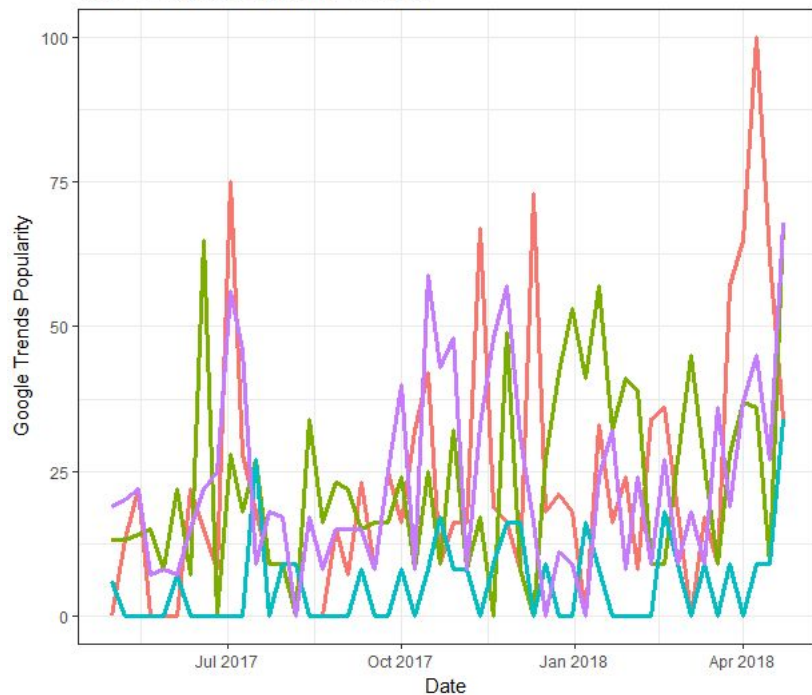
Ben Simmons



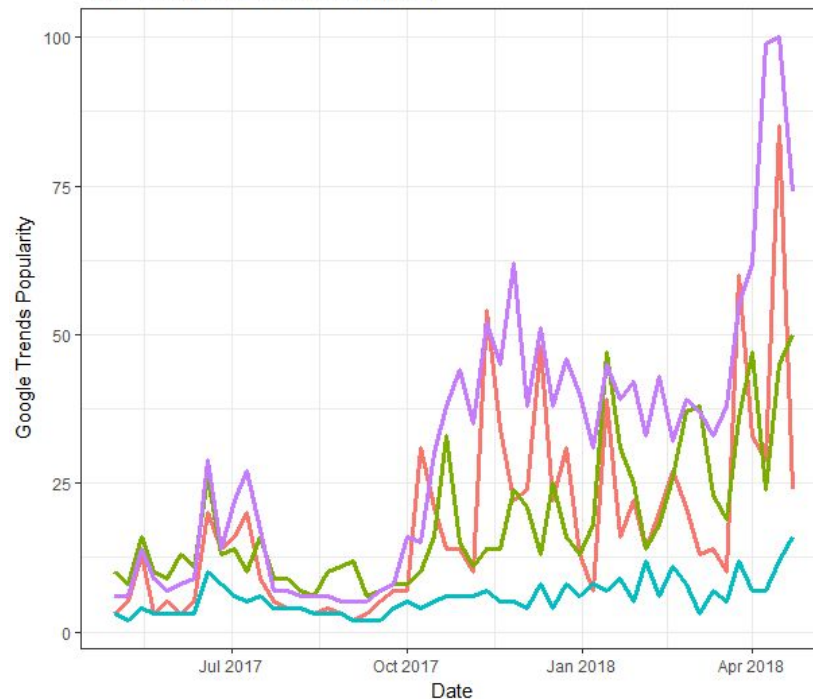
Karl Anthony Towns



Top 4 Players Popularity in News



Top 4 Players Over All Popularity







Joel Embiid



Age: 23

College: Kansas

Drafted: 2014 #4 overall

Twitter: 1,370,000

Instagram: 2,200,000

Wins Above Replacement: 9.65

Place of Birth: Cameroon

Current Shoe Deal: Adidas

Ben Simmons



Age: 21

College : LSU

Drafted: 2016 #1 overall

Twitter: 657,000

Instagram: 2,500,000

Wins Above Replacement: 11.27

Place of Birth: Australia

Current Shoe Deal: Nike



And keep caring about stats and not your team success..... your +/- was 🍎 @youngwhiteside #Softy

11:58 PM - Oct 13, 2017 - Kansas City, MO

♡ 30.1K 💬 12.5K people are talking about this



My bad y'all , I thought I was using my burner account #TheProcess

12:02 AM - Oct 14, 2017 - Kansas City, MO

♡ 73.8K 💬 21.7K people are talking about this



Babe are you single or nah? @rihanna

10:32 PM - Mar 31, 2018

♡ 235K 💬 76.4K people are talking about this



Following

"No one cared who I was until I put on the mask".... The Phantom of The Process



10:09 PM - 11 Apr 2018

30,266 Retweets 135,318 Likes



💬 888 🔄 30K ♡ 135K ✉

Limitations & Risks

14 years
\$190 million

Limitations

- Small sample of NBA players
- Market Value projection done at the beginning of the year
- Everyone already has a contract

Risks

- Serious injury
- Unfulfilled potential
- Opportunity Cost of missing out on the next LeBron



Thank you



adidas

Any Questions?