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ADIDAS CAMPUS PERFORMANCE LAB

Master of Business Administration

Module Code: LCMB7024

Module: Marketing Management

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Word Count- 2500

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ELEMENT 1 — STDP Analysis

Introduction

Adidas is a sportswear and athletic performance company based in Germany and it is among the top sportswear companies in the world which was established in 1949. Its iconic three stripes brand has expanded to become a global organisation with businesses in over 160 countries (Adidas, 2024). In the years, Adidas has established the image of innovative, performance-based, and athlete-focused design. With the growing significance of health, wellness and physical activity among young consumers, Adidas has not only grown its product range beyond the apparel, but also to experiences and digital fitness solutions. As the issue of student stress, sedentary living, and difficulties in wellbeing grows among the higher education institutions, Adidas could assist this group with a well-designed wellbeing program. This is in line with wider fitness trends of increasing personalised programs, combination of digital experiences and integration of mental and physical wellness.

Background on the New Brand Concept: Adidas Campus Performance Lab

Adidas Campus Performance Lab (CPL) is a brand of a new service intended to help college students with the 4-week fitness and wellbeing sprint (Adidas, 2025). The idea is developed by a mixed system consisting of an app, individual training plans, micro-sessions on the campus, and wellbeing tracking applications. Adidas will implement this idea to meet the increasing demand of organized wellness initiatives among students who lack time management, stress, inconsistent exercise routines, and academic strain. The program is aimed at developing small elements of weekly routines with the assistance of trainers and online technology. The project assists in addressing issues like inappropriate physical exercise, demotivation, and inaccessibility to affordable fitness. CPL suits the emerging consumer trends of preferring gamified challenges, short-term programs, physical interaction with digital elements, and community-created experiences (Bogoslov et al., 2023).

Market Segmentation

Adidas Campus Performance Lab market may be divided into a variety of dimensions. Demographic segmentation involves the 18-24 aged male and female students (undergraduate and postgraduate programs). Psychographic segmentation is based on lifestyle and motivation, including health-conscious or students who want to have balance of life or people who need structure in their routines (Hoenig, 2025). The benefits sought by behavioural segmentation include better fitness, relaxation, sense of belonging to a community or enhancement of academic performance. The geographic segmentation is aimed at students residing or close to university campuses. According to these segments, significant segments are:

- Athletes seeking systematic enhancement of performance.
- Wellbeing seekers that value both mental and physical wellbeing.
- Social fitness groups seeking community-based activities.
- Novice participants who require support and easy exercises.

Targeting

The main customer group of Adidas CPL will be wellbeing-conscience college students 18-24 who are interested in having a structured, attainable routine to maintain health and academic stress (Hoenig, 2025). This market is appealing due to the skyrocketing awareness of mental and physical health, as well as, many students are challenged by stress and lack of motivation and exercise. Their behaviour reflects high enthusiasm on temporary challenges, application-based monitoring and group-based fitness models. Adidas is also in a position to serve this group since it has credibility in the sports industry and can use technology, training knowledge, and community building. CPL tackles their issues in particular by engaging them with a personalised routine, weekly tracking of progress, guidance by trainers and an engaging hybrid experience that would ensure they are motivated across the 4-week cycle.

Differentiation Strategy

The structured 4-week sprint model and hybrid delivery also makes Adidas Campus Performance Lab stand out of the regular university gym programs and commercial fitness classes (Schwank, 2025). CPL offers professional trainers, customized workouts, and personal growth as opposed to the gym in a university, which can be rather deprived of personalised guidance. CPL is a

distinctive campus-based community experience with Adidas branding and physical properties, in contrast to other competitors, such as Nike Training Club and ClassPass. The digital badges, performance dashboards and challenges that are gamified incorporate an element of motivation previously unavailable in traditional fitness services (Petkevičius, 2024). The accessibility and excellence of the brand, physical infrastructure, specialist coaching, and online interaction, enables Adidas to offer a unique experience which feels high quality and affordable to the students.

Positioning

Adidas Campus Performance Lab positions itself as a science-based, holistic program to improve the performance and wellbeing of the students.

Positioning Statement:

Adidas Campus Performance Lab is an upscale, science-driven workout sprint to college students who require wellbeing support organized in a way that promotes physical and mental performance via personalized training, professional instruction, and excellent community experience. The brand will be seen as helping, inspiring, creative, and student-focused.

ELEMENT 2 — Marketing Mix (7Ps)



Figure 1 Marketing Mix (7Ps)

(Allen, 2020)

Product

The Adidas Campus Performance Lab (CPL) is a 4-week structured fitness and wellbeing program offered to the college students. The core product is a combination of personalised fitness routines, which are presented in a mobile application, weekly face-to-face micro-sessions, which are conducted by certified trainers on campus (Allen, 2020). The students are given personalised fitness routines, mindfulness, and the attainable weekly targets that can support the formation of regular routines. The program will focus on hybrid learning, where the learners will be involved digitally and physically in on-campus laboratories. Gamified progress features (badges and leaderboards) and weekly challenges contribute to engagement and motivation. Wellbeing tracking is also offered by the app, which allows students to observe their level of energy, progress, and mood. The combined design of CPL provides a complete fitness experience, which incorporates convenience, professional assistance, and community-based inspiration.

Price

CPL adheres to the cheap price model that will just apply to the 4-week program because student finances are scarce. Adidas has applied the strategy of penetration pricing to promote its

adoption in the pilot roll-out in pilot colleges (Allen, 2020). Pricing model has two levels: basic plan which allows using workouts and tracking options and a pro plan which comprises more sessions with trainers and advanced analytics. This tiered structure is more accessible yet at the same time distinguishes by value. The decision to use a low-price strategy contributes to Adidas competing with university gyms, boutique studios, and computer-based fitness applications, most of which are not affordable to students. The competitive prices also make CPL a high pricing yet affordable substitute.

Place

The hybrid distribution model used in the delivery of Adidas CPL is the hybrid. Physically, the program is made available on college campuses in special Adidas-branded laboratory facilities or in areas of the colleges partnered with the initiative as fitness centers. These physical sites are used to offer a systematic setting of trainer guided session and group work. Electronically, CPL mobile application makes it accessible at all times and all places, enabling students to do routines according to their own time (Allen, 2020). Such a mix of digital and on-campus delivery works in favor of various forms of student lifestyle, such as students who stay in dormitories or commute. The accessibility of the various touchpoints brings comfort, decreases the barriers to participation, and increases the continuity of the programs.

Promotion

The advertising of Adidas CPL pays much attention to channels that are friendly to the students and online campaigning. They share clips about workouts, transformation stories, and weekly challenges on social media, like Instagram, Tik Tok, and Youtube. The developer of student fitness and campus ambassadors are included in the influencer partnerships that will aid in the establishment of trust and relatability (Allen, 2020). Adidas will also host on-campus activities like fitness competitions, boot camp activities, and mental health sessions to generate hype and win over subscriptions. The powerful Adidas brand name is a valuable promotional resource, which is associated with credibility and quality. Promotional tools should be gamified, i.e. the use of hashtags, online badges, leaderboards and user-generated content, that motivate the students to post their progress on the Internet, which will bring them organic visibility. Such cross-promotional plan enhances the awareness and motivation.

People

People that provide the service are key in the success of CPL. Certified trainers conduct weekly classes, offer feedback that is personalised, and guarantee students that they do routines in a safe way. Campus ambassadors are inspirational change agents guiding new recruits and aiding in onboarding. Customer support team receives the technical problems on the app and guide users in the program (Allen, 2020). Adidas focuses on professionalism among the staff, communication skills, and positive behaviour as these are the factors that affect the user satisfaction directly when in a service environment. The trainers and ambassadors undergo service delivery, customer care, and wellbeing coaching to ensure that the student experience is constant and of high quality.

Process

CPL process is made to be simple, organized and favorable to the students. It is an onboarding platform, starting with the registration of an app, engaging in a brief fitness and wellbeing test which creates a unique 4-week plan. The weekly checkpoints enable students to monitor their progress and modify routines when necessary. The online application will be used to give procedural instructions step by step, video tutorials, and notifications, making it clear and consistent (Allen, 2020). This is because sessions conducted by trainers are structured on a regular weekly basis and students can therefore schedule their routine around school. Micro-sprints, brief, intensive workouts that can fit busy student schedules are also included in the program. All the processes are aimed at minimizing the barriers, keeping motivation, and supporting the users all the way through the 4-week journey.

Physical Evidence

The value and perceived credibility of CPL is enhanced by physical evidence. There is a big visual presence of Adidas branded lab rooms, posters, and Adidas branding on site. Digital dashboards, progress charts, routine summaries, and achievement badges are visible signs of service quality and individual progress that are incorporated in the app (Allen, 2020). Digital certificates are also awarded to students after the program, which further helps them feel accomplished. The promotional materials contain images, videos, and interfaces screenshots of the program and show how it works. Additional promotional items like T-shirts, wristbands, and gym accessories are also optional and can be used to increase the physical presence of the CPL

brand in the campus. All these are elements of trust and make the Adidas experience more professional.

ELEMENT 3- Marketing Strategy Pitch



ADIDAS CAMPUS PERFORMANCE LAB

High-impact fitness, wellbeing & performance in 4-week sprints

WHAT PROBLEM?

- College students face the stress, sedentary habits and low physical activity.
- Limited access to the structured on-campus fitness and wellbeing programs.

SOLUTION OVERVIEW

- 4-week structured fitness plans and micro-sprints.
- Holistic wellbeing focus: physical, mental, and social health.

STDP STRATEGY

- **Segmentation:** Active teens and fitness groups, sports clubs.
- **Targeting:** Students seeking structured wellbeing support.
- **Differentiation:** Adidas-branded, community-driven, science-backed.



7PS / GO-TO-MARKET

- **Product:** 4-week sprint, app access and personalized routines.
- **Price:** Affordable structure only for the 4-week program.
- **Place:** On-campus labs and digital app.
- **Promotion:** Social media, events and #adidasperform.
- **People:** Certified trainers and community mentors.
- **Process:** Clear weekly plans, progress tracking and step-by-step routines.
- **Physical Evidence:** Adidas lab space, digital badges, gear.



PRODUCT PRICE PLACE PROMOTION PEOPLE PROCESS PHYSICAL EVIDENCE

IMPACT & KPIS

- $\geq 70\%$ student participation in 4-week sprint.
- $\geq 25\%$ increase in fitness/sports engagement.
- High-visibility content pieces per campus.
- Improved wellbeing, focus, and energy.
- Student satisfaction (NPS ≥ 50).

CALL TO ACTION

- Join 3 pilot colleges to launch the Adidas Campus Performance Lab and shape future of the college fitness.

Figure 2 Marketing Strategy Pitch

Source- Self-Created

Explanation of the Poster

The poster outlines the idea behind Adidas Campus Performance Lab, a wellbeing and fitness program created to target students at colleges. It develops the issue of the problem under consideration: a lot of students in the modern world are not able to cope with academic pressure, stress, inactivity, and a lack of access to organized wellness programs at the campuses. This lays the ground to the necessity and applicability of the new brand.

The solution section provides a description of how the programme provides 4-week organised fitness and wellbeing sprints, entailing physical activity, support of mental wellbeing and social interaction. This method is indicative of the trend in student behaviour, in which shorter, customised and hybrid digital physical programs are more attractive.

This poster then concludes with the summary of the STDP strategy, how Adidas has categorised students, chosen students interested in structured routines as the primary target, and distinguished the brand with science-oriented, community-oriented features.

The marketing mix of 7Ps includes the description of the way the service will be presented a hybrid product, low-cost prices, on-campus laboratories, online promotion, trained human resources, easily understandable processes, and physical evidence with branding.

Lastly, the KPIs demonstrate anticipated change, such as the rates of engagement, improvement of wellbeing, and participation. The call-to-action will also encourage the colleges to take part in the pilot program, which will reinforce the possible worth of the program launch.

ELEMENT 4 – Reflection

Introduction

In this reflection, I will talk about my learning experience during the process of developing the new Adidas Campus Performance Lab brand as a part of the assessment. It includes the discussion of how I came up with the idea of the brand, used marketing theories, and made the pitch. This process provided me with knowledge of branding, segmentation, and service design together with practical skills, like communication, creativity, and analysis. This reflection is an attempt to identify the lessons learned and areas of improvement.

The Reflection on the New Brand Concept Development

The fitness and wellbeing trends made me choose Adidas as the company due to its good reputation in the world and its approach to the target group (Sun, 2022). The brand extension also taught me the fact that an existing brand could be extended in new categories without losing its original identity. I also understood the necessity to find out the needs of consumers, in this case, the wellbeing problems of students, including stress, the lack of motivation, and unstructured routines. The knowledge of these needs enabled me to come up with a concept that was relevant and meaningful. Another issue I had to deal with was to make the new concept seem unique and innovative and at the same time fit into the brand personality of Adidas (Kumar A, 2025). The other issue was to balance between digital and physical aspects to produce a hybrid service. All in all, the idea creation helped me to enhance my critical thinking and creativity.

Consideration of The development of the marketing strategy

Using the STDP framework provided me with a better insight into the practice of segmentation and targeting (Hanlon, 2024). It made me realise the importance of the analysis of various groups of students and the need to choose one segment which Adidas may best serve. The brand positioning also enabled me to know how organisations stand out in a competitive market. My experience with the 7Ps gave more knowledge on service marketing. I got to understand the value of every other item in creating customer experience- product design, pricing, people and physical evidence. This aspect of the assessment enhanced my skills of relating theory to real-life

marketing issues. It also helped me to think strategically and to think about the implications of every decision on the consumer behaviour and brand perception.

Criticism of Pitch Preparation and Delivery

The process of making and making the pitch enhanced my communication and presentation skills. The process of summarising the whole strategy into several minutes taught me how to deliver complicated ideas in a clear and confident manner (Kalvapalle, Phillips and Cornelissen, 2024). The experience of presenting in class gave me confidence but I realised that I still have to practice timing and pacing. The development of the poster facilitated my visual communication. The feedback that I got allowed me to see in which areas I am going to improve myself, in particular, in terms of being more clear of what the structure entails and emphasizing the main advantages that the brand is offering. The experience helped me feel more relaxed about making presentations to the public and professional presentations.

Future Improvements

When doing future projects, I would like to enhance my level of research and use more statistics to support my points (Yoo, Haenlein and Hewett, 2025). Another thing that I would like to do is to create more imaginative visual designs and speak better in presentations. More efficient time management and planning will assist me to plan every step more efficiently. Those enhancements will be used to achieve better performance in future marketing assignments and work-related tasks.

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