

Go all in for your team. Make your choice.

adidas UEFA Champions League Final. The 2012 Campaign.

Herzogenaurach/Munich, May 13th, 2012 - The excitement is mounting. Only just a few more days to go before the absolute highlight of this year's UEFA Champions League season. On May 19th, Munich will host the Final between two adidas clubs, Chelsea FC and FC Bayern Munich. In 2012, the world's most important football game at club level is attracting the attention of absolutely everybody; even the neutral onlooker will be faced sooner or later with the question of all questions: Chelsea or Bayern Munich? Blue or red? Lampard or Schweinsteiger?

In response to this excitement, adidas has developed an equally unique campaign together with the agency HEIMAT. With its motto "Go all in for your team. Make your choice." adidas is once again demonstrating its passion for football.

The mile of rivalry between Stachus and Marienplatz

In the week prior to the UEFA Champions League Final, adidas will be transforming Munich's much frequented pedestrian zone between Stachus and Marienplatz into the mile of decision-making. At more than 15 locations in the city centre, passers-by can and should show their colours: "All in for Bayern Munich" or "All in for Chelsea"? The choice of the right coffee mug at McCafé, of the right staircase at Saturn, of the red or blue scoop of ice-cream or even of the corresponding velotaxi will be a clear decision for one of the two finalists. At the same time, the decisions of the fans will not go unnoticed. With the help of automatic counting technologies and an Android app developed especially for this purpose, the so-called 'choices' will be counted and recorded in real time on the microsite adidas.com/uclfinal. Anyone who cannot be there in person has the option of assigning an

avatar which can represent users from all over the world and perform the desired actions. In this way, the constantly rising 'football fever' in the week before the Final will be felt not only in Munich, but all over the world.

Spectacular 3D mapping projection in the fashion house Hirmer

Each evening from Wednesday to Friday, at 22.00, the results of the 'choices' will be presented by way of a spectacular 3D mapping projection that will be stunning to watch and impressive to listen to. The long-established fashion house in the heart of Munich came on board as the location for this spectacular event by virtue of its enthusiasm for art, culture and the city of Munich. To this end, even the picturesque flower boxes that adorn the store's front will be removed for the first time in the history of the company. Directed by HEIMAT in Berlin and MINIVEGAS from Amsterdam, the event will involve projecting images onto the entire facade of the fashion store. The campaign is being advertised and supported by regional out-of-home media, such as blow-ups, CLPs, 18/1 posters and town tubes. Diverse online and on-air promotions with local radio stations complete the mix of marketing measures. The media agency Carat Hamburg is responsible for the campaign.

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Images, film material and text for downloading can be found on: <http://news.adidas.com> and as of 13.5.2012 on www.adidas.com/uclfinale