

Adidas

S/S 25

JOHANN SANTOSH MAMMEN

VISUAL RESEARCH

ON PREVIOUS ADIDAS CAMPAIGNS

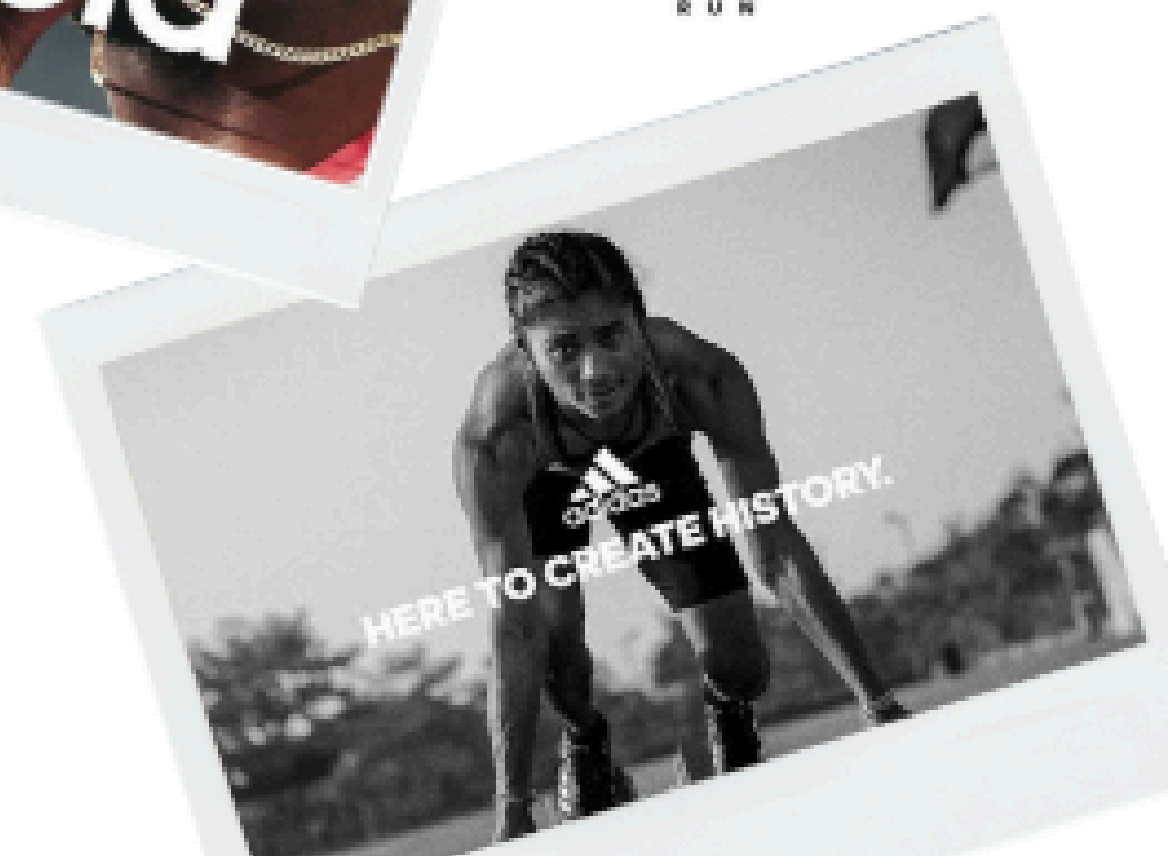
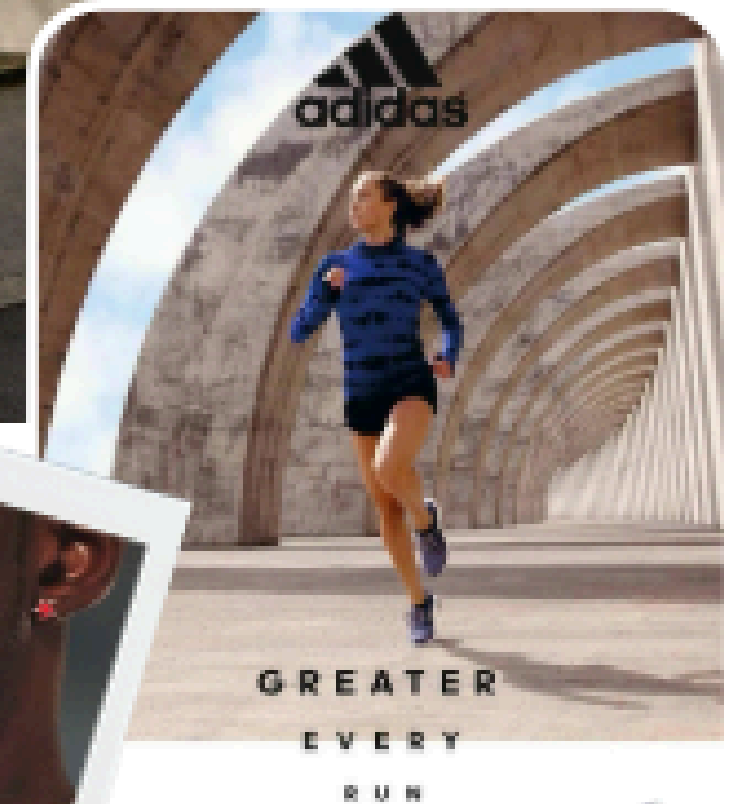
Bold Typography and Branding: Adidas uses bold typography and black- visuals. The use of the iconic three-stripe logo, often featured prominently, reinforces brand recognition.

Athletic Energy and Motion: emphasize movement and energy, capturing athletes in action, often in high-intensity or fluid poses that symbolize performance.

Urban and Street Aesthetic: Many features urban landscapes, street culture, and fashion-forward styles, particularly with collaborations in the lifestyle segment (e.g., Adidas Originals).

Diversity and Inclusion: The brand often showcases athletes and models from diverse backgrounds, promoting an inclusive message that extends beyond sport to lifestyle and fashion.

Technology and Innovation: Visuals often highlight cutting-edge gear and athletic wear, emphasizing product performance, from shoes to apparel designed for different athletic needs.

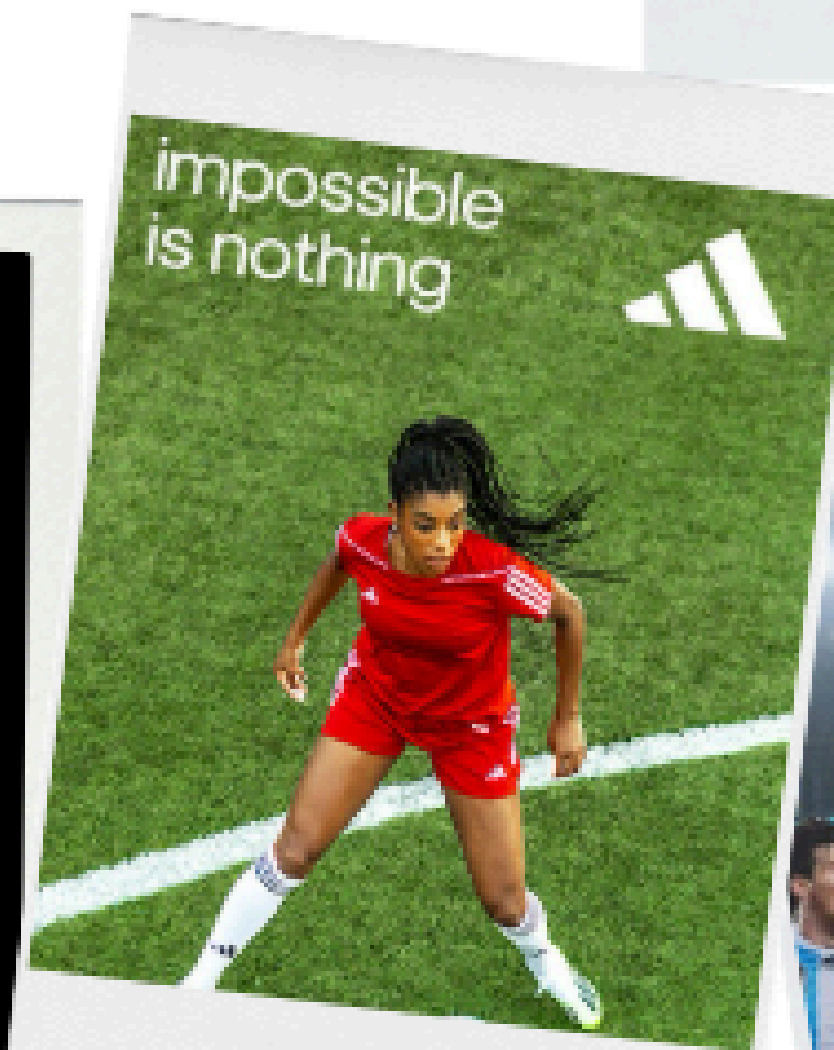
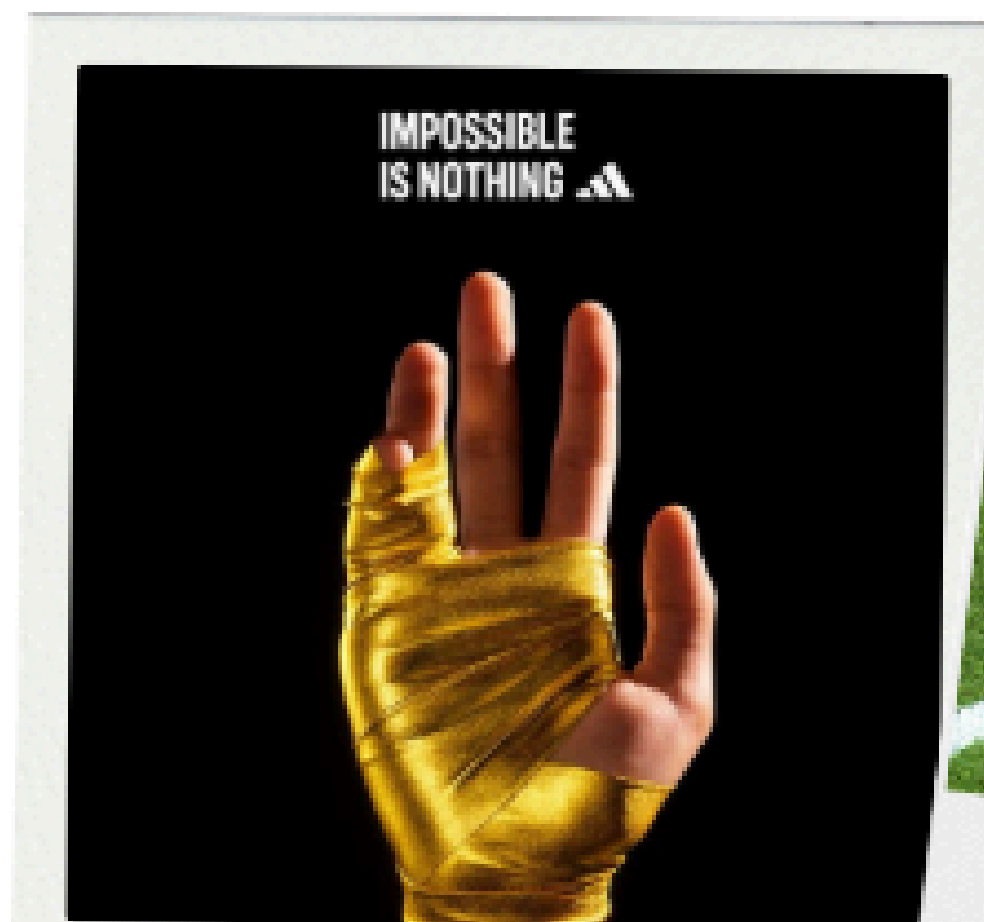
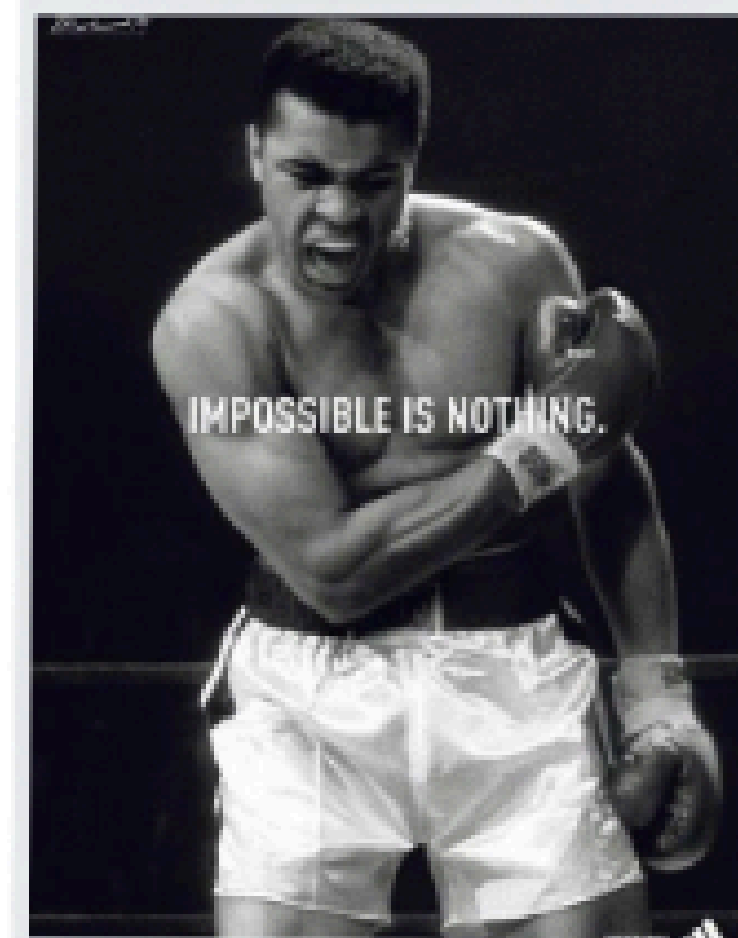


VISUAL RESEARCH

ON PREVIOUS ADIDAS CAMPAIGNS

IMPOSSIBLE IS NOTHING

Visual elements: Inspirational portraits of athletes, strong contrasts, black-and-white photography, intense facial expressions.



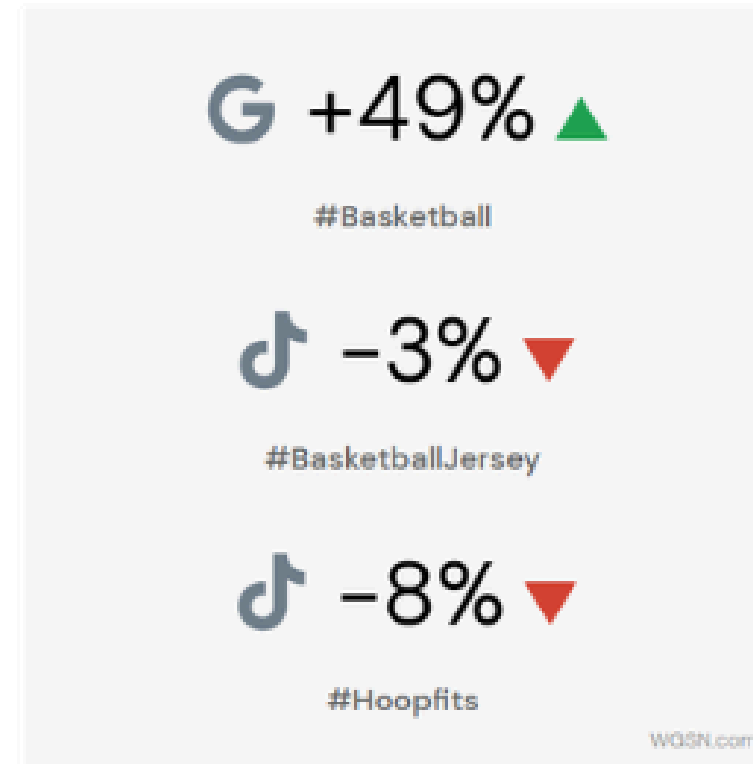
TREND STUDY

Basketball trends

Surging Google search interest for basketball coincides with increased viewership for summer events.

Strategies

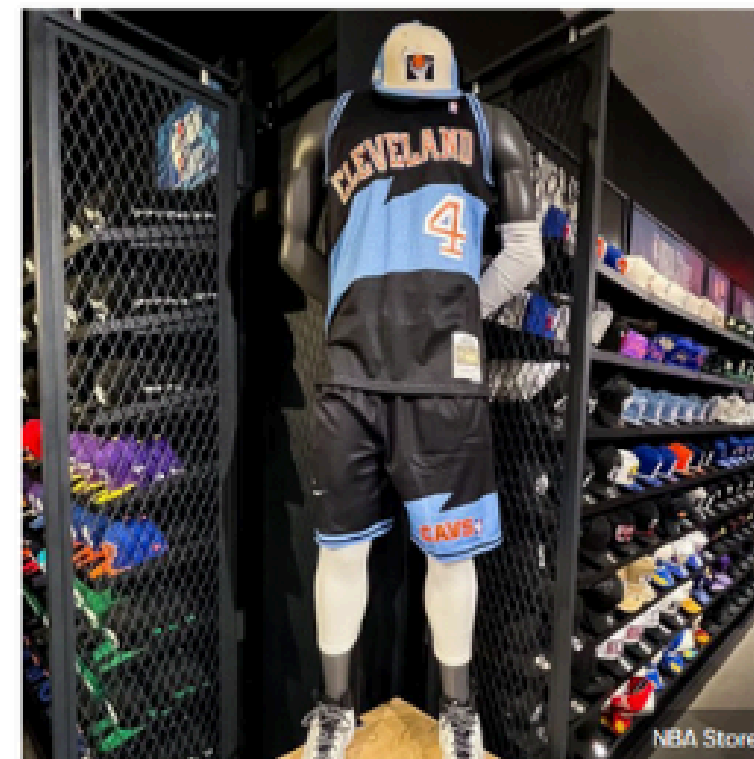
- Interest in wheelchair basketball at the Summer Paralympics and the FIBA 3×3 Europe Cup contributed to its search success. The latter event saw its digital channels draw over 30m social media impressions and digital engagement surpassed 1.1m. Ensure adaptable and inclusive options are available within ranges
- Despite this increase in interest, TikTok views for #BasketballJersey are down -3% YoY, and #HoopFit views are down -8% YoY, indicating interest in the sport may be shifting to court-to-street looks and elevated collabs
- For future seasons, look to refresh fashion-led fan-wear and use athlete collaborations to connect with younger audiences and appeal to a growing and diverse fanbase



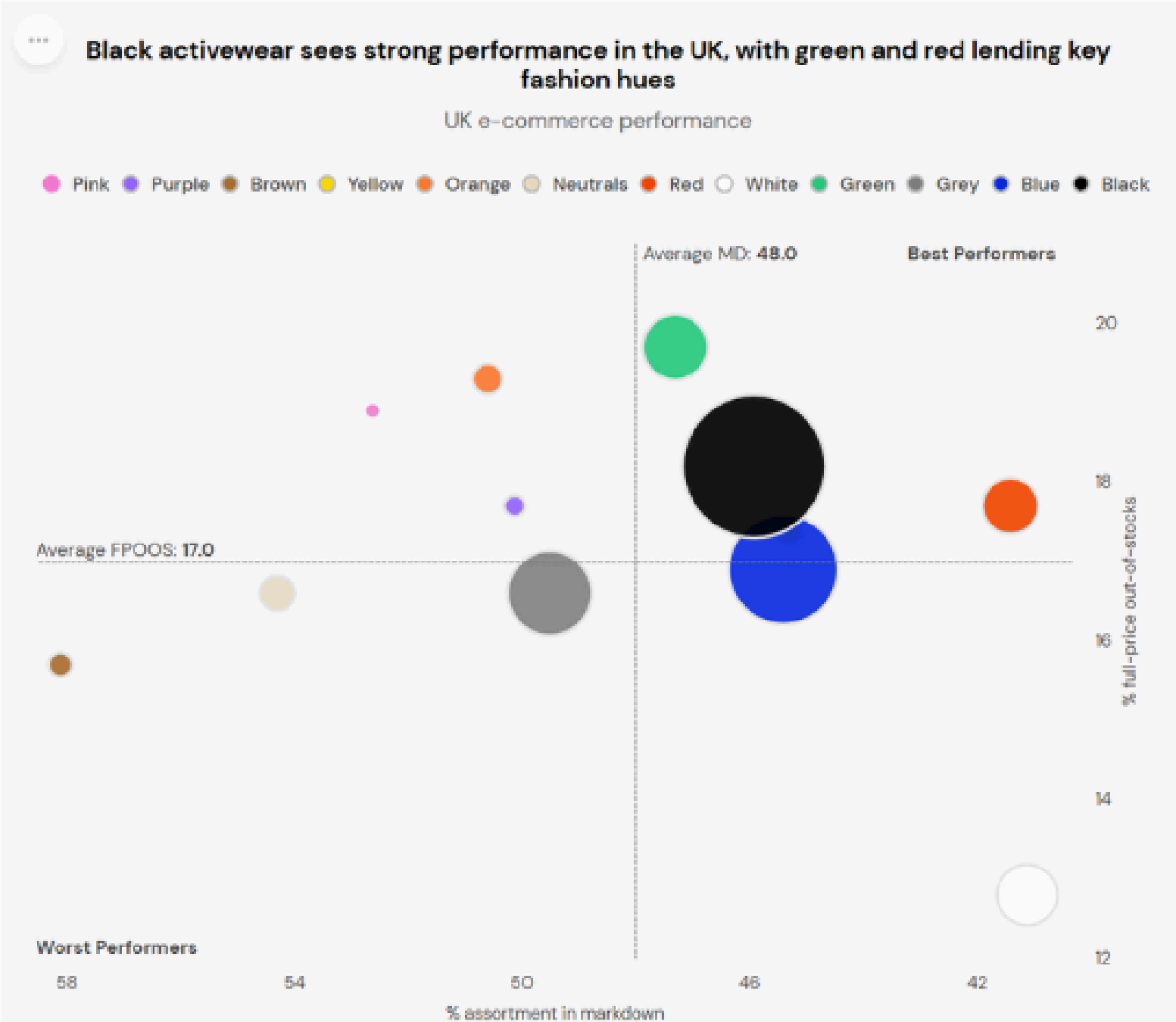
TikTok and Google. Worldwide, August 2023–November 2024



Paris

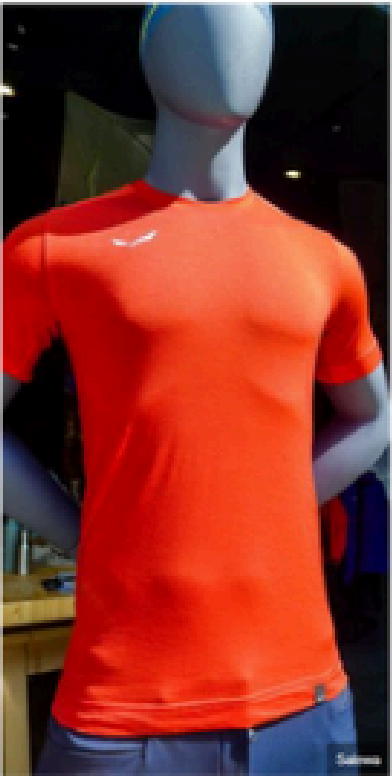


TREND STUDY

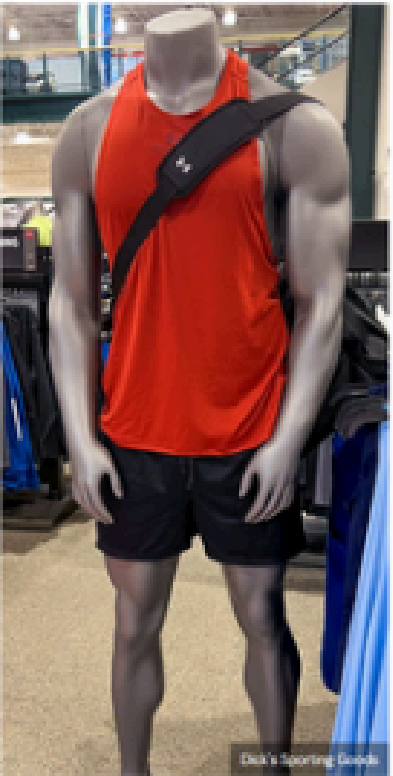


Red remains stable in the UK, with lower markdown rates

In the UK, red stayed relatively flat, increasing by 0.7ppt to 4.2% of the mix. However, its percentage FPOOS saw a 2.5ppt increase to 17.7% and its MD rate decreased by -8.5ppt to 41.4%. Incorporate reds within key A/W 25/26 palettes, such as Ambient and Dystopian Brights.



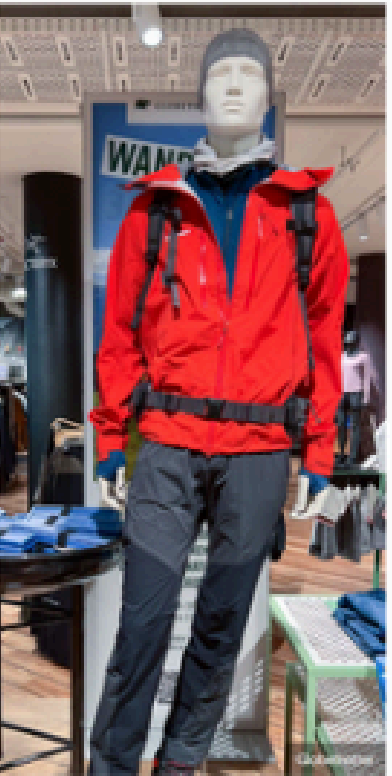
Milan



Austin



London



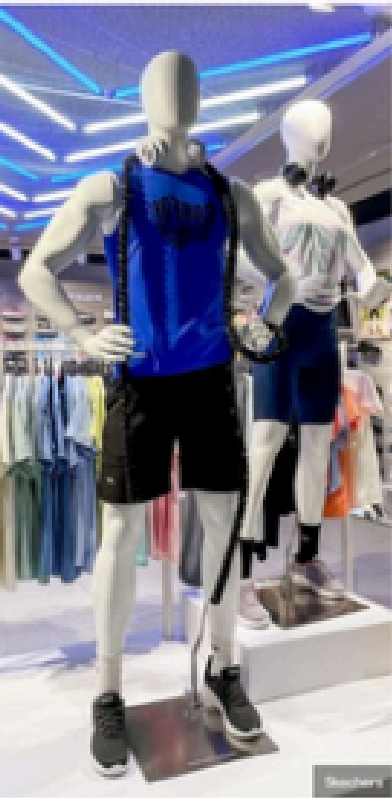
Munich



London

Blues perform well and are seen from dark to light

Blue had the largest penetration among the top performers, at 19.1% in the US and 18.4% in the UK. Style different shades of blue together for a multi-tonal look. Pair shades of blue with white and black accents to create a cooler-toned iced brights palette.



Singapore



New York



Rio de Janeiro



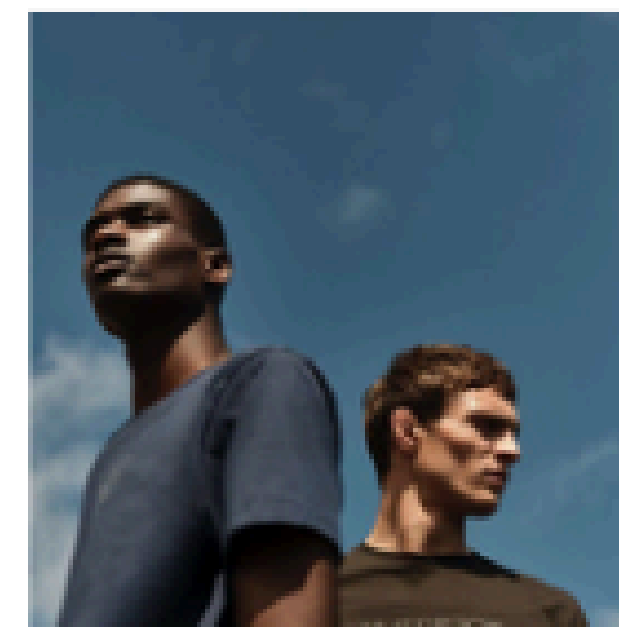
Munich



London

CONCEPT

Adidas' concept of inclusivity emphasizes the brand's commitment to supporting diverse lifestyles and professions. By offering versatile products, Adidas adapts to various needs, empowering individuals across different backgrounds and industries. The brand positions itself as a partner in helping people from all walks of life achieve their goals, promoting empowerment, self-expression, and performance for everyone. This inclusive approach extends across athletes, creatives, professionals, and everyday individuals, showcasing Adidas as a symbol of unity, adaptability, and personal growth.



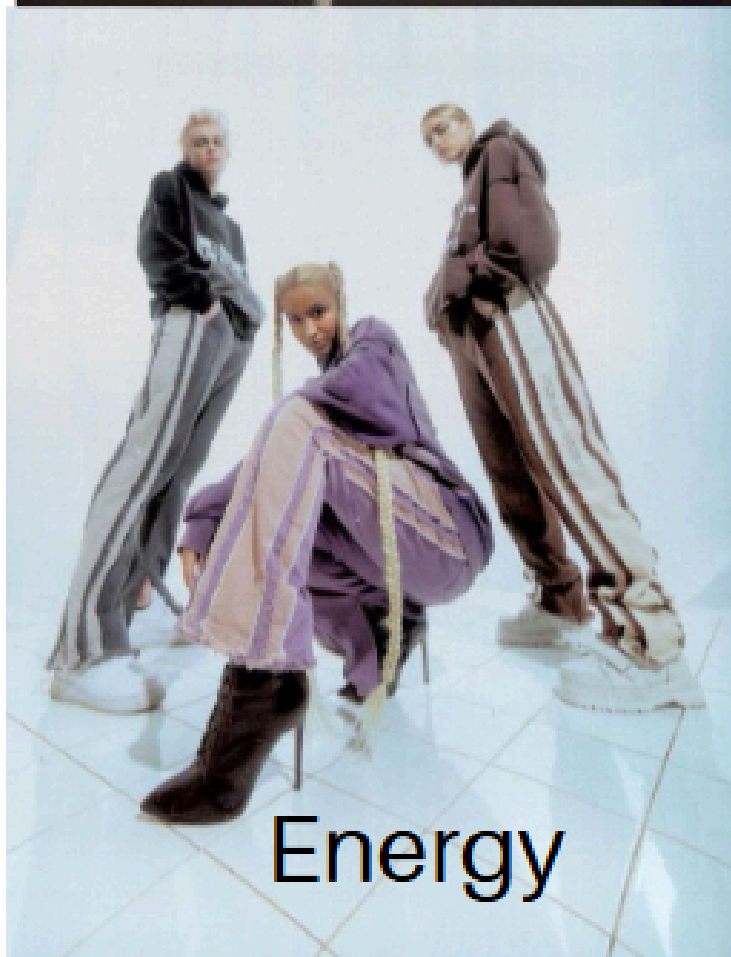
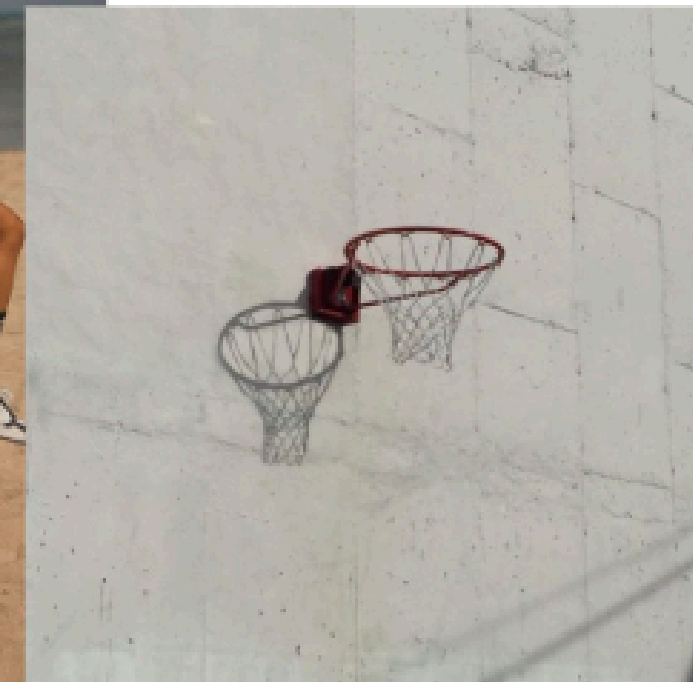
MOODBOARD



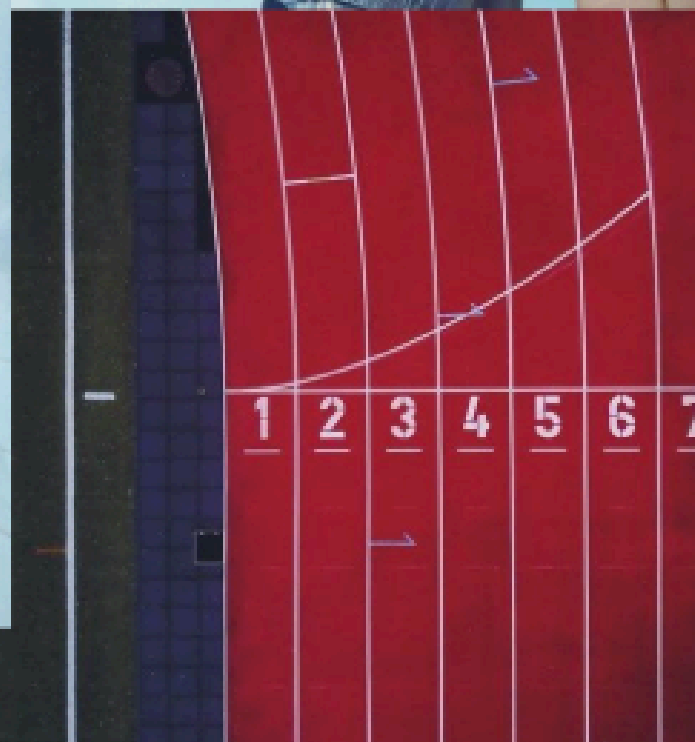
Moving



Active



Energy



(F)Light

ACCESSORY & SHOES



ADIDAS ULTRABOOST 22 HEAT RDY
RUNNING



ADIDAS NIZZA X MELTING SADNESS
CASUAL



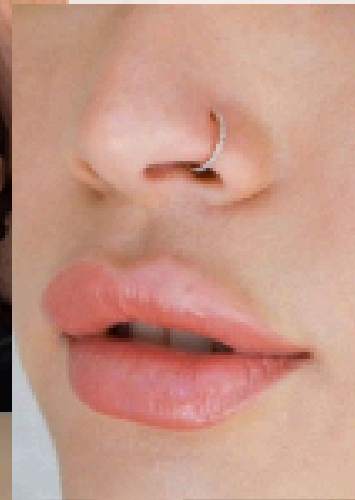
ADIDAS YEEZY 720
LIFESTYLE



ADIDAS ALPHABOOST V1
LIGHT RUNNING



ADIDAS HARDEN STEPBACK 3
BASKETBALL



MODEL PROFILE



Rithik M

Height- 182cm
Shoe Size- 8.5 UK
Hair Color- Black
Hair Type- Straight



Apoorva Jachak

Height- 163cm
Shoe Size- 5.5 UK
Hair Color- Brown
Hair Type- Straight



Johann Santosh

Height- 172cm
Shoe Size- 8.5 UK
Hair Color- Black
Hair Type- Curly



adidas SS 25





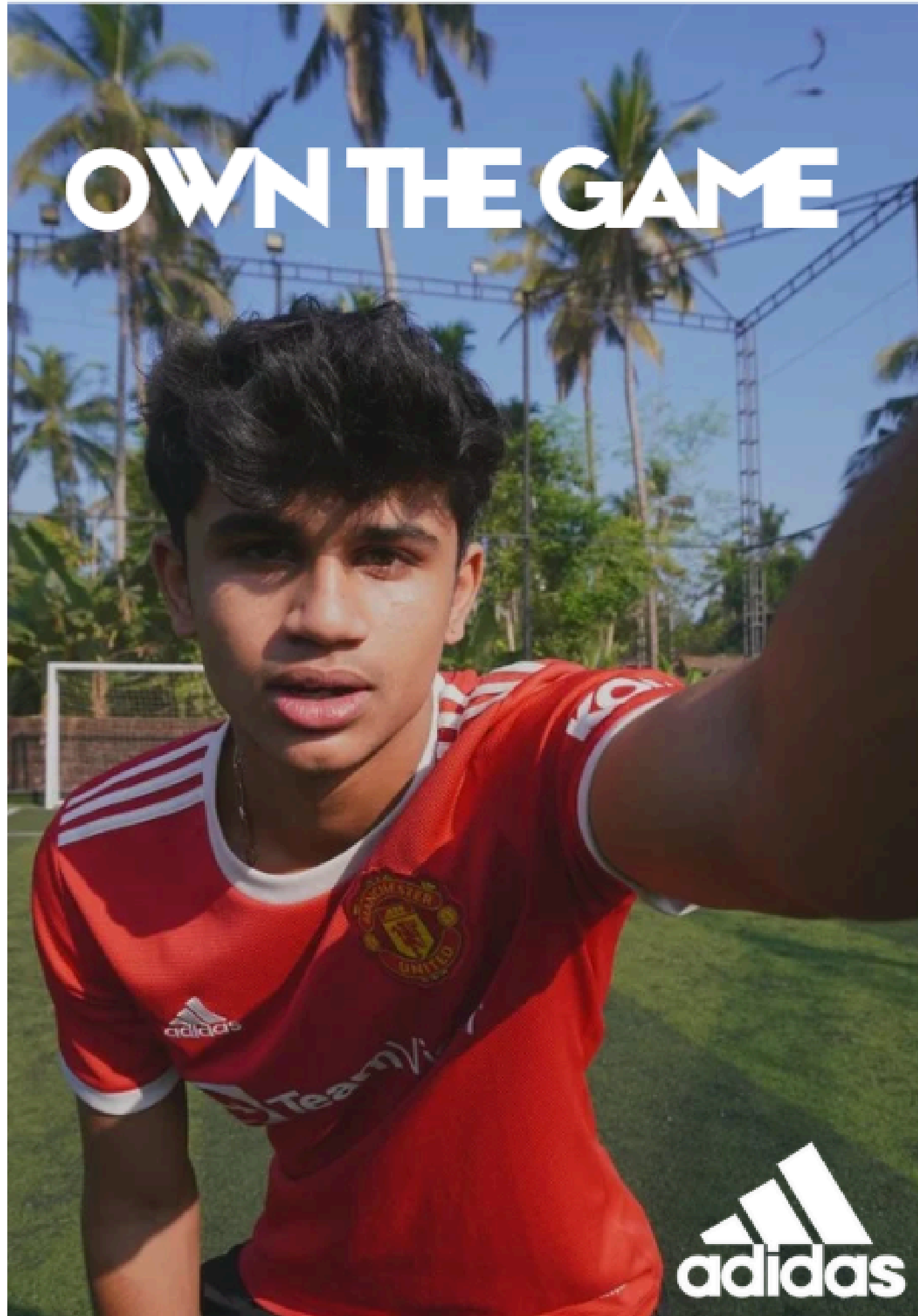
**STORIES, STYLES AND SPORTSWEAR AT ADIDAS,
SINCE 1949**



Own the game



OWN THE GAME



**IMPOSSIBLE IS
NOTHING**



