

**Programme: Master of business
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Student name: Shakeel Badil

Student ID: 2223130

**Lecturer: Taonga Kaonga Sobere-
Snithers**

Introduction



Global sportswear company Adidas is renowned for its sustainability and inventiveness. Customers are calling for more environmentally friendly products as plastic litter becomes a bigger environmental problem. Adidas might launch OceanRun™, a line of running shoes composed of biodegradable materials and reclaimed ocean plastics, to satisfy this demand.

Alignment with Sustainability Objectives



By lowering plastic waste, increasing recycling, and supporting ethical production, Adidas OceanRun™ promotes sustainability. Sustainable innovation can give a company a competitive edge and enhance its reputation (United Nations Environment Programme, 2023). Adidas can contribute to ocean conservation while generating value for investors and consumers by introducing OceanRun™.

ADIDAS *OceanRun*™

Every Step Protects Our Oceans

The Brand Extension's Objective



Adidas OceanRun™ aims to produce premium running shoes from ocean plastic trash. This eco-friendly product contributes to pollution reduction while upholding Adidas' standards for performance, comfort, and durability.

Market Appeal and business opportunity

Customers who care about the environment, particularly younger generations who favour sustainable brands, would be drawn to OceanRun™. Sustainability is starting to play a bigger role in consumer choices, giving businesses the chance to sell environmentally friendly goods (McKinsey & Company, 2023). By bolstering Adidas' sustainable reputation and fostering future expansion, the brand extension may also draw investors.

References



- McKinsey & Company (2023) Consumers care about sustainability—and back it up with their wallets. Available at: <https://www.mckinsey.com> (Accessed: 10 July 2025).
- United Nations Environment Programme (2023) Turning off the tap: How the world can end plastic pollution and create a circular economy. Nairobi: UNEP

Shakeel Badil - 2223130