

adidas Originals 2009 advertising campaign celebrates “60 Years of Soles and Stripes”

Herzogenaurach, November 3rd 2008 – 2009 marks the 60th anniversary of adidas registering the iconic 3-Stripes mark introduced by company founder Adi Dassler. In keeping with this important milestone, adidas will unveil its largest global brand campaign ever for adidas Originals under the banner of *Celebrate Originality*. The campaign is set against the backdrop of a house party hosting an electric mix of people from the worlds of music, fashion and sport.

Born in sport heritage but living in contemporary lifestyles, adidas Originals is unique in that it unites and touches diverse pockets of popular culture around the world. To reflect this, the creative features musicians and icons Katy Perry, Estelle, Young Jeezy, the Ting Tings, DMC-Daryl McDaniels, Method Man, Redman, Afra, Ryukyudisko, Russell Simmons and Missy Elliott, athletes Kevin Garnett, David Beckham, Ilie Nastase and Mark Gonzales, and designers Kazuki and Jeremy Scott.

“adidas Originals’ biggest strength and point of difference is the ability of the Trefoil brand to be a relevant part of people’s lives – in whatever lifestyle they have - skater, rocker, artist, musician, sneakerhead, sports fan whatever,” explained Hermann Deininger, CMO adidas Sport Style Division. “This is a campaign that celebrates all of them and offers an open invitation to consumers to come and join in.”

The “house party” was directed by Nima Nourizadeh and features the track *Beggin’* remixed by Pilooski. The creative will come to life in a complete through-the-line offering including two television spots, cinema, digital, retail, activation events and a print campaign shot by RJ Shaughnessy.

Information



Montreal-based agency Sid Lee created and produced the global campaign. Sid Lee was hired as the global advertising agency for adidas Originals at the start of 2008 after working on various communication and retail projects for the brand over the last few years.

The campaign launches in the US on November 25th 2008 and in the rest of the world in January 2009. It is a full year campaign with elements rolling out throughout the year.

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