

Master of Business Administration
(MBA)
Marketing Management
Module Code: LCMB7024
Adidas EcoSmart Running Shoes – A
Sustainable Brand Extension for
Business Growth



Student Name : Sejal Choudhary

Student ID : 2538991





AI Declaration



Artificial Intelligence (AI) Declaration

I declare that I have not used any Artificial Intelligence (AI) tools to generate, write, or edit the content of this assignment. The ideas, analysis, arguments, and conclusions presented in this work are entirely my own and have been developed through my own research, understanding, and academic effort.

I confirm that this submission complies with the University's academic integrity requirements and assessment regulations.

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ADIDAS ECOSMART RUNNING SHOES

SUSTAINABLE BRAND EXTENSION FOR BUSINESS GROWTH



1 ABOUT ADIDAS

- Global sportswear company
- Founded in Germany
- Leader in innovation
- Strong sustainability commitment
- Existing products include footwear, apparel and accessories

Adidas is extending its product portfolio through **EcoSmart Running Shoes** to support sustainable growth while meeting rising consumer demand for environmentally responsible products.

2 SUSTAINABLE BRAND EXTENSION

THE CURRENT PROBLEM

- Consumers want:
- Eco-friendly shoes
 - Lower carbon footprint
 - Recyclable products



Climate change, plastic pollution and waste reduction are global challenges that demand sustainable solutions.

BRAND EXTENSION



PURPOSE

- ✓ Reduce environmental impact
- ✓ Increase customer loyalty
- ✓ Expand sustainable product portfolio
- ✓ Drive business growth

3 WHY CUSTOMERS WILL BUY

CURRENT TRENDS

- Sustainable fashion
- Green consumers
- Running culture
- Health consciousness
- ESG awareness

Consumers today are willing to pay more for environmentally friendly products because sustainability influences purchasing decisions.

TARGET CUSTOMERS

- Age 18–40
- Fitness enthusiasts
- Urban professionals
- Environmentally conscious consumers

COMPETITIVE ADVANTAGE

- ✓ Trusted Adidas brand
- ✓ High performance
- ✓ Stylish design
- ✓ Eco-friendly materials

4 SUSTAINABILITY CONTRIBUTION

ENVIRONMENTAL

- Use of recycled materials
- Less plastic and waste
- Lower carbon emissions
- Support circular economy

SOCIAL

- Ethical sourcing of materials
- Responsible manufacturing
- Support for communities
- Promote healthy lifestyles

ECONOMIC

- Long-term profitability
- Stronger brand image
- Customer loyalty & retention
- Sustainable competitive advantage

KEY BENEFITS

FOR CUSTOMERS

- ✓ Comfortable
- ✓ Durable
- ✓ Eco-friendly
- ✓ Stylish



FOR ADIDAS

- ✓ Revenue growth
- ✓ Market expansion
- ✓ Stronger brand loyalty
- ✓ Competitive advantage



FOR THE ENVIRONMENT

- ✓ Less plastic waste
- ✓ Reduced carbon emissions
- ✓ Circular economy



CONCLUSION

EcoSmart Running Shoes represent a strategic sustainable brand extension that strengthens Adidas' market position while addressing increasing consumer demand for environmentally responsible products. By combining innovation, sustainability and high-performance footwear, Adidas can achieve long-term business growth, enhance customer loyalty and contribute to global environmental sustainability.



ENVIRONMENT



RECYCLING



RUNNING



SUSTAINABILITY