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Student Name: Nirmal Kaur

Student Number: 2426917

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Lecturer: Dr. Laila Maazouz

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Introduction

Adidas AG is a global sportswear giant with more than 70 years of heritage shaping lifestyle brands and sports performance. Adidas has managed to converge performance, fashion, and function because of its deep heritage of innovation and unwavering dedication to the future. Adidas is strategically positioned to use its brand name to expand into the wearables technology industry with evolving customers' demands for wellness, health, and technology. Within the broader context of Adidas' history and possible future, this article examines the Adidas Smartwatch brand extension and its strategic positioning using market segmentation, targeting, customer profiling, and the marketing mix elements.

Adidas AG was founded by Adolf Dassler in 1949 and has its base in Herzogenaurach, Germany. Adidas has stayed faithful to its slogan of being the world's best sports company, despite the fact that it has come a very long way from its inception manufacturing athletic footwear to where it is now as an international entity (Google Books, 2025). The company is well known globally by its iconic three-stripe logo and by manufacturing top-performance apparel, footwear, and accessories. Adidas develops sub-brands like Adidas Performance and Adidas Originals and specific collaborations like Adidas by Stella McCartney and Yeezy to appeal to a broad consumer group ranging from elite athletes and sportsmen and sportswomen to individuals living common lives.

Adidas has placed digital transformation and sustainability at the forefront of its top priorities over the past few years as pillars of development. The brand continues to break boundaries while remaining current in technology and culture by ramping up investment in environmentally friendly production and consumer-to-consumer web platforms.

Brand Extension: Adidas Smartwatch

Adidas's foray into the world of wristwatches is just a question of time and a timely move given the relentless strides being made by wearable technology into the lives of consumers. The Adidas Smartwatch, which puts together sports performance, digital training, and health tracking into one elegant, portable gadget, will be the unavoidable add-on to the current ecosystem for the firm.

Apart from GPS and AI-based training software, the Adidas Smartwatch will also include biometric tracking features like blood oxygen (SpO2) sensors, heart rate monitoring, and sleep tracking. Another feature that is going to make the world go wild is that it will be fully compatible with the Adidas Running and Training apps, providing users with data-driven insights and personalized guidance. Smartwatch design, with customizable green straps and faces based on Adidas' best-known collections, is the two-way promise from the brand regarding performance and design.

Adidas's venture into the world of wearable technology hoped to add meaning to consumers' lives through augmenting not only what they put on their bodies but also the manner in which they train, live, and recover.

Segmentation, Targeting, and Positioning (STP)

There is a need for strategic market insight and consumer behavior insight for the successful launch and development of the Adidas Smartwatch. Adidas uses the STP principle, which involves segmentation, targeting, and positioning, to define its target market and provide an appealing value proposition.

Segmentation

Adidas uses a broad-based, multi-dimensional segmentation strategy for its smartwatch in line with specific customers on the basis of behavioral, psychographic, and demographic characteristics.

Demographic Segmentation: middle and young adult working professionals, it goes up to 18 to 40. Working professionals, who are tech-savvy as well as fitness-minded and have a regular income each month on a regular basis (Zhou, Wei and Xu, 2021), are going to spend on high-quality wearable products. Fitness- and well-being-mindful consumers seeking more well-being and physical fitness through high-quality products can be tempted towards the smartwatch.

Psychographic Segmentation: It is meant to appeal to customers who are interested in fashion, technology, and fitness (Ferreira et al., 2021). Often city residents, they are fashion-conscious individuals who are completely immersed in wellness culture. They want products that maximize their physical performance but also wish for hip, cutting-

edge designs that are incorporated in their contemporary way of life. These consumers are drawn to the Adidas smartwatch because it is an integration of fashion and functionality and therefore a useful and stylish accessory.

Behavioral Segmentation: The target market here are individuals who do use fitness apps and who are likely already enrolled with services like Adidas Creators Club. They are already concerned about monitoring their health and fitness (Beh et al., 2019), so they are likely to embrace wearable technology. Tech-savvy early adopters who love new technology and utilize gadgets in order to monitor their overall well-being, sports performance, and health are Adidas's target clientele.

Briefly, Adidas employs the utilization of these three channels within its segmentation strategy to best reach out to the wide base of active consumers. By dealing with customers' activity, lifestyle, and demographics, Adidas is able to make sure that its smartwatch reaches out to people who are concerned with design, technology, and fitness.

Targeting

Adidas has a two-targeting approach in its smartwatch and targets two groups of customers having different lifestyle wants and needs.

Primary segment: covers millennial and Gen Z consumers with an age range of 20–35 years, who are predominantly urban customers. They are digital natives and are high-energy members of health and fitness culture and participate in mobile applications for lifestyle and wellness management (Farrokhi et al., 2021). They are drawn to products that combine state-of-the-art technology with stylish looks. Adidas caters to this consumer base by offering a smartwatch that complements their tech-driven, health-oriented lifestyles and is also a fashion item. To this consumer, the smartwatch is both a utility product and a fashion accessory, and therefore an ideal product for the young urban shopper.

Secondary segment: focuses on the 35- to 40-year-old working adults' health and well-being, people who are more likely less interested in the newest technology. Customers in this market desire products that are simple to fit into their busy lifestyle and prioritize

usage and usability rather than newness. Its appeal stems from the possibility that a smartwatch can track health information, such as stress management and exercise tracking, as well as style and streamlined looks (Paul et al., 2023). These consumers find the convenience and association with the highly respected Adidas brand name and therefore find it a double honor gift of utility.

Adidas makes sure that its smartwatch will be attractive to a wide cross-section of consumers by being attractive to young, tech-starved individuals and also older, health-oriented professionals. In doing so, it is attractive to both tech fans and those in search of useful health solutions in a fashionable package.

Positioning

Adidas positions the smartwatch as a premium wearable that incorporates fashion, health, and performance. It is a fitness trainer with its state-of-the-art fitness tracking features, a health monitor through the tracking of heart rate, stress, and sleep, and a fashion accessory with its sleek, modern look (Teixeira et al., 2021). Stylish product and state-of-the-art functionality seeking customers will be interested as it seamlessly integrates into the Adidas world and offers a complete experience. Because of this, the smartwatch is a convenient gadget for both individuals who are into fitness and those who lean more towards fashion.

Customer Persona: A Profile of the Ideal User

We investigate a thorough customer persona in order to gain a deeper understanding of the product's main customer.

Alex Jordan is a bachelor who is 28 years old and works as a marketing executive from Berlin, Germany. His yearly earning is \$55,000. Alex loves being employed in the field of digital marketing with the pace of speed, where they make and implement plans for various online platforms, and they also live in a city renowned for technological advancement. Alex is in good living and strategically positioned to get career enhancement opportunities in the future because he possesses a positive background in academics as well as an expert performance level at his work.

Alex is a working-class urban employee who, in his imaginative life, splits time between work, exercise, and social activity. He tracks fitness via apps, goes to the gym regularly, and is health-conscious. He is a brand loyalist for Adidas and tracks brand sponsorships on social media as well as having several pairs of Adidas shoes. Alex discovers that not only is the Adidas Smartwatch practical, but it also serves to give him identity because it aligns with his beliefs in brand loyalty, wellness, and technology lifestyle.

Goals

The main objective is to monitor long-term health trends and improve running and gym performance. Beyond their physical performance, most people want wearables that offer significant information for monitoring their health in the long term. Long-term well-being and workout optimization decisions are made using these devices.

Pain Points:

The greatest challenge is that one cannot find wearables that can be used in the sports industry as well as the business world. Style and functionality need to be complementary with products so that fitness enthusiasts can use them from the office complex to the health club.

One-on-one training without the aid of a personal coach is yet another source of misery. Everyone wants tailored fitness programs and advice, but it is not feasible or affordable for everyone to have a personal coach (Google Books, 2023). Therefore, there is great demand for intelligent wearables that can offer tailored training data and advice.

Users also want to enjoy seamless integration with the already available Adidas apps.

They want to monitor performance, track health statistics, and analyze trends all in one place by enjoying a seamless integration between their wearable device and the apps they already possess (Kercher et al., 2021). The integration accomplishes this, enhancing the user experience as well as enhancing fitness goal management.

Marketing Mix Strategy (7Ps)

A successful marketing mix strategy, also referred to as the 7Ps: product, price, place, promotion, people, process, and physical evidence, is needed for launch success and long-term success of the Adidas Smartwatch. All of the above must be utilized to position the smartwatch as an indulgent, practical, and fashion-oriented product.

Product

In order to cater to the needs of sportsmen and fit individuals of today's generation, Adidas developed the smartwatch. There are three main versions of the product: the Base Model, the Pro Model, and the Premium Edition. It is very concentrated on accuracy, power, and appearance. Fundamental fitness and health monitoring features are available at a lower price with the Base Model. Advanced features, improved materials, and greater functionality are characteristics that distinguish the Pro Model. Lastly, the Premium Edition comes with unique design elements, limited drops, and special digital content to appeal to collectors and avid brand fans. Biometric tracking, integrated GPS, audio playback, personalized training, and full integration with the Adidas digital ecosystem are core features shared across all models.

Price

In order to support the image of a prestigious brand as well as keep itself price competitive in respect to prices in the fitness tech market, the Adidas Smartwatch implements a value-based premium pricing strategy.

The base model will be priced at \$249, and it can be an ideal choice for one using it periodically.

It comes with the Pro Model at the price of \$299, dedicated to professional users. The Premium Edition will be priced at \$349. Student discounts and early adopter exclusive discounts, along with promotions based on its rewards program, as well as strategic partner collaboration, will be utilized to enhance value perception and drive early adoption.

Place

A wide availability strategy is to be adopted in marketing the Adidas Smartwatch, but not at the expense of the premium reputation of the company. Adidas.com, the Adidas app, and mass e-commerce platforms like Amazon will all be available on the internet. Offline, it will be available through Adidas flagship stores, chosen tech retailers, and top sports brands. For even greater promotion of awareness and interest through active brand experiences, the product will also be showcased at pop-up retailing, fitness events, and private launch parties.

Promotion

The Adidas Smartwatch will be promoted through a combination of experiential and digital marketing techniques. Authenticity and reach will be extended through influencer collaborations with, for example, fitness YouTubers, TikTok athletes and sportswomen, and Adidas-sponsored sports celebrities. Social media campaigns will be utilized to engage with users through fun challenges and branded hashtags such as #AdidasSmart and #WatchYourMove. Video demos, technical blog posts, and fitness education sessions will all be part of the content marketing plan. In-store and virtual launch events will provide potential customers with richer experiences, and Adidas digital platform users will receive personalized promotions in targeted app and email alerts.

People

Human touch remains an integral part of the brand experience. Functionality and onboarding of the wristwatch will be handled in detail by training all the sales personnel, online chat support personnel, and customer care officials to provide high levels of satisfaction to the customers (Hsu and Lin, 2023). Brand ambassadors will have an important role in showcasing functional usage in day-to-day life in order to make the product approachable at the level of customers and make the product appealing to a large customer base.

Process

Adidas has made a hassle-free and easy process that stretches from the moment of purchase to regular usage of the products. The user can simply purchase the wristwatch online or on the app and then just proceed to download it using a QR code. Training programs that will be customized based on each person's fitness needs will be useful in a way that there is constant relevance and interest. Adidas will be capable of future product performance improvement and responsiveness to customer needs through the support of regular software updates and a formal feedback mechanism.

Physical Evidence

Adidas is aggressively emphasizing the high-end, eco-friendly physical components to complement the luxury brand of the smartwatch. The packaging of the product will be recycled and have the minimalist look that is the hallmark of the brand. The product's quality and aspirational brand will be further supported by website and marketing images of lifestyle, branded watch faces, and demo in-store displays.

In summary, Adidas' clever use of the 7Ps on the release of its smartwatch guarantees a harmonious, customer-centric approach that leverages the sports background of the firm as well as invites emerging wearable technology.

Conclusion

The Adidas smartwatch is a fitting example of brand extension utilized for sustaining core brand values and aligning with evolving customer needs. Adidas has the potential to be a big player in the wearable technology category by leveraging its robust digital ecosystem, innovation heritage, and sustainability orientation. The smartwatch is a lifestyle device that aligns with the Adidas objective of enabling customers to "move smarter" with performance-driven solutions, and not just a piece of technology in the conventional sense. With a solid marketing strategy of customer-focused features, targeted advertisements, and market-driven marketing campaigns, the Adidas Smartwatch will create a huge splash in the already super competitive wearable technology market.

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