

## ADIDAS LAUNCHES LARGEST MARKETING CAMPAIGN EVER



Adidas has revealed a new ad campaign, one that it is calling its largest marketing campaign ever. It involves a minute long video commercial "centerpiece," and has acquired the participation of an array of established athletes as well. In North America, Derrick Rose, a guard for the Chicago Bulls, will star in the commercial which will also feature images of normal people leading an active life. Adidas will post two minute extended versions of those commercials online where it will link to social outlets such as Facebook and YouTube. "Today's consumers are not one-dimensional," said president of Adidas America Patrik Nilsson. "They live across the cultural spectrum and that's where Adidas has its edge. The Adidas brand extends beyond sports and 'all Adidas' celebrates this breadth of passion from athletes, musicians, artists and beyond. The new campaign allows us to create stronger, truer connections with the consumer by encouraging and celebrating a mix of interest and passions central to their lives." The campaign was created by the ever-popular Sid Lee agency, based in Montreal. Adidas hired the Canadian-based global advertising agency for their Adidas Originals ads early in 2008."

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