

adidas Unleash New Advertising Campaign for the Predator Lethal Zones Football Boot

New advert showcasing five lethal zones set to air during the UEFA Champions League Final

19th May 2012 – Herzogenaurach, Germany – Today, on the eve of the UEFA Champions League Final, adidas have unleashed a new advertising campaign for their latest football innovation, the **Predator[®] Lethal Zones** boot.

The new campaign features some of the best footballers in the world taking on challenges created to test their abilities to the max and showcase the five lethal zones on the new boot, all of which have been designed to help players control the beautiful game. The lead television commercial for the campaign will be premiered during the UEFA Champions League Final where adidas sponsored teams Bayern Munich and Chelsea will be competing to see who will be crowned kings of Europe.



adidas Predator players taking on the five Lethal Challenges

Predator players including Arsenal and Dutch star Robin Van Persie and Barcelona and Spanish legend Xavi Hernandez are shown in the new advertising campaign being tested by high pressure water jets, giant fan propelled air blasters, and exploding ball cannons. The five Predator[®] Lethal Zones on the boot are composed of super-light (SL) rubber and memory foam with 3-D print for perfect ball control with every touch and are developed independently to provide unique benefits.

Each challenge the players are tasked with in the advertising campaign relate back to the five Predator® Lethal Zones:



Dribble

The ultimate test of close control, players dribbling skills were challenged by being targeted with high pressure water jets.



First Touch

Taking first touch to the extreme, players were tasked with bringing a ball under control that was fired high into the air by specially designed ball cannons.



Sweet Spot

Finding the perfect combination of power and control, players were required to beat not one but three goalkeepers in a test of sweet ball striking with dip and curl.



Drive

Testing ability to generate true power, players were tasked with creating enough force to drive footballs against giant fan propelled air blasters.



Pass

Accurate passing controls games, players were required to showcase their supreme passing ability through a maze of neon illuminated lights.

Arsenal star Robin Van Persie said about the new boot; *“If you want to be a top player it’s vital that you are an all-rounder and that’s what the new Predator Lethal Zones are about. The five areas on the boot cover where players touch and strike the ball and the design works to maximise accuracy, power and control. Based on my opinion, and the opinions of my fellow professional players, adidas have created the new Predator. It’s great that they listen to us carefully as we know how it should be and how it should feel and their expertise does the rest.”*

World-class players such as Van Persie (Arsenal FC), Xavi (FC Barcelona), Nasri (Manchester City FC), Nani (Manchester United FC) and Di Maria (FC Real Madrid) have tested and contributed valuable input to the development of **Predator® Lethal Zones**. The new boot debuted on pitch at the start of May 2012 and will be available at adidas own-retail outlets as well as specialist stores worldwide from June 2012 in Bright Blue / Infrared / Collegiate Navy / White. For further information please visit adidas.com/football or go to facebook.com/adidasfootball or [@adidasfootball](https://twitter.com/adidasfootball) on twitter to join the conversation.

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Boot information:

Supporting the zones is a newly engineered Hybridtouch upper which combines the benefits of leather and synthetic – comfort, stability, reduced water uptake and the highest quality feel in all weather conditions. The **Predator® Lethal Zones** is also the first **miCoach** enabled Predator® boot, which means players can now track their performance stats such as distance, sprint count and maximum speed, then wirelessly transfer the data to a mobile phone or PC. The boot also integrates the revolutionary **Sprint Frame** outsole construction featured in the adizero f50, offering the perfect balance between light weight (225g) and stability as well as the **Traxion 2.0** stud configuration which ensures maximum grip and acceleration. “For the first time ever, Predator wearers have the complete weapon of control. We have been working with elite and amateur players for a number of years, and with Lethal Zones we have taken the Predator to a whole new level,” said Aubrey Dolan, product manager for **Predator® Lethal Zones**.

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