

Adidas HK Football Month

Next group

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adidas®



adidas®



About Adidas and its women's line

Adidas is a German sports brand founded in 1949. Back in the **1970s**, Adidas launched **a women's line**. However, during this time, the selection of women's sports equipment was relatively limited, and the line was not extensive enough compared to today's diversity. Over the past few decades, as women's interest in sports and healthy lifestyles has grown, Adidas has gradually increased its focus on the women's market and expanded the size and scope of its women's line. **The Adidas women's line has become an important part of its overall product portfolio.**

■ Total number of visits (unit: Million)

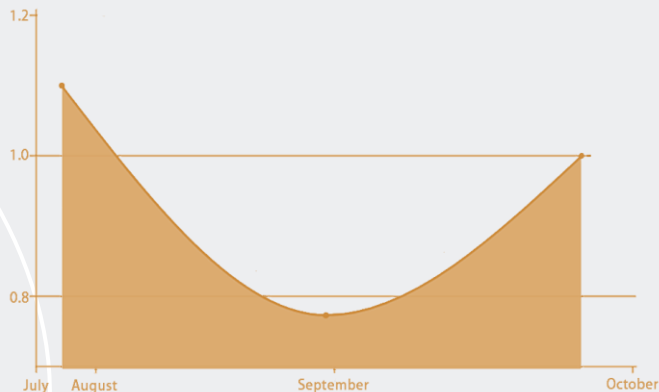


Table 1: Total number of visits to the Adidas Hong Kong website in the past 3 months

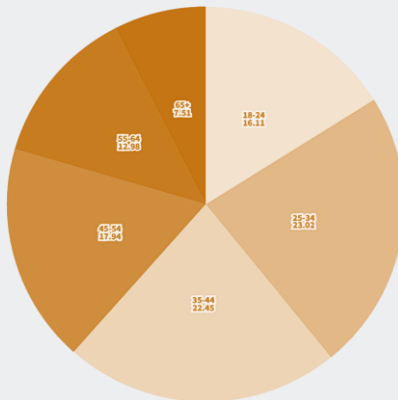


Table 2: Age Distribution of Adidas Hong Kong Website Audience Groups



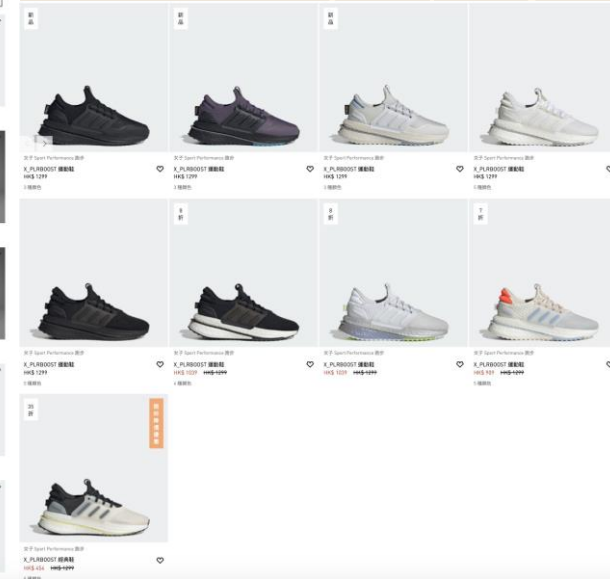
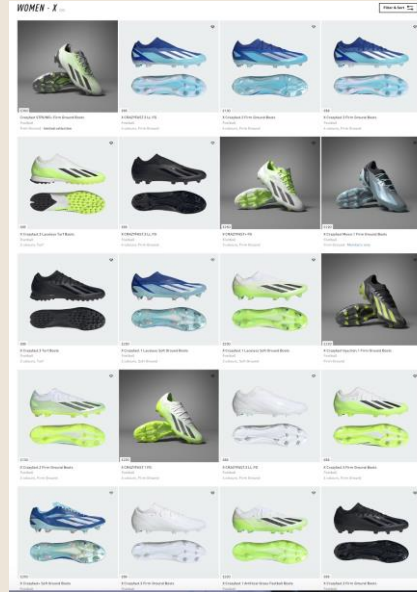
Source: Our World in Data

Table 3: Gender analysis of Adidas Hong Kong Website Audience Groups

Adidas' audience is **slightly more male than female** and is mainly aged **25-44**. Our marketing objective was to raise awareness of the brand across the **female audience**, a market that plays a vital role in brand marketing and is more likely to be a loyal fan of the brand.

X-CATEGORY

Since the 1970 World Cup, **Adidas has been the official ball sponsor of FIFA and has supplied the match ball for every World Cup since. 2015** saw the launch of Adidas' **X-CATEGORY of football boots and trainers**, with X-CATEGORY's football boots positioned to emphasize speed, with lightweight synthetic microfiber, providing a selection of on-pitch chaos makers speed boots. However, there are a number of excellent but overlooked **women's training focused footwear in the X-CATEGORY**, with Adidas women's trainers typically featuring Eva dual-density midsoles for excellent grip, comfort, lightweight and durability. The upper is made from a material with a cushioned forefoot for sprinting and enhanced training and a stable heel area for light weightlifting.



To expand the female market and promote **X-CATEGORY** we are launching **a themed campaign - Adidas Hong Kong Football Month.**

Strategic objectives of this campaign

- Mainly objective:** Expanding the **female market awareness of X-CATEGORY products** and grow the **audience group of women.**
- Subsidiary objective:** Change the perception of HK audience from discount adidas to full price adidas. Strengthen the engagement with the existing & potential followers.

Influencer Profile



Instagram: 1.7 million Followers



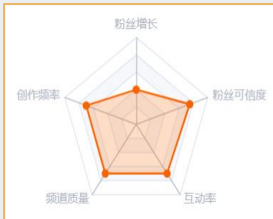
COFFEELAM
coffee entertainme...
107.55万 907 4584
中国香港特别行政区

合作倾向 7 / 10

观看数 / 粉丝数 9.42%

粉丝互动率 1.88%

预计曝光量 48.97万



Relevant Post



110k views



28k likes



17k likes

YOUTUBE: 1.75 million Followers



Coffee林芊妤
coffee coffee lam fitness ...
175.00万 2.79亿 381
中国香港特别行政区

合作倾向 6 / 10

观看量/粉丝数 3.52%

粉丝互动率 3.84%

预计曝光量 11.00万

粉丝数 中国香港特别行政区 排名

43 前 1.00%

yoga instructor / Former TVB actor

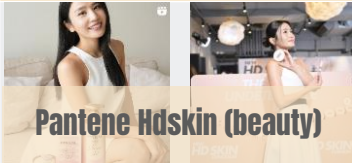


Age: 34 Location: Hong kong

Tag :Fitness/ Yoga/ love of life

Weibo: 810k Followers

Email: info@coffeelam.com

Data from: Nonxinfluencer

Why we chose her?	What her care about	Relevant brand work	Power Metrics
Hong Kong fitness blogger & celebrity	Whether the brand fits the blogger's persona (Fitness)	 Pantene Hdskin (beauty)	Healthy body and pretty face
A micro influencer Has millions of followers (mostly female) in multiple platforms.	Whether this product idea fits the content of her post.	 Ambassador for Public Service Activities	Huge fan base & strong fan adhesion
Convey a healthy/love your self theme in line with the brand tone.		 yoga/sports festival	Organized many offline meetups

Influencer Profile



SAM LI SIRONG
李嗣镕

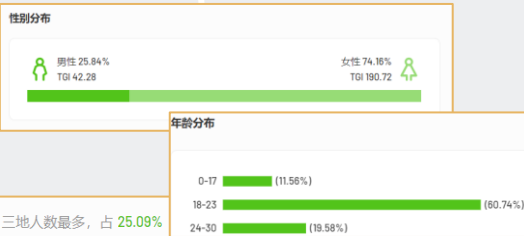
TikTok: 420k followers



基本信息: 18-23 年龄人群最多, 占 60.74% | 广东、北京、四川 三地人数最多, 占 25.09%

消费倾向: 周期内消费最多的品类 餐饮美食卡券、眼部护理、夹克 | 周期内消费最多的品牌 F426、WHOOSIS、wassud

兴趣分布: 喜欢 运动、教育、美妆 视频居多



Weibo: 686k followers



Football player / Fashion model
Son of the football stars (前國腳李明兒子)

Age: 20 Location: Netherlands/China

tag: Football/足球界陳冠希/Fashion

Instagram: 24k followers

Data from: 飞瓜数据&波波数据

Why we chose him?

Football player & celebrity

a micro influencer
His post that created a boyfriend persona has many female fans

shows the young, soccer-loving in line with the product idea

What they care about

Whether the brand fits the blogger's persona (sports)

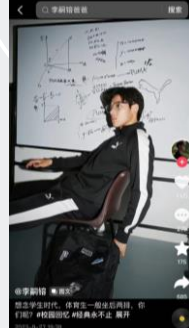


Loreal men expert beauty

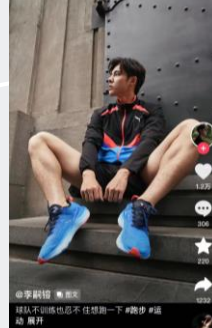
Relevant Post



Wore an Adidas sweatshirt

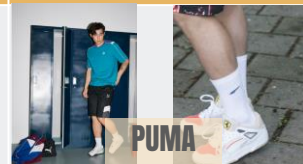


11k likes



12k likes

Relevant brand work



Power Metrics

Healthy body and handsome face

Celebrity Effect & The identity of the second generation of soccer stars

Has endorsed many fashion & sports brands

KOL STRATEGY

Influencer Audience Breakdown

Desire Gender: Females

Location: Hong Kong

Brand Alignment

Sports, fashion

Influencer Type

A Hong Kong female KOL on a sports track,

since woman wearing these kind of shoes can provide more reference for consumers.

A famous male football players so that he could give a professional opinion for audiences.

Primary Platform

IG and YouTube

Selective Platform

Bilibili, TikTok , Weibo and The red

Creative Needs

KOL co-creation video and post copywriting

Off-limits Brands

Lululemon, Nike and New Balance. etc.

KOL promotion content

1. Posting co- create video in YouTube(primary platform), Bilibili and TikTok.

Simple Story Board






Shot	Shotsize	Description	Notes
1	Medium Shot	LIN Qianyu played as the team manager in background for audiences to introduce their location, etc.	
2	Wide Shot	Footage of LI Sirong training at the football field.	Showing the professionalism of LI Sirong.
3	Medium Close- up	LIN Qianyu interviews LI Sirong at halftime and asks him to introduce the importance of sports equipment and choice of shoes when playing football.	This is where our brand, Adidas X-CATEGORY comes in.
4	Close- up	A close- up of the shoes we are promoting.	Showing our merchandise and transition to indoor shots.
5	Full Shot	LI teaches LIN some warm-up and exercise techniques in training room, as well as wearing Adidas X-CATEGORY.	Further display our goods.

2.Posting photos of them wearing the X- CATEGORY in IG (primary platform) and The red.

3.people who buy X- CATEGORY on official website have a chance to get tickets to LI Sirong's next football match and interact backstage.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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Content Calendar: Dec. 01-Dec. 30

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Offline event lucky draw deadline.	2
3		5 Publish the offline audience list.	6	7 Launching the X-CATEGORY OOTD challenge.	8	9 Announcing double 12 event , top up 1000hkd and get 200hkd free.
10 	11	12 The football match, meet-and-greets and double 12 event begin.				16
17	18	19 End of double 12 event.			23	
24 Lin and Li go to the donated school for the unveiling ceremony.	25 Full price , buy two and get one free pair of Christmas socks. 	26	27 End of Christmas event. 	28	29	30
31						

