



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Alessio Russo (2029650)

LCBB4004

Dr. Tushara Balendran

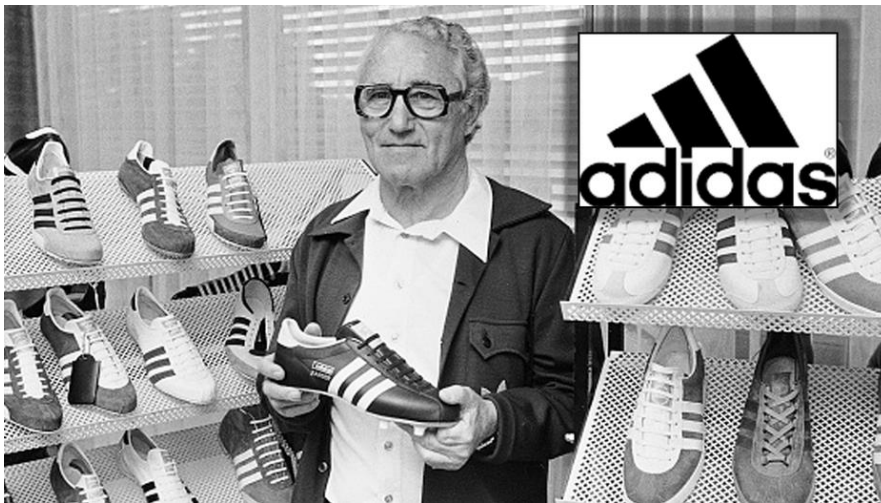
Assessment 1, October 2021, Term 2, Group 1

MARKETING FUNDAMENTALS
BLOGGING TO COMMUNICATE

BACKGROUND OF ADIDAS

Nowadays, Adidas represents the most significant company selling sportswear in Europe, and only second after Nike around the globe. Adidas specializes in designing and producing sportswear, including shoes and sports equipment.

The name Adidas (written "Adidas" by the company) is an abbreviation of the name of founder Adolf ("Adi") Dassler. The family started manufacturing shoes after World War I. Then, in 1936, after the American star Jesse Owens' medal-winning in Berlin Olympics, it started becoming popular thanks to him wearing gifted shoes from the Dassler family.



During years, unfortunately, due to disruptions of World War 2 and a personal breach between the two brothers Adi and Rudolf (Rudi) in 1948, the company decided to split in two: Adi created "Adidas" and Rudi "Puma".

In the 1950s, the firm started overgrowing thanks to famous soccer players wearing Adidas shoes.



The company, therefore, decided to begin producing sports shoes and also moved to apparel. For many years the company represented a great name concerning sportswear, but due to Nike competition in the 1970s and Adi death in 1978, Adidas started experiencing market falling.

For many years they tried to raise awareness of the company; also thanks to an endorsement deal with the rap group Run-D.M.C. or new owners such as "Bernard Tapie", but both failed to revive it. Therefore, the company was sold to investors who passed the ball to another Frenchman: **Robert Louis-Dreyfus**.

In 1997, under his leadership, Adidas acquired the winter sports products manufacturer and the owner of the golf supplier TaylorMade, *Salomon Group*.

The company was so renamed *Adidas-Salomon AG*, also reaching excellent success thanks to its idea of moving into retailing (like Nike) and its successful partnership with the clothing designer Stella McCartney.

In 2005, the company sold Solomon changing its name to Adidas AG. In addition, it acquired *Rebook* and *Five Ten* and sold Taylor Made in 2017.

Today, Adidas supplies apparel for the NBA, NFL, and others, and in 2016 the company saw €19.3 billion in sales.



LOGO

The Adidas logo is famous for its three stripes logo. But in the past, it was not the only one having the same logo design. The first company owing the trefoil logo was Karhu Sports. After the company Karhu Ports failed, the owner agreed to sell its trademark to Adidas for €1,600 and two bottles of whiskey.

After purchasing the logo, Adidas included three bars, and they referred to itself as the "three stripes company". The three stripes symbolize the main three landmasses where the company started being successful: North America, Asia and Europe.

Later on, the logo was added up with new futures. They made the Adidas logo into a triangle shape representing a mountain. This one describes the challenges and the goals for the company. In addition, the font chosen was also decided not to be too complicated. The font has to be easy, casual and informal, just like the company.



They also decided to make it even more attractive, not using the colour for the long. They decided to leave it in black. It represented a wise idea to have the freedom to alter the colour matching the apparel customers use.

During the years, the logo became so popular also because of this. More than the quality, the simplicity represented a game-changer for the company. One of the marketing strategies for the company is allowing sports player to wear their shoes. Most of the time, it is not easy to highlight or sponsor them during a game, and since they change the shoe model, it is not always easy to recognize. Therefore, it is important to keep to logo easy to identify and still be aesthetically pleasing.

MISSION

Adidas mission statement is **"The Adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle. We are committed to continuously strengthening our brands and products to improve our competitive position."**

The main keywords in the Adidas mission are: Improving sports, exceeding expectations and innovation.

Adidas emphasizes on delivery of good quality products to enhance sports. It also is a great supporter concerning young talent. Adidas, in addition, always remains faithful to its quality. It never disappointed customers, always providing creative mindsets, innovating its designing and adapting to specific needs.

The company also built a sustainable roadmap, including workers and the environment.

VISION

Adidas vision statement is **"to be the design leaders with a focus on getting the best out of the athletes with performance guaranteed products in the sports market globally."**

Primary keywords are: Being the leader, designing and boosting athletes.

Adidas indeed cannot be considered a company that delivers quality products and sits back. On the contrary, it represents an active role in their customers' life. Being innovative is an essential element that helps the customer to be successful and meet customers needs. Therefore, meeting the changing demands helps players athletes to take their game to the next level.

PRODUCTS

"Adidas is one of the leading sportswear and goods brands. Adidas has always strived to provide the best of the best goods and equipment to the athletes through its innovations ."

Initially, Adidas focused on sports shoes and apparel such as running shoes, soccer and golf shoes and created the first shoes designed for ice and the first multi-studded shoes.



"The Adidas Mid Golf Shoes are perfect for golf in the depths of winter, these Adidas golf shoes are waterproof and feature v-traxion and cleats for optimal traction across a variety of surfaces. They have a bounce midsole for wearing comfort all-day."

- Synthetic/Leather Uppers
- Wide fit
- Lace closure
- V-Traxion and four-cleat outsole
- Ultimate durability
- Two year waterproof warranty
- Mid-cut



Later on, Adidas decided to expand itself into sports equipment: utilities for tennis, golf, cricket, basketball, lacrosse, volleyball, rugby, gymnastics, skateboarding, baseball, field hockey and kabaddi.



In the 2000s, Adidas was the first company to introduce a new trend segment. Inspired by sportswear, it created streetwear products: lifestyle shoes, t-shirts, coats and tracksuits.



In addition, the company aimed to deliver a complete extended variety of products, including sunglasses, hats, socks, watches and even perfumes and deodorants.

PRICE

Since Adidas is consistently delivering good quality products, always being creative, and continually investing money on marketing, advertising and sponsorship, the Adidas products are always premium paid. The price most of the time is high due to the high-quality material they use. Even though we can find the product worldwide, the price could be slightly different in some developing countries since 90% of production is done in Asia, thanks to the availability of cheap labour.

Therefore the price changes also due to currency rates in different countries:

CONTINENTAL 80

UK	£75
ITALY	100€
USA	\$112
INDIA	₹7999



SUPERSTAR

UK	£80
ITALY	100€
USA	\$85
INDIA	₹7999



OVERSIZED SWEATSHIRT

UK	£55
ITALY	75€
USA	\$65
INDIA	₹3599



CLASSIC BACKPACK

UK	£23
ITALY	28€
USA	\$35
INDIA	₹2999



PLACE

In 2021 Adidas stores increased in numbers reaching 2456 stores open all over the world.

The company is present in over 160 countries and is one of the largest footwear retailers in Europe, China and the US.



Adidas has made its products available around the globe through various distribution channels like franchises, mass merchandise, unique stores, and online retails (own and other e-commerce platforms).

Adidas uses both a direct and indirect distribution channel for selling its products.

The company is using physical stores around the globe, and its own website is reachable here: <https://www.adidas.co.uk/>.



It is also possible to purchase Adidas products in indirect physical stores or online such as Amazon.com, JD Sports, Zalando.com, Sports Direct or small and outlet shops around London, UK or around the globe.

PROMOTION

As well as the products Adidas is selling are robust and passionate, also its promotion strategy includes tangible ways to make clients aware of its quality products. The main source of promotion comes from television advertisements.

In addition, Adidas is using product placement: sponsor itself in movies, tv programs, or games. The company also used some celebrities such as David Beckham, Muhammad Ali in the past, and it is still working with soccer players such as Lionel Messi and Ronaldinho.

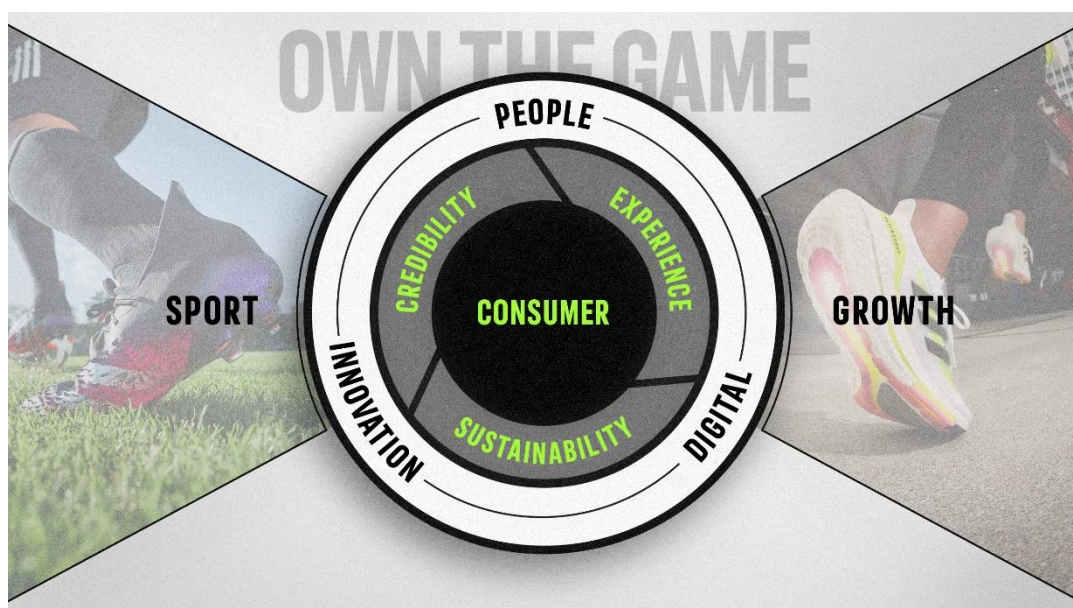


It is also sponsoring sports teams such as Real Madrid.



Apart from this, Adidas is also well known for its innovative way to promote itself in marketing campaigns and event marketing. They also use social media to keep up with the world. Their Instagram and Facebook pages have millions of followers.

Recently they also released their last campaign, "Own the game". The main strategic focus of 'Own the Game' is to strengthen the credibility of the Adidas brand, to create a unique consumer experience and to continue to expand the company's activities in the area of sustainability.



REFERENCES

- Lewis, R. (2020) "Adidas". *Encyclopedia Britannica*, 20 May. Available at: <https://www.britannica.com/topic/Adidas-AG>. (Accessed 6 January 2022).
- Logomyway (2019) *Adidas Logo and Its History*. Available at: <https://blog.logomyway.com/adidas-logo-design-history>. (Accessed 6 January 2022).
- Mission-statement (2019) *Adidas Mission and Vision Statement Analysis*. Available at: <https://mission-statement.com/adidas>. (Accessed 6 January 2022).
- MBA Skool Team (2021) *Adidas Marketing Strategy & Marketing Mix (4Ps)*. Available at: <https://www.mbaskool.com/marketing-mix/products/17006-adidas.html>. (Accessed 6 January 2022).
- Original Green (2022) *adidas Golf S2G Mid Shoes - Black/Grey/Sand* Available at: https://originalgreen.co.uk/products/adidas-golf-s2g-mid-shoes-black-grey-sand?gclid=Cj0KCQiAw9qOBhC-ARIsAG-rdn6Z1R1SA0YL7nUi7cmfsXCf1YXf9BHE0K-_eSM_S52slgs-xMeE5kQaAn8cEALw_wcB&utm_campaign=Google%20Shopping&utm_medium=cpc&utm_source=google&variant=39411313049673 (Accessed 6 January 2022).
- Adidas (2022) Available at: <https://www.adidas.com/us/search?q=backpack%20classic>. (Accessed 6 January 2022).
- Forest 500 (2021) *Adidas Group* Available at: <https://forest500.org/rankings/companies/adidas-group#:~:text=The%20company%20is%20present%20in,Europe%2C%20China%20and%20the%20US>. (Accessed 6 January 2022).
- Aditya S. (2021) *Detailed Marketing Mix of Adidas with Complete Company Overview* Available at: https://iide.co/case-studies/marketing-mix-of-adidas/#About_Adidas. (Accessed 6 January 2022).
- Adidas (2021) *Adidas presents growth strategy 'own the game' until 2025* Available at: <https://www.adidas-group.com/en/media/news-archive/press-releases/2021/adidas-presents-growth-strategy-own-the-game-until-2025/>. (Accessed 6 January 2022).