

ADIDAS BRAND AUDIT REPORT

Prepared by

Zoe, Paul, Preston

DECEMBER 4, 2024

MKTG-475

Table of Contents

- 01** Executive Summary
- 02** Brand Inventory
- 03** Competitive Positioning
- 04** Brand Exploratory
- 05** Brand Descriptive
- 06** Brand Structure Depiction
- 07** Overall Analysis
- 08** Strategic Recommendations
- 09** Sources
- 10** Appendix



Executive Summary

Adidas as a brand is currently positioned second in athletic footwear wholesaling in the United States with 9.3% market share. This is significantly behind the top player in the industry, Nike, which holds 20.5% market share in the same category. By examining the overall footwear wholesaler category, we see that Nike and Industria De Diseno Textil (holding group for Zara, Massimo Dutti & more) both are ranked above Adidas in terms of market share and yearly revenues. Based on this industry research and through collecting exploratory research from consumers within Adidas' target market, we identified that the main problem currently facing Addias is being second in everything to Nike.

Adidas as a brand was founded in 1924 by Adi Dassler. Adidas offers a wide range of products, from athletic apparel to shoes to bags and sports equipment. These product offerings can be found in retail stores across the world and online through their own website as well as other distributors. Adidas as a brand tries to align themselves with several key mantras, "through sport we have the power to change lives," which is their brand purpose statement, and "to be the best sports brand in the world," which is their brand mission statement. Using these two core ideals, as well as through analyzing Adidas' brand portfolio and conducting exploratory research, we were able to develop specific recommendations and directions that the brand should take in order to be more successful.

Throughout the remainder of this report, you will find three separate sections. First, a brand inventory of Adidas that includes the portfolio of products offered, as well as the hierarchy of Adidas sub brands and a competitor matrix which identifies the key competitors in the category. Second, a brand exploratory complete with survey data and insights collected from focus group respondents and individual interviews. Lastly, a breakdown of Adidas's brand structure and analysis of our collected data which eventually leads to our specific strategic recommendations for Adidas.

Brand Inventory

This brand inventory is broken into three separate sections for ease of access to information. A brand portfolio, a brand hierarchy and a competitive positioning matrix. The brand portfolio contains information about Adidas' product offerings, broken down into categories including price, distribution channels, and promotional strategies. The brand hierarchy discusses what Adidas owns, in terms of other brands and how they break down their products into different groups. The competitive positioning matrix identifies the competitors with the highest market share and comparable product offerings.

As previously mentioned, Adidas has a wide range of product offerings, some that compete with other sports apparel brands and others that distinguish themselves from competition. Below, in the matrix table, you can see the five most distinct product categories that Adidas focuses on. These categories were chosen by looking at Adidas' website structure and by asking consumers what they most directly align with Adidas in terms of products.

	Shoes	Apparel	Accessories	Sports Equipment	Collaborations
Product	Samba, Gazelle, Spezial	Jackets, Sweatshirts, Tracksuits	Bags, Backpacks	Cleats, Basketball shoes	Y-3, BAPE, Bugatti, Bad Bunny
Price	\$100-\$120 average	\$80-\$120 average	\$50-\$80 average	\$120-\$260 average	\$150+ average
Distribution	Online, in-store, other retailers	Online, in-store, other retailers	Online, in-store, other retailers	Online, in-store, other retailers	Online, limited pop-ups
Promotion	Celebrity, social media, online ads, billboards	Celebrity, social media, online ads, billboards	Pro-athletes, billboards, online ads	Pro-athletes, sporting event, billboards, online ads	Featured celebrity, social media, magazine, online ads

Brand Inventory

In analyzing the above matrix table, we have identified several trends within Adidas' core strategies. Firstly, Adidas' product offerings cover a wide range of consumer needs and allow Adidas to not be a brand known for only one specific thing. Shoes, apparel, accessories, and sports equipment all allow Adidas to directly compete with competitors in the same industry, while collaborations are an element they use to stand out. Relating to Adidas' pricing breakdown, they try to maintain a price for products that is standard to other companies in the industry without being too expensive or suspiciously low cost.

In looking at major competitors such as Nike and Under Armour, the price point within the categories of shoes, apparel, and sports equipment directly line up with Adidas'. Something unique about Adidas that these other companies aren't focusing on is collaborative works. These products feature a low quantity and retail for a higher price point to appeal to those in upper and high-end fashion circles. Adidas uses three main distribution channels for their products. These channels being online, in Adidas owned stores, and in store through other retailers and distributors. Having products available through several channels allows Adidas to cover a wider marketplace and capture more market share, generating increased profits for themselves.

Promotional strategy for most of their products involves celebrity endorsements, targeted social media ads, and billboards in highly populated areas. When it comes to accessories and sports equipment, such as basketball shoes, they typically rely on professional athlete endorsement. This is done through commercials highlighting the player using the equipment in practice, in training, and during professional games. When speaking on distribution and promotion for their collaborative pieces, they use limited time pop-up events or celebrity/brand partnership. Having events like this and featuring these products in magazines allows Adidas to connect with their audience in a unique way that the rest of their products cannot. This gives Adidas a competitive advantage by being seen as a fashion forward brand, rather than just a sportswear brand.

Brand Inventory

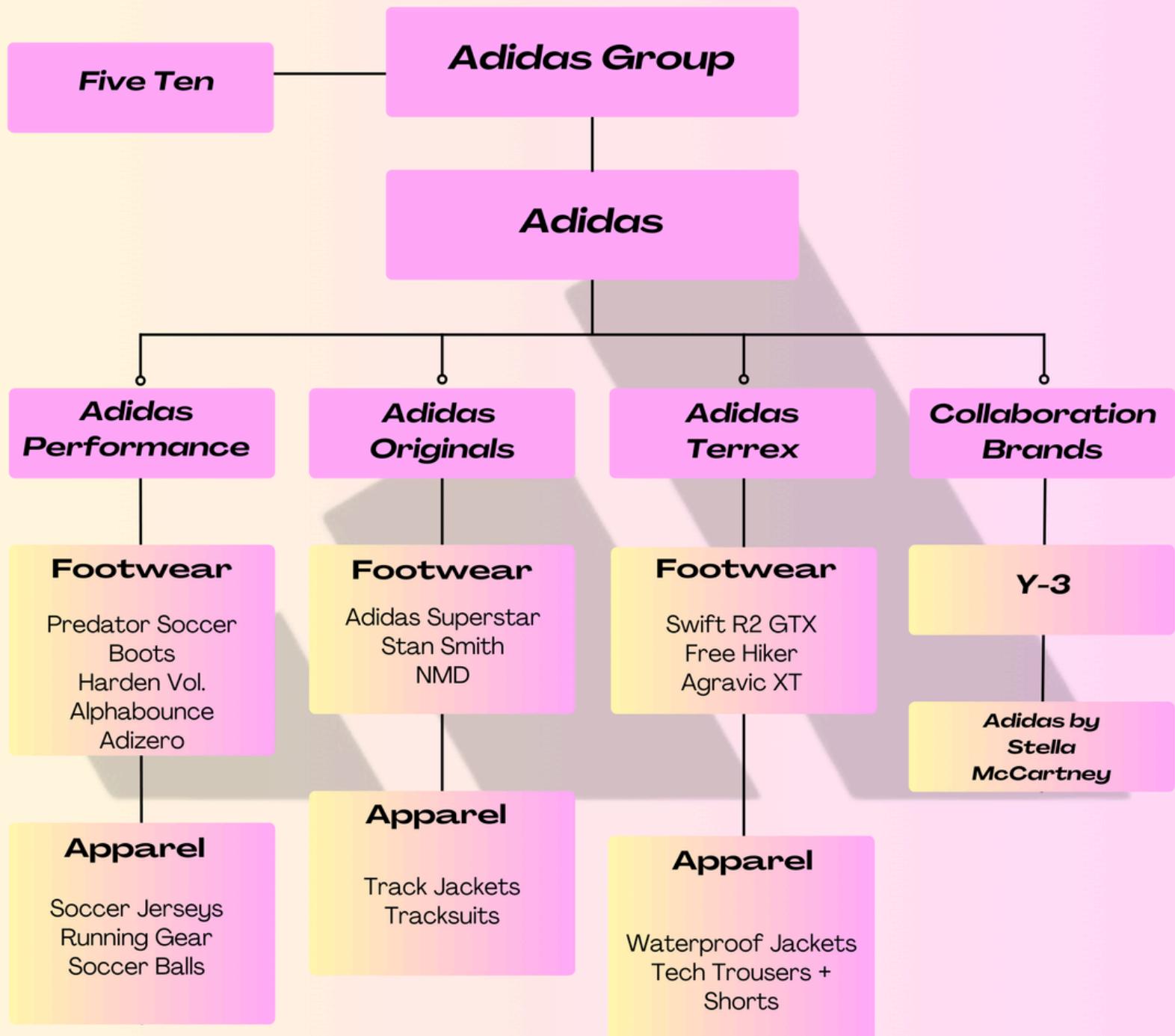
Given Adidas' current product offerings, and in conducting research on the Adidas website, the target market for each of the product categories is as follows. For shoes, apparel, accessories, and sports equipment, 18-28-year-old men & women are the main target. These individuals lead an active lifestyle, value functionality, have a sporty style, and may play sports recreationally or competitively. For collaborations, the age range is slightly wider, and is targeted towards people who are interested in pop culture, fashion, and invest in high fashion and high value products. They probably wear fashion pieces at special events and want to have the latest and greatest pieces to showcase when attending. Adidas's brand positioning aligns itself with this subgroup target markets because they are aiming to be a lifestyle & fashion brand mixed with athleticism.

Adidas AG, or Adidas Group, is the holding company that owns Adidas as well as several other brands such as Five Ten. Adidas as a brand has 4 sub-brands that they group products under. These are outlined in the diagram on the next page, and include Adidas Performance, Adidas Originals, Adidas Terrex and Collaborative works.

In each of these 4 groups, Adidas has both footwear and apparel offerings. By breaking themselves down in this way, Adidas allows themselves to showcase similar products together which can help to increase the number of products that Adidas sells to the same consumer. Adidas Performance contains footwear such as soccer cleats, basketball shoes, and running shoes, with some specific products in this category such as Predator football cleats and the Harden Vol shoes. Apparel options in this category are all centered around sports or sports participation, and include balls, jerseys, and running accessories.

The Adidas Originals line is where Adidas categorizes most of their classic products that they have brought back, revitalized, or that they are known for. These are shoes such as the NMD and apparel options like the original Adidas tracksuit. The Adidas Terrex line is an outdoor focused line which offers options for consumers who like to hike, camp, and explore in extreme conditions. The last of the four groups, the collaborations sections, includes all of Adidas' collaborations with celebrities or other brands. As highlighted in the matrix table, this includes Y-3 and Adidas by Stella McCartney, an environmentally focused collaboration.

Brand Inventory



Competitive Positioning Matrix

Adidas, as a brand, falls into the sportswear and athletic apparel, footwear, and sports equipment industries. Using these industries as a guideline we can examine the top companies in terms of market share. We selected Nike, Under Armour, Puma & New Balance. All of these competitors have very similar product portfolios to Adidas but have different brand positioning and product features they highlight. In examining the top competitors, we can identify what sets Adidas apart.

Product Brand	Adidas	Nike	Under Armour	Puma	New Balance
Corporate Brands	Adidas AG	NIKE INC.	Under Armour	Artemis S.A.	New Balance Athletics, Inc.
Points of Parity	Sports & Workout Apparel Athletic Shoes	Sports & Workout Apparel Athletic Shoes	Sports & Workout Apparel Athletic Shoes	Sports & Workout Apparel Athletic Shoes	Sports & Workout Apparel Athletic Shoes
Points of Difference	Innovation in shoe design, Brand partners & Sustainability	Performance focused & cultural significance	Performance enhanced features & cutting-edge technology	Everyday apparel & shoe options	Climate/terrain focuses & Made in USA collection
Target Market	14-40 year olds who are enthusiastic about sports	9-40 year olds with an increased focus on teens	Middle aged adults who are health conscious	Upper middle class 20-35 year olds	Young men, women & families with children
Brand Position	Lifestyle & fashion mixed with athleticism	Brand for athletes and aspiring individuals	Performance solutions you never knew you needed	Forever Faster	Positive change in communities around the world

Competitive Positioning Matrix

First, in looking at Adidas' brand positioning in comparison with the rest of these brands, we don't see any other company highlighting fashion or lifestyle. Nike and Under Armour both focus on the performance aspects that their products offer to the consumer. This performance focus makes their target markets centered around those who participate in sports/exercise quite often, as Nike says, it is the "brand for athletes". This consumer base also participates in sports recreationally or professionally. Puma and New Balance are both community-oriented brands and their positioning backs this up. Puma has a slogan "forever faster" which speaks to their goal of offering sleek, high-tech products.

New Balance is even more community focused, with their ultimate goal being to garner positive change in communities around the globe. This increased focus on community means that their target market is different from Adidas in that they are looking to appeal to families. Adidas also stands out from the rest of the brands on this list by being the only one to highlight sustainability as a core element of their company. This combined with their wide target market and lifestyle, streetwear and fashion elements allow them to occupy a niche in the athletic apparel and shoe industries.

Based on our findings from the brand inventory, we can safely say that Adidas as a brand has an increased focus in being fashion forward, streetwear oriented, and tries to target consumers outside of the athletic apparel and workout clothes space. This is illustrated by their diverse product portfolio that includes collaborations with popular influencers and celebrities, as well as high fashion brands such as Gucci. Their increased focus on sustainability, which isn't a prominent brand position for their major competitors, allows them to touch a wider consumer base that holds sustainability as part of their core values. The use of a separate sub-brand to strictly highlight the collaborations they do compliments Adidas' commitment to maintaining the same core products that have made them successful thus far.

Brand Exploratory

Focus Group Structure

For our brand exploratory portion of this brand audit, we decided that constructing and recording a small focus group would be most beneficial for our goals in learning about Adidas' brand perception from consumers and customers. Because one of Adidas' main target markets is young/college age people, we decided to reach out within our own communities to find members for our focus group. Due to our minimal resources and time, we were only able to find four participants that fit into our target segment. In order to accommodate to members of our focus groups' schedule, we hosted the exploratory research over Zoom. Our focus group session lasted approximately thirty minutes, with a list of questions being read to the participants by different members of our group.

Demographics & Format

These participants were aged 20-21 years old, with three being male and one being female. All four of our participants were enrolled in university, and all led active lifestyles. Our focus group session was split into two parts (not including demographics questions), with the first section being general sportswear opinion questions, and the second section being centered around Adidas and its main competitors in the industry. We constructed our focus group this way in order to minimize bias when thinking of sportswear brands before moving on to our brand related questions.

Focus Group Questions

Sportswear Questions

- How often/when do you wear sportswear?
- How often/when do you wear sportswear?
- Do you consider yourself fashionable or interested in fashion?
- What comes to mind when you think about athleticwear brands?
- What would influence you to purchase sportswear?
- What brands are related to basketball
- What brands are related to soccer?
- When you think of fashion and athleticism what brands come to mind?

Adidas Questions

- What kind of person would wear Adidas?
- Is Adidas a brand that you would think of as "fashionable"
- What sets Adidas apart from competitors?
- What collaborations are you aware of that Adidas has done?
- What are Nike's most iconic products?
- What are Adidas' most iconic products?
- If Adidas was a person, what person would they be?
- If Adidas was an activity, what would they be?

Brand Exploratory

Insights

From our focus group, we were able to gather some valuable insights into how sportswear brands are perceived, which sportswear brands come to mind first, what connotations they have, and how Adidas is viewed through a specific group of people. We are aware that these insights are not reflective of Adidas' entire target market, or even of a specific segment, but we believe that these insights would be helpful in formulating a brand image and revealing areas of strengths, weaknesses, threats, and opportunities for the brand.

Our overall sportswear-related conclusions from our brand exploratory focus group are as follows:

- Sportswear is seen as a “default casual clothing choice”
- Brands mentioned before introducing any stimulus were Nike, Under Armour, Adidas, and New Balance
- Shoes are a main sportswear category that people are interested in, or see as representative of a brand
- Shoe brands mentioned were Nike, Converse, Adidas, and Jordans (Nike)
- The main influences for purchasing a sportswear item were price, quality, comfort, and aesthetics
- Basketball as a sport is associated closest with Nike, whereas soccer as a sport is associated closest with Adidas and Puma

Our overall Adidas-related conclusions from our brand exploratory focus group are as follows:

- People that wear Adidas are perceived to be young, fashionable, sporty, and interested in streetwear
- Components that set Adidas apart from competition include more fashionable products, wide range of silhouettes, classic/simple designs and aesthetics
- Several Adidas collaborations mentioned (Y-3, Balenciaga, Wales Bonner)
- Adidas is viewed as a more “European” brand, whereas Nike is seen as an “American” brand

Brand Descriptive

Introduction

With our exploratory qualitative research completed, we moved on to our quantitative research by constructing and distributing a survey. We constructed this survey on Qualtrics based on the information we collected during the first phase of our research. The entire survey is in the Appendix of this document, but we will also be detailing the questions that we asked and why. Alongside this, we will also be analyzing the data collected, and report on that here.

Survey

Our survey questions were mostly constructed in Likert matrix tables in order to make our survey easily completed and understood, as well as to minimize our data refining after collecting data. We also included ranking questions, multiple choice questions, and slider/scalar questions to accommodate the data we were trying to collect. The questions are split into three sections, much like our focus group structure. We decided that Nike is Adidas' biggest competitor in the sportswear market, and therefore focused our brand questions on comparing/contrasting the two brands. We cut down or simplified many of the questions from our focus group to better pertain to our research goals and the general relevance of the data we were collecting. The survey, in its entirety, is located in the Appendix for reference.

Brand Descriptive

Insights

Looking at the results of our survey, we can see more clearly what perceptions people have of sportswear in general as well as Adidas as a brand. Our first question asking about the importance of brands, 47% of respondents selected “somewhat important,” indicating that brands do play a role in most peoples’ purchase choices.

Similarly, for our question asking about participants’ interest in fashion, 47% selected “very interested” and 41% selected “somewhat interested.” This question served to gather general information about whether or not our respondents were generally interested in fashion or not, and how that would in turn influence the rest of their choices on the survey.

For “how often do you wear sportswear clothing?” 59% of respondents selected “a few times per week,” therefore supporting our assumption from our focus group that people view sportswear clothing as a default clothing item or incorporate it into their daily wear.

For our brand notability ranking question, we saw:

- Nike was ranked #1 (most notable) with 8 first place selections
- Adidas was ranked #2 with 9 second place selections
- New Balance ranked #3 with 6 third place selections
- Under Armour ranked #4 with 4 fourth place selections
- Puma ranked #5 (least notable) with 8 fifth place selections

Purchase factors were also examined in our survey, where “Celebrity Endorsement” was deemed most unimportant, “Brand” and “Price” were deemed somewhat important, and “Culture,” “Quality,” and “Product Design” was deemed very important.

When ranking product categories based on interest:

- Shoes ranked #1 (most interest) with 9 first place selections
- Apparel ranked #2 with 7 second place selections
- Accessories ranked #3 with 8 third place selections
- Sports equipment ranked #4 with 7 fourth place selections
- Collaborations ranked #5 with 10 fifth place selections

Brand Descriptive

05

Insights Continued

Of those who selected that they were familiar with the brand Adidas, 39% said that Adidas was a fashionable brand, with 29% saying that it was at least somewhat fashionable.

Continuing on, our question examining associations between specific products and the brand Adidas revealed that people associate European Football/Soccer, Tracksuits, Jackets, and Collaborations, and Samba shoes with Adidas, and do not associate American Football cleats, Basketball shoes, Running shoes, or Graphic Tees with the brand.

Moving on to Adidas' largest competitor in the sportswear market, Nike, which was familiar to all respondents, we also examined which products were associated with the brand and which weren't. Respondents associated Air Jordans, Air Forces, Running shoes, American Football cleats, and Graphic Tees with Nike, and do not associate Tracksuits, European Football/Soccer cleats, or jackets with Nike.

Ranked on a scale from 1 (least important) to 7 (most important) with reference to making a purchase decision for the brand Nike, respondents marked comfort, quality, and price at most important and branding and fashion as least important. From this, we can determine that people who purchase Nike do not do so because it is a fashionable brand, but because of the functionality and price. These are different purchase deciding factors from Adidas, which may be causing the stark difference in market share for sportswear products.

For the question, "Which of the following qualities would you associate with someone wearing Adidas products?" 24% of respondents marked athletic, 20% streetwear, 18% young, and 16% fashionable. Asking the same question but for someone who wears Nike, 31% of respondents marked athletic, 29% marked young, 16% marked basic, and 12% marked streetwear. From this data, we can see crossovers in associations, and therefore these are some of the competitive aspects between Adidas and Nike.

Lastly, the demographics of this survey were mostly 18-26-year-old men who are students making less than \$24,000 salary located in the Western United States (not representative of Adidas' complete target market, but rather a segment). In total, from this brand descriptive survey we were able to gather crucial information about sportswear category perception and usage, purchase factors, brand associations, competitors, and points of parity.

Brand Structure Depiction



Overall Analysis

07

From the focus group insights, it's clear that Adidas has several key strengths that they must continue to capitalize on in order to keep growing their brand. While they have many strengths, one key advantage that sets it apart from the competition is its strong appeal in streetwear and fashion. Adidas can build on this by continuing collaborations with well-known designers and brands like Y-3, Balenciaga, and Wales Bonner. Launching limited-edition collections and working with influencers who represent a "young, fashionable, sporty" lifestyle can make Adidas even more popular in urban areas where streetwear culture thrives.

Adidas also stands out because of its European heritage, which sets it apart from Nike's American image. Highlighting this in its marketing and product designs could make the brand more appealing to people who value global and stylish brands. For example, Adidas could create flagship stores in major European cities or use marketing campaigns to tell the story of its roots. Shoes are a huge aspect of consumer interest in sportswear brands, so Adidas should make footwear a main focus. Classic styles like the Stan Smith and Superstar can attract longtime fans, while new and innovative shoe designs can appeal to younger and trend-focused customers. By continuing to focus on footwear, Adidas can further enhance their share in the market.

When it comes to why people buy sportswear, price, quality, comfort, and style are the most influential factors. Adidas should keep offering products at different price points so more people can afford them, without lowering the quality. Comfort and good design, especially in shoes and activewear, are also key to keeping customers happy. While Adidas is already strong in soccer, basketball is a sport where it has room to grow. Although they have many collaborations and partnerships with NBA players, the market share that Nike has in the field is a powerful one. Continuing to invest in this area is a great long-term strategy, as the more partnerships they have, the more likely it is that one of the products grows into someone iconic. This can give Adidas a brand that could potentially rival Jordan's in familiarity and product/brand strength.

Another avenue Adidas has yet to explore completely is starting a new luxury-focused sub-brand. With the brand's success in high fashion collaborations and public perception of it being a "fashionable" brand, we believe that Adidas could create a line of clothing at a higher price point with an emphasis on couture and exclusiveness. This new brand could pair well with its existing brands (Originals, Terrex, Performance) as a permanent line comparable to its current and past collaborations. We propose that this new brand be called Adidas Prestige, and it would be a fusion of heritage and sportswear with a bold, avant-garde pieces.

Strategic Recommendations

Adidas Prestige



Introducing a new brand of ADIDAS elegance.

While ADIDAS has had many collaborations with high fashion brands and streetwear companies, the brand itself lacks prestige when it comes to high fashion. This new brand would fill that blind spot by establishing itself as a mid-high price point luxury brand that would serve as a perfect base for even further collaborations.

History repeats itself. ADIDAS looks good.

Calling upon its European heritage and roots, ADIDAS prestige looks to the past for inspiration for its futuristic designs. The brand's history has revealed itself to us as something that even further sets itself apart from all other companies in the activewear industry. By recalling imagery of knights, chivalry, elegance, and romance, this ADIDAS brand has an air of elegance.

Strategic Recommendations Continued

Rework and
reposition ADIDAS
Originals.



Only the classics.

With the introduction of ADIDAS Prestige, ADIDAS Originals has to take a step back in the high fashion market. This, however, will lead to an even stronger identity for the brand. By exclusively focusing on old, timeless, products, it leaves space for ADIDAS prestige to explore and grow and iterate on old designs, while fans of the timeless designs can always have access to them. ADIDAS Originals will also move to exclusively capture the low-mid budget streetwear market and have a focus on “urban coolness”

Revamp Collaboration.

ADIDAS Originals has a bevy of high profile collaborations, but with this repositioning, Originals will try to prove itself as ADIDAS’ “street team” brand, focusing on relatability and affordability with young punks, rebels, and artists. ADIDAS Originals will be the grit and dirt to Prestige’s exclusivity and high brow fashion.

Sources

09

Mergent. (n.d.). Adidas AG [Company profile]. Retrieved December 1, 2024, from <https://www.mergentonline.com/login.php>

(2024, October). Footwear Wholesalers [Global industry report]. IBISWorld. <https://www.ibisworld.com/>

Adidas. (n.d.). adidas News Site | Press Resources for all Brands, Sports and Innovations : Search. News.adidas.com. <https://news.adidas.com/Tags?tags=COLLABORATION>

Adidas. (2019). adidas Brand Strategy. Adidas Annual Report 2019; Adidas. <https://report.adidas-group.com/2019/en/group-management-report-our-company/corporate-strategy/adidas-brand-strategy.html>

Adidas. (2024). adidas - History. Adidas-Group.com. <https://www.adidas-group.com/en/about/history>

adidas - Home. (2021). Adidas-Group.com. <https://www.adidas-group.com/en>

Adidas Group. (2023). Our Targets. Adidas-Group.com. <https://www.adidas-group.com/en/sustainability/focus-on-sustainability/our-targets>

Adidas vs Nike: Business Model Comparison, Revenue, and Strategy Analysis. (2024, September 25). Business Model Analyst. https://businessmodelanalyst.com/adidas-vs-nike/?srsltid=AfmB0ooCWpMrGuceUsRG_6ASTfwaRTWs62mYdX0IBZ_-iZADWh1LA-iz

Andersen, J. J. (2023, September 14). Adidas Shoes Statistics. RunRepeat - Athletic Shoe Reviews. <https://runrepeat.com/adidas-shoes-statistics>

Chapman, T. (2023, August 9). Top 10 sportswear brands in the world. Business Chief. <https://businesschief.com/corporate-finance/top-10-sportswear-brands-in-the-world>

Lewis, R. (2024, April 3). Britannica Money. Www.britannica.com. <https://www.britannica.com/money/Adidas-AG>

New Balance. (2024). Our Purpose - New Balance. Www.newbalance.com. <https://www.newbalance.com/our-purpose.html>

PUMA. (2024). Our Strategy. PUMA SE. <https://about.puma.com/en/this-is-puma/our-strategy>

Start.io. (2022, August 15). Adidas Target Market Segmentation and Marketing Strategy – Audience Demographics & Competitors. Start.io - a Mobile Marketing and Audience Platform. <https://www.start.io/blog/adidas-target-market-segmentation-and-marketing-strategy-audience-demographics-competitors/>

Tikkanen, A. (2024, May 8). History of sneakers | Timeline, Origins, Invention, Story, & Facts | Britannica. Www.britannica.com. <https://www.britannica.com/topic/history-of-sneakers>

Under Armour. (2024). Mission, Vision and Values. UA Newsroom. <https://about.underarmour.com/en/Purpose/Mission-Vision-Values.html>

Appendix

Survey

In your opinion, how important are brands when shopping for clothing?

	Important	Somewhat important	Neutral	Somewhat Unimportant	Not Important
Please select:	<input type="radio"/>				

To what extent are you interested in fashion?

	Very Uninterested	Somewhat Uninterested	Neutral	Somewhat Interested	Very Interested
Please select:	<input type="radio"/>				

How often do you wear sportswear clothing?

	Daily	A few times per week	Occasionally	Rarely	Never
Please select:	<input type="radio"/>				

Rank the following brands based on which come to mind first when thinking about sportswear products, with (1) being most notable and (5) being least notable:

Under-Armor

New Balance

Adidas

Puma

Nike

Appendix

Survey Continued

Please rate each of the following factors on how important they are when you purchase sports/athletic apparel?

	Not Important	Somewhat Important	Very Important
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product design/appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Celebrity endorsement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture/trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Self-Representation/Identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What kinds of sportswear products are you most interested in, ranked from most interested (1) to least interested (5)?

Shoes

Apparel

Accessories

Sports Equipment

Collaborations

Appendix

Survey Continued

During what type of activities would you typically wear sportswear? (You may select more than one)

- Running errands
- Sports activities
- Gym/working out
- Around the house
- Casually, I integrate sportswear into my daily fashion and activities
- I don't wear sportswear

How familiar are you with the brand Adidas?

Not at all Familiar	<input type="radio"/>	Somewhat Unfamiliar	<input type="radio"/>	Neutral	<input type="radio"/>	Somewhat Familiar	<input type="radio"/>	Very Familiar
Please select:								

How fashionable/unfashionable would you consider the brand Adidas to be?

Fashionable	<input type="radio"/>	Somewhat Fashionable	<input type="radio"/>	Neutral	<input type="radio"/>	Somewhat Unfashionable	<input type="radio"/>	Unfashionable
Please select:								

Appendix

Survey Continued

From the following product list, please select whether or not you associate the product option with Adidas:

	Associate with Adidas	Do Not Associate with Adidas
Basketball Shoes	<input type="checkbox"/>	<input type="checkbox"/>
Sambas	<input type="checkbox"/>	<input type="checkbox"/>
Running Shoes	<input type="checkbox"/>	<input type="checkbox"/>
Tracksuits	<input type="checkbox"/>	<input type="checkbox"/>
European Football/Soccer Cleats	<input type="checkbox"/>	<input type="checkbox"/>
American Football Cleats	<input type="checkbox"/>	<input type="checkbox"/>
Collaborations	<input type="checkbox"/>	<input type="checkbox"/>
Jackets	<input type="checkbox"/>	<input type="checkbox"/>
Graphic Tees	<input type="checkbox"/>	<input type="checkbox"/>

How strongly do you associate Adidas with each of these characteristics, with (1) being "not associated with Adidas" and (5) being "extremely associated with Adidas"

	1	2	3	4	5
Good Design	<input type="radio"/>				
High Quality	<input type="radio"/>				
Fair Prices	<input type="radio"/>				
Relevant Collaborations	<input type="radio"/>				
Large Product Range	<input type="radio"/>				
Fashionable	<input type="radio"/>				

Appendix

Survey Continued

Are you familiar with the brand Nike?

Yes

No

Unsure

From the following product list, please select whether or not you associate the product option with Nike:

	Associate with Nike	Do Not Associate with Nike
Air Jordan's	<input type="checkbox"/>	<input type="checkbox"/>
Air Force's	<input type="checkbox"/>	<input type="checkbox"/>
Running Shoes	<input type="checkbox"/>	<input type="checkbox"/>
Tracksuits	<input type="checkbox"/>	<input type="checkbox"/>
European Football/Soccer Cleats	<input type="checkbox"/>	<input type="checkbox"/>
American Football Cleats	<input type="checkbox"/>	<input type="checkbox"/>
Collaborations	<input type="checkbox"/>	<input type="checkbox"/>
Jackets	<input type="checkbox"/>	<input type="checkbox"/>
Graphic Tees	<input type="checkbox"/>	<input type="checkbox"/>

Appendix

Survey Continued

Please rate each of the following qualities on how important they are to you when purchasing Nike products, with (1) being extremely unimportant and (7) being extremely important:

1 2 3 4 5 6 7

Comfort



Quality



Fashionable



Price



Branding



Appendix

Survey Continued

Which of the following qualities would you associate with someone who wears Adidas products?

Young

Old

Streetwear

Athletic

Fashionable

Basic

Which of the following qualities would you associate with someone who wears Nike products?

Young

Old

Streetwear

Athletic

Fashionable

Basic

Appendix

Survey Continued

Which age range do you belong to?

- Less than 18 years old
- 18-26 years old
- 27-35 years old
- 36-44 years old
- 45-53 years old
- 54-62 years old
- More than 62 years old

Which salary range best reflects your approximate yearly income?

- \$0-\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000+

What is your gender identity?

- Male
- Female
- Non-binary
- Prefer not to say

What is your approximate geographic location?

- Western United States
- Southern United States
- Northern United States
- Eastern United States
- Other/Non-United States (Please Specify)

What is your current employment status?

- Full-time employee
- Part-time employee
- Unemployed
- Student