

adidas is all in

Launching the biggest marketing campaign in the brand's history

Herzogenaurach, March 14, 2011 – On March 16, 2011, adidas unveils its latest global brand campaign. This is the first time that the company has created a campaign leveraging the adidas Sport Performance, adidas Originals and adidas Sport Style sub-brands, ensuring that it is the most diverse and all-encompassing glimpse into the brand ever. The campaign showcases adidas' distinctive presence across and into different sports, cultures and lifestyles fusing the worlds of sport, music and fashion. Captured in their natural, authentic surroundings, brand ambassadors from football stars Lionel Messi and David Beckham to NBA star Derrick Rose and pop icon Katy Perry to the adidas skateboarding team and many more show that when you love your game, whatever the game, you put your all into it.

"In the past ten years we have successfully extended the adidas brand into three powerful sub-brands with adidas Sport Performance, adidas Originals and adidas Sport Style. Now we are proud to be able to show the breadth and depth of the adidas brand in one global brand campaign," explains Erich Stamminger, member of the Executive Board responsible for Global Brands. "'all adidas' is the biggest campaign we have ever executed. Its creative concept brings together the diversity of the brand under one strong roof. From the court to the catwalk, the stadium to the street, we are giving an authentic statement with credibility only adidas has."

Directed by Romain Gavras, the campaign is built around a 30- and 60-second version of the commercial for TV and Cinema as well as an extended 2-minute version for Online. Viewers and fans can then continue the conversation with adidas online through social platforms such as Facebook, where adidas serves up

daily, in-depth exclusive content from the various parts of the brand – from new product releases to competitions for Katy Perry tickets and much more. adidas already engages in excess of 10 million fans of the brand on a regular basis across these platforms. In addition, the creative will come to life in a complete through-the-line offering, including mobile, retail, activation events and print.

Montreal-based agency Sid Lee created and produced the global campaign. Sid Lee was hired as the global advertising agency for lifestyle label adidas Originals at the start of 2008 and developed the global campaigns for Originals in 2009 and 2010. In 2010, Sid Lee was announced as the global lead-agency for the entire adidas brand.

The “all adidas” campaign takes place throughout 2011 in a mix of environments from sport to music, lifestyle to fashion with different elements rolling out over the year. It will be teased before it kicks off with the global launch of the hero advert film on March 16th, 2011.

The “all adidas” campaign online:

YouTube: www.youtube.com/adidas

Facebook: www.facebook.com/adidas

adidas Website: www.adidas.com

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