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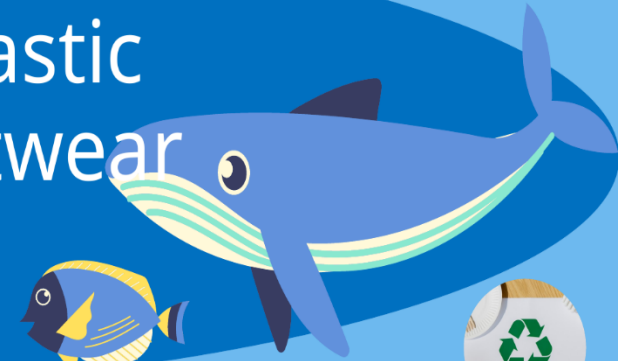
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Term 1

Adidas Ocean-Plastic Performance Footwear

adidas



Introduction

- This poster presents a brand extension strategy for Adidas's ocean-plastic footwear.
- It links brand building to consumers' demand for sustainable products.

Sustainability Rationale and Purpose

- Established in 1949, Adidas is a world-class sportswear brand. (Adidas 2025).
- It is increasingly being pushed to lessen reliance on virgin plastics.
- The plastic pollution of the ocean is harming marine ecosystems and brand expectations.
- The Parley partnership, established in 2015, offers a good sustainability foundation (Adidas Group, 2015).
- Through this extension, a dedicated footwear classification for ocean plastic becomes possible.
- It uses existing brand reputation to drive innovation and growth.
- The strategy is compatible with Kotler's brand extension quadrant.

Brand name	Product category	
	Existing	New
Existing	Line extension	Brand extension
New	Multibrands	New brands

Market Appeal and Emerging Trends

- Adidas built its adidas x Parley Ocean Plastic footwear line from a prototype to millions of pairs (Reuters, 2020).
- This growth is commercially viable and has an environmental footprint.
- Today's consumers are driving sustainable products with genuine performance.
- Brands that have credible circularity and quantified impact are also preferred for investments.
- The line is attractive to athletes as well as younger people who are environmentally aware.

Sustainability Alignment

- The line supports commitments to the circular economy and the reduction of material waste.
- It also facilitates the reduction targets for Scope 1,2,3 emissions.
- The idea fits with the plastic-free and deforestation-free supply chain objectives.
- It puts Adidas ahead of regulatory and reputational challenges.
- It presents investors with an opportunity for growth along the lines of the trend and is scalable.
- It connects sustainability to the development of the brand and business value.

Conclusion

- Adidas's ocean-plastic footwear shows sustainability and innovation working together.
- It provides a growing, environmentally friendly market product.

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ELEMENT 1: STDP STRATEGY FOR ADIDAS OCEAN-PLASTIC PERFORMANCE FOOTWEAR

1.1 Introduction

Brand extensions help organizations use their brand equity for launching innovative products catering to the changing needs of the market and lowering uncertainties for the consumers and aiding in the growth of the organization (Aaker and Keller, 1990). Adidas has come out with Ocean-Plastic Performance Footwear that is a sustainable brand extension of its regular footwear with a blend of performance and sustainability. This footwear utilizes recycled ocean plastics and circular materials to minimize dependency on virgin plastics and align with the sustainability targets of Adidas.

The global industry of sportswear manufacturers is under immense pressure from consumers, governments, and environmental bodies for sustainable manufacturing processes due to increasing concerns about ocean pollution, climate change, and resource scarcity. Increasing awareness about these issues has been impacting consumers' buying decisions, especially the young generation who is more concerned about such issues (United Nations, 2024). Under these circumstances, Adidas Ocean-Plastic Performance Footwear can be viewed as an innovation in product as well as brand development by Adidas.

1.2 SEGMENTATION

Market segmentation is the process whereby the large market is divided into smaller market segments that consist of consumers who have similar features and behave similarly when buying things (Kotler, Keller and Chernev, 2024). In terms of Adidas Ocean-Plastic Performance Footwear, market segmentation can be done according to the following segmentation variables.

➤ GEOGRAPHIC SEGMENTATION

The focal areas where emphasis should be placed are those which are urban and developed since the consumers in such environments would have some awareness of sustainable issues and could favor brands which adopt an environmentally-friendly approach. The interesting markets are the UK, Germany, Netherlands, USA, Japan, and Australia. This is so since there

is high consumer demand for sportswear and recycling services, along with rising concern about marine pollution and global warming.

➤ **DEMOGRAPHIC SEGMENTATION**

From demographic point of view, the target consumers for the brand range from ages 18 to 40 years old. These consumers are tech-savvy and environment-friendly individuals who are willing to pay extra money for products that assure good performance and environmental sustainability. This is because the involvement of both sexes is necessary due to the nature of the brand, which is Adidas.

➤ **PSYCHOGRAPHIC SEGMENTATION**

From the psychographic perspective, the extension targets those people who are concerned about being environmentally friendly, leading a healthy life, being innovative, and engaging in ethical consumption. Such customers need companies whose products can demonstrate their values and identity. Sustainability serves not only a utilitarian function but also an emotional and symbolic one, as through environmentally friendly purchases, they show their care for the oceans and a circular economy approach.

➤ **BEHAVIOURAL SEGMENTATION**

As far as behavior is concerned, the target customers will include people who are regular in sports, gymming, running, and purchasing branded sportswear. The motivation of the target customers would be in terms of the performance of the product, its image, promises of sustainability, and social media messages. They are regular customers of Adidas shoes, and therefore they would easily accept the sustainable line of products from Adidas without compromising on performance.

To conclude, the above-mentioned segmentation shows that the Adidas Ocean-Plastic Performance Footwear will perfectly suit the environmentalists and performance-oriented urbanites.

1.3 Targeting

Targeting means that through evaluation, organisations are able to choose suitable market segments which would be appropriate for their goals and objectives (Kotler, Keller and

The target market for the firm consists of urban millennials and Generation Z individuals aged between 18-35 years who are always involved in physical exercises such as running, training in the gym, cycling, and playing different sports. These individuals have high levels of digital engagement, are environmentally-conscious, and therefore concerned about sustainability. They are willing to pay slightly higher prices for a high performing and environmentally friendly product. Young consumers are increasingly considering sustainability while buying sportswear and fashion products (McKinsey and Company, 2024).



The second target segment is that of eco-friendly people, who use sportswear in their normal life and not just for the purpose of playing some serious sport. Such people appreciate style and ethics behind the products. The company should not choose the low-cost mass market, which would be detrimental to its premium positioning and sustainability message in its sportswear extension. By targeting segments that have strategic appeal for the company, Adidas will be

able to build customer loyalty and brand equity along with long-term growth in the high-end sustainable sportswear category.

1.4 DIFFERENTIATION

Product differentiation involves creating unique characteristics and benefits that distinguish a product from competitors and provide greater customer value (Porter, 1985). In the competitive sportswear market, Adidas Ocean-Plastic Performance Footwear should differentiate itself through sustainability, performance, design, and brand credibility. A key differentiator is the use of recycled ocean plastic and circular materials. Compared with traditional sports shoes that rely heavily on virgin plastic, the product demonstrates Adidas's commitment to reducing plastic pollution and supporting the circular economy. This creates emotional appeal for environmentally conscious consumers by directly addressing the issue of ocean pollution.

However, sustainability alone may not create a strong competitive advantage because many sportswear brands now offer eco-friendly products. Adidas must therefore combine environmental benefits with high athletic performance, comfort, and innovative design.

Brand equity provides an additional source of differentiation. According to Keller (2013), strong brands create trust and reduce consumer uncertainty. Adidas's global reputation for innovation, quality, and performance increases the credibility of this sustainable footwear. Athlete involvement can further strengthen authenticity, while the ocean-focused design and brand story create an emotional connection with consumers. Therefore, the product offers more than sustainable footwear; it combines performance, trusted branding, and a meaningful environmental purpose.

1.5 Positioning

Positioning is a way to develop a brand identity that differentiates its product from the competitors' products in the eyes of customers (Kotler, Keller and Chernev, 2024). In terms of positioning for the Adidas Ocean-Plastic Performance Footwear, the key aspect of it should be the superiority of the product in providing customers with athletic performance and sustainability.

Whereas regular sports shoes are made to provide customers with comfort or speed, Adidas Ocean-Plastic Performance Footwear should be positioned as a shoe that will allow customers

to reach their athletic performance goals while reducing plastic pollution in the ocean. The key point in this regard is that nowadays customers require not only functional benefits from products but also social benefits from them. In terms of the niche where the product should belong, this product should occupy a place between premium performance and lifestyle brands thanks to the latest technological developments of making sportswear using ocean-plastic materials.

Positioning Statement: Consumers who value environmental sustainability and are highly involved will find that Adidas Ocean-Plastic Performance Footwear is a good product, as it ensures not only better athletic performance but is also environmentally friendly since it uses materials sourced from oceans that have been recycled. It is a highly sustainable and highly performing product for Adidas company.

ELEMENT 2: MARKETING MIX (7PS) FOR ADIDAS OCEAN-PLASTIC PERFORMANCE FOOTWEAR

2.1 PRODUCT

Product is the core component of the Adidas brand extension, as it delivers the functional and sustainability benefits received by consumers. According to Kotler, Keller and Chernev (2024), an effective product strategy should satisfy consumer needs while creating competitive advantage. Adidas Ocean-Plastic Performance Footwear combines athletic performance with sustainable materials and a more environmentally responsible product life cycle.

Key features include recycled ocean-plastic yarns, lightweight cushioning, breathability, durable soles, and support for running and training. Maintaining Adidas's established standards of comfort, durability, and performance is essential, as these remain important purchase motivations for consumers. The product also supports circular economy principles by reducing reliance on virgin plastic and encouraging responsible material sourcing. Recyclable packaging can further strengthen its sustainability credentials. The use of ocean plastic also creates emotional value, allowing consumers to feel that their purchase contributes to reducing ocean pollution while enjoying high-quality athletic footwear.

2.2 PRICE

Value-based pricing is the most suitable approach for Adidas Ocean-Plastic Performance Footwear because it reflects the value consumers perceive rather than focusing solely on production costs (Kotler, Keller and Chernev, 2024). The product provides both functional value through athletic performance and symbolic value through its sustainability benefits.

The footwear should be positioned within the mid-to-premium price range: higher than standard performance shoes but more affordable than exclusive limited-edition products. This reflects its quality, innovation, sustainable materials, and brand value while remaining accessible to millennials and Generation Z consumers. Premium pricing is justified by sustainable material sourcing, specialised manufacturing, research and development, and Adidas's brand reputation. However, excessive pricing could limit adoption and suggest that sustainability is only accessible to wealthy consumers. To balance accessibility with premium positioning, Adidas could offer loyalty rewards, student discounts, and instalment payment options.

2.3 PLACE

Adidas should adopt an omnichannel distribution strategy that combines digital convenience with selected physical experiences. Place involves making products available to consumers at the appropriate time and location (Kotler, Keller and Chernev, 2024). As the target market is digitally connected and environmentally conscious, Adidas's website and mobile app should be the primary channels. These platforms can provide information about sustainability, material transparency, product comparisons, and personalised recommendations.

Physical distribution should focus on Adidas flagship stores and selected premium sportswear retailers in urban areas. This allows consumers to experience the product, assess its comfort and performance, and receive information about its sustainability benefits. Pop-up stores could further promote the ocean-plastic concept and strengthen customer engagement. To support sustainability, Adidas should use regional distribution centres, optimised delivery routes, lower-emission delivery options, and sustainable packaging to reduce the environmental impact of transportation and distribution.

2.4 PROMOTION

Promotion is very significant in providing information about the performance and environmental benefits of Adidas Ocean-Plastic Performance Footwear. IMC strategy must be used by the company to have a consistent message through different digital marketing, social, experiential, and public relations marketing tactics (Kotler, Keller and Chernev, 2024). The central topic of communication must be "Perform for yourself. Protect the oceans."

Digital marketing can be the primary tool of promotion. Social media such as Instagram, TikTok, YouTube, and X can be used to upload videos of athletes, demonstrations of the product, production process, and ocean pollution by plastics. Visual communication can be particularly helpful in reaching out to the younger generation that uses social media.

The collaboration between influencers and athletes can increase the level of credibility by showing that these shoes have athletic applications rather than just being a sustainable symbol. Activities that involve experiencing the shoe through events such as test runs, beach clean-up drives, sustainability seminars, and university sports activations can generate emotional engagement and help people interact with the product.

For public relations, there needs to be a concentration on results in terms of sustainability, which include the use of recyclable materials and circular designs. Communication is crucial in such cases because customers have become more suspicious and critical about sustainability claims, and any greenwashing will reflect badly on the company. There should therefore be an emphasis on both sustainability and athletic performance.

2.5 PEOPLE

People are an important component of the 7Ps because employees and brand representatives influence customer perception, trust, and satisfaction. For Adidas Ocean-Plastic Performance Footwear, the people strategy should support both premium performance and sustainability positioning. Retail employees, customer service teams, and digital support staff should be trained to explain the product's technical features, materials, environmental benefits, and care instructions. They should act not only as sales representatives but also as educators who communicate how ocean-derived materials can be transformed into high-performance footwear.

Athletes, coaches, fitness ambassadors, and environmental activists can further strengthen credibility and reduce scepticism about sustainability. Consistent customer interaction across stores, online platforms, social media, and post-purchase support is essential. Fast responses, clear information, and efficient complaint and return handling can enhance customer satisfaction. Adidas should also involve employees in recycling initiatives, community activities, and beach-cleaning programmes, reinforcing authenticity, environmental responsibility, and commitment to customer performance.

2.6 PROCESS

Process entails the systems and activities through which the product is distributed, and the customer experience is generated (Kotler, Keller and Chernev, 2024). In the case of Adidas Ocean-Plastic Performance Footwear, the process ought to be convenient, clear, and sustainable.

Purchasing ought to be made easy and digitally convenient through the website and the Adidas mobile application in order for the customers to browse the various products, compare the different types, learn about their sustainability aspects, make payment, and follow up on

delivery. Information about the sustainability features, as well as how the product is manufactured using the recycled materials will help in creating certainty.

In addition, delivery processes ought to involve the use of sustainable packaging that does not contain any excessive material. The packaging material itself ought to be recyclable in order for Adidas to foster the concept of the circular economy. Efficient processes will result in increased customer satisfaction, but will also facilitate sustainability.

2.7 PHYSICAL EVIDENCE

Physical evidence refers to the tangible elements that influence customer perceptions of quality, credibility, and professionalism (Zeithaml, Bitner and Gremler, 2021). For Adidas Ocean-Plastic Performance Footwear, physical evidence should reinforce both premium performance and environmental responsibility.

The footwear itself is the most important element and should reflect Adidas's performance identity while communicating sustainability through ocean-inspired design, recycled materials, and environmental branding. It must appear innovative and premium, positioning sustainability as a source of value. Minimal, recyclable packaging with sustainability messages and QR codes can provide information about recycled ocean plastic and environmental impact. Retail displays and clear sustainability information can further strengthen customer trust. Consistent post-purchase materials, including recycling guidance, will also support brand coherence, credibility, and long-term environmental responsibility.

ELEMENT 3: REFLECTION ON DEVELOPING THE ADIDAS OCEAN-PLASTIC PERFORMANCE FOOTWEAR STRATEGY

This reflective paper is done based on Gibbs' Reflective Cycle (1988) and discusses the development process of the Adidas Ocean-Plastic Performance Footwear sustainable brand extension and the preparation of the poster presentation for this assignment.

In this assessment, the aim was to design a sustainable brand extension and prepare the marketing strategy for this extension using the STDP approach and the marketing mix consisting of 7 Ps. I chose the Adidas company because of the reputation of the brand in the global market, focus on sustainability, and application in the sports and lifestyle market. The brand extension that was proposed had the idea of the combination between performance and sustainability by using ocean recycled plastic and circular material. In order to finish the task, I had to conduct research about sustainable consumer behaviour, sportswear trend, brand extension strategy, and marketing theory.

In Starting, I was highly motivated because the topic related marketing to environmental sustainability. Nevertheless, the challenge I encountered was the inability to turn a creative idea into an academic approach and make my decisions theoretical, rather than subjective. During my research process, my confidence rose as well. The use of STDP model allowed me to structure the analysis, while 7Ps allowed me to relate marketing decisions to value creation for the customer.

One of the biggest strengths of this project is the chance to practically apply the marketing theories. I have discovered that in order to conduct sustainability marketing, it is vital to be consistent and transparent about it, starting from a product, going through distribution and communication. One of the main drawbacks of this project is that it was based on the secondary research only. In my future projects, I will try to gather the information using surveys or interviews.

CONCLUSION

On balance, this assignment increased my understanding of brand sustainability, segmentation of consumers, positioning of the brand among competitors and integration of marketing strategies. In my future work, I would try to improve my analytical skills using primary research, benchmarking against competitors and feasibility studies in finance. I would also try to learn better how to visualize information with the help of more sophisticated charts, positioning maps and sustainability indicators.

It has been valuable for my personal and professional development since it has shown me how marketing can be a source of value not only for clients and the business itself, but for society and the environment. It has once again made me aware of the fact that sustainability is becoming an essential business need rather than just a fashion statement.

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