



ADIDAS

BRAND ARCHITECTURE MAPPING



ABOUT ADIDAS

- Started in 1949 by Adi Dassler
- Popular when Jesse Owens wore adidas shoes while winning four Olympic medals
- Helped begin the trend of studs in shoes
- Started in sports, encourages creativity through clothes
- Solidified as second largest sportswear brand



GAZELLE



ADIDAS MISSION AND VALUES

“Through sport we have the chance to change lives”

- Performance
- Innovation
- Authenticity
- Culture

ADIDAS BRAND STRUCTURE



HYBRID

- carries a strong parent company name
- many distinct well known sub brands

FOR CORPORATE

- Leverage global brand equity
- Maintain efficiency and scale
- Protect the parent brand while experimenting through sub-brands (fashion, luxury, culture)

FOR CONSUMERS

- Clearly segments audiences
- Speak to different identities
- Feel like adidas is more personalized



PERFORMANCE



ATHLETICS AS THE BRANDS CORNER STONE

- Reinforces credibility with athletes
- Jerseys, practice wear, running shoes
- Breaking into new sporting areas

Why this works?

- Sport!
- Leaders in sports wearing Adidas vs. Nike



ORIGINALS

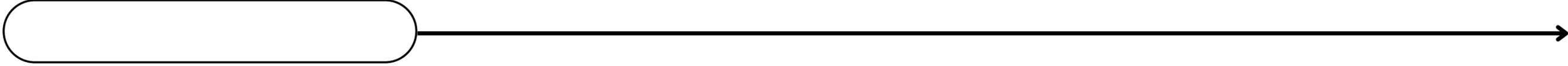
ADIDAS' FOCUS ON STREETWEAR

- most popular day-to-day
- Sambas, Gazelles

How do they fit the brand mission?

- expand to new audiences
- self-expression
- culture





Y-3 AND COLLABS

ADIDAS PUSHES THE BOUNDARIES OF SPORT

- high-end brand pairings
- Reach out and invite big celebs/ brands

Why does this work with the brand?

- still focus on sports while adding to content
- Culture
- expand without driving away from main brand



WHY HYBRID WORKS

- **SCALE AND EFFICIENCY:** SHARED ASSETS
- **CLEAR MARKET SEGMENTATION:** MULTIPLE BRANDS KEEP COHESION WHILE DIFFERENTIATING
- **RISK:** FAILED SUB-BRANDS WON'T IMPACT THE HUGE BRAND NAME

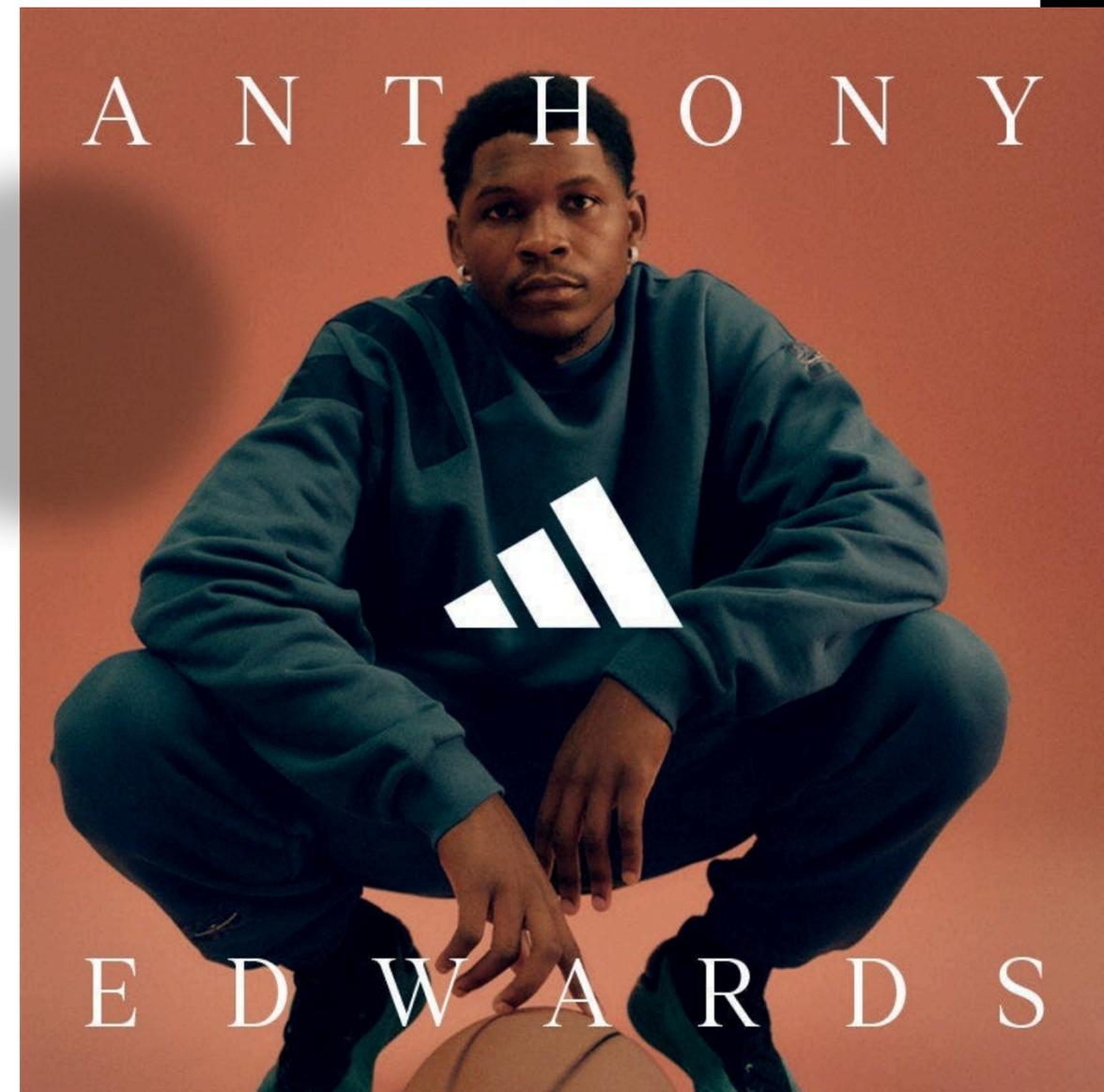


ADVERTISING EXAMPLE



WHY THIS AD?

- ANTHONY EDWARDS IS THE VOICE OF THE NBA'S NEW ERA.
- REFERENCES TO CURRENT CONTROVERSY
- HONESTY, REFRESHING IN TIMES OF PR TRAINING
- TIES BACK TO THE PERFORMANCE BRAND
- PERSONALITY!!
- CONSISTENCY IN THE CAMPAIGN
- BRINGS AMERICAN FACES TO THE BRAND
- WHY DOES THIS HELP POSITIONING?



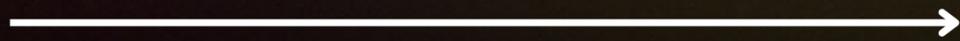
ADIDAS' FUTURE IN BASKETBALL

- ties back to the brand's focus on a younger audience
- building credibility with a small group
- Adidas vs. Nike





THANK YOU



ANY QUESTIONS?