

## ADIDAS LAUNCHES BIGGEST MARKETING CAMPAIGN IN BRAND'S HISTORY

*New "all adidas" Global Brand Campaign Features Derrick Rose, David Beckham,  
Lionel Messi, Katy Perry, B.o.B. and more*

**PORTLAND, Ore. (March 14, 2011)** – adidas today unveils the "all adidas" global brand campaign, the brand's largest marketing campaign in history. The campaign showcases adidas' distinctive presence across different cultures and lifestyles fusing the world of sports, music and fashion and is the first time the company features adidas Sport Performance, adidas Originals and adidas Sport Style sub-brands in a single campaign.

The new campaign, launching March 16, captures the passion athletes, musicians and artists put into their "game" and takes a gritty, authentic look into the visceral nature of raw passion. Directed by Romain Gavras, the campaign features NBA star Derrick Rose, soccer stars David Beckham and Lionel Messi, pop icon Katy Perry, hip hop artist B.o.B., the University of Notre Dame football team and skateboarders Silas Baxter-Neal, Lem Villemin and Jake Donnelly.

"Today's consumers are not one-dimensional," said Patrik Nilsson, president of adidas America. "They live across the cultural spectrum and that's where adidas has its edge. The adidas brand extends beyond sports and 'all adidas' celebrates this breadth of passion from athletes, musicians, artists and beyond. The new campaign allows us to create stronger, truer connections with the consumer by encouraging and celebrating a mix of interests and passions central to their lives."

The campaign is built around a 30- and 60-second TV commercial and a two-minute extended online version. Fans can continue the conversation online through social platforms including [www.facebook.com/adidas](http://www.facebook.com/adidas) and [www.YouTube/adidas](http://www.YouTube/adidas), where adidas will serve up in-depth content to consumers.

At the heart of the all adidas campaign is the celebration of the game face – the look of glory or defeat we reveal at the most pivotal moment in the game. adidas is asking fans to submit their own best game face photo for a chance to be on a special TV commercial with other adidas stars during the MTV Movie Awards on June 5. Fans can visit [www.facebook.com/adidas](http://www.facebook.com/adidas) to submit their photo.

Montreal-based agency Sid Lee created and produced the global campaign. Sid Lee was hired as the global advertising agency for lifestyle label adidas Originals at the start of 2008 and developed the global campaigns for Originals in 2009 and 2010. In 2010, Sid Lee was announced as the global lead-agency for the entire adidas brand.

adidas designs and develops a broad range of athletic and fashion footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group that includes adidas, Reebok, TaylorMade and Rockport.

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For more information, please visit [www.news.adidas.com](http://www.news.adidas.com) or contact:

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