OPEN SOURCE

JAMES CARNES / VP BRAND STRATEGY CREATION
OPEN SOURCE

OPEN SOURCE IS A MINDSET

OUR FUTURE IS COLLABORATIVE

OPEN INVITATION TO THE WORLD’S

CREATIVE COLLABORATORS

ATHLETE COMMUNITIES

INNOVATIVE PARTNERS
OPEN SOURCE
DEFINITION

1. OPENING UP ACCESS
2. ACQUIRING CREATIVE CAPITAL AT A LOW COST OF EXCHANGE
3. EXPLORING NEW TERRITORIES TO CREATE UNPRECEDENTED BRAND VALUE
4. A WAY OF STRENGTHENING CONSUMERS’ PERCEPTION
OPEN SOURCE MINDSET

- Placing internal value on **newness**
- Being comfortable with **unpredictable outcomes**
- Starting a **conversation** with experts and consumers
- Creating an ongoing stream of new ideas that speak to the creator **beyond the expected**
- **Letting go** of control to learn a new process
- **Confidence** to risk public exposure
- **Listening**
1. OPEN SOURCE STRATEGIC INITIATIVES
2. CREATIVE COLLABORATIONS
3. ATHLETE COLLABORATIONS
4. PARTNER COLLABORATIONS
INCREASE OUR CREATIVE CAPITAL THROUGH NEW ENVIRONMENTS, NEW TOOLS, AND NEW PERSPECTIVES FROM OUTSIDE CREATIVE THINKERS
CREATOR FARMS
WORKPLACE OF THE FUTURE

SET-UP
ESTABLISH OPEN SOURCE MINDSET
BLUEPRINT OPERATION MODEL
START BUILDING INFRASTRUCTURE

EXPANSION
EXPAND CREATOR FARMS
ESTABLISH COLLAB FRAMEWORK
BUILD SPORTS COMMUNITIES
ACTIVATE PARLEY IN SPORT

ASPIRATION
LIVE OPEN SOURCE MINDSET
FULLY INNOVATE CREATIVE NETWORK
GLOBAL SPORTS COMMUNITIES
LEVERAGE PARTNER INNOVATION
3D DIGITAL CREATION

BEST AND QUICKEST AT TRANSLATING A CREATIVE IDEA INTO AN ACTUAL 3D PRODUCT

SKETCHING ➔ MODELING ➔ RENDERING
DESIGN COLLABORATIONS
GIVE ACCESS TO INNOVATIVE THINKERS

PHARRELL WILLIAMS

KANYE WEST
ADIDAS × KANYE WEST

REACH

4.6M

FASHION SHOW VIEWS ON STYLE.COM MAKING IT THE SEASON’S #1 SHOW

ENGAGEMENT

4X

FACTOR BY WHICH YEEZY TWITTER MENTIONS OUTNUMBERED STAN SMITHS

CONVERSION

100%

GLOBAL SELL-THROUGH IN 24H
ATHLETE COLLABORATIONS

BUILD COMMUNITIES OF ATHLETES THAT HELP SHAPE THE FUTURE OF THEIR SPORT WITH US
DIGITAL COMMUNITIES
NETWORK OF DIGITAL SPACES
PHYSICAL COMMUNITIES
PARIS BOOST BATTLE RUN

10 DISTRICTS
INFLUENCERS
TEAMS
PARIS BOOST
BATTLE RUN

RUNNING GROWTH IN PARIS

PARIS BOOST
BATTLE RUN

CONVERSION OF RUNNERS TO ADIDAS BRAND

GROWTH OF COMMUNITY IN < 2 YEARS

CONVERSION OF RUNNERS TO ADIDAS BRAND

RUNNING GROWTH IN PARIS

REACH
ENGAGEMENT
CONVERSION

23K
33%
#1
ADIDAS RUNNERS
EXPANDING ACROSS EUROPE
OPEN UP OUR KNOWLEDGE OF SPORT TO COLLABORATE WITH THE BEST PARTNERS IN OTHER FIELDS AND EXCHANGE CORE COMPETENCIES TO CREATE UNIQUE VALUE
STRATEGIC PARTNERSHIPS
BASED ON CONSUMER TOUCH POINTS
SUSTAINABILITY

SPORTS HEALTH & MONITORING

MEDIA STORYTELLING

PARLEY

EXOS  MIO  Google

Disney  ·  Pixar  ·  Star Wars  ·  Red Bull Media House
LEADING BIO-TECH COMPANIES

WORLD-CLASS 3D PRINTING PARTNER

MANUFACTURING

CONSUMER SPECIALISTS

BASF

CHRISTINE DAY
ADIDAS × PARLEY

2 PROTOTYPES

REACH
5.7 BN
TOTAL EARNED MEDIA IMPRESSIONS

ENGAGEMENT
160 T
OCEAN PLASTIC CAPACITY PER MONTH

CONVERSION
25 M$
ESTIMATED PR VALUE
ADIDAS FUTURECRAFT

Reach: 837K
Video views on YouTube

Engagement: 130+
Media coverage in 3 days across media genres

Conversion: ...
Stay tuned
OPEN SOURCE FOCUS AREAS AND PROOF POINTS

2017

REACH

ENGAGEMENT

CONVERSION

2020
OPEN SOURCE

FOCUS

SPEED

CITIES

BRAND DESIRE