

FAQS

What is the brand campaign all about?

In 2011, adidas launched the “adidas is all in” brand marketing campaign, the biggest marketing campaign in the brand’s history. Featuring personalities from the adidas Sport Performance, adidas Originals and adidas Sport Style sub-brands, the campaign fused the worlds of sport, music and fashion by showcasing adidas’ distinctive presence across and into different sports, cultures and lifestyles.

Following the first chapter in March 2012 with adidas Running and CLIMACOOL® in the focus, adidas is taking it one step further by inviting fans and consumers to be an active part of the campaign activation and share their voice, their motivations and inspirations. The brand wants to go all in side by side with its fans and in fall/winter 2012 adidas Originals embraces this attitude by launching the “all originals represent” brand film and the associated marketing activation “represent your crew”, allowing its audience to share their passion, personality, individuality and style on adidas.com/represent.

What is the creative idea behind the newest chapter of the “adidas is all in” marketing campaign?

The Originals chapter of the 2012 “adidas is all in” campaign zooms into the stages for everyone: the streets and sidewalks across the globe. From New York to Tokyo, from Rio de Janeiro to Paris, any city in the world has its people that represent their home, their passions, their ambitions and their joy of life. Signed off by the tagline “all Originals represent”, the creative inspires and invites consumers worldwide to go all in and represent what they’re all about, as individuals and as part of a bigger whole – their crew.

In which markets will the campaign be rolled out?

“all originals represent” is a global campaign and will run in countries all around the world kicking off in the US from August 1st onwards.

What is the focus category of the new “adidas is all in” chapter?

The second chapter of the 2012 “adidas is all in” brand campaign fully focuses on the sub-brand adidas Originals as the iconic sportswear label for the street.

What are the thoughts behind the talent selection for the campaign?

The talent selection is based on partners who echo the brand’s values of authenticity, creativity and individuality. adidas Originals counts on its diverse and organically grown relationships to international artists and athletes who are all united with the brand by their commonality as originals.

What is the soundtrack of the hero spot?

The spot features Nicki Minaj’s song “Masquerade” that is featured on her 2012 album Pink Friday: Roman Reloaded. Nicki Minaj wrote this song particularly for the spot.

Who is the director of the hero spot?

The advert film was directed by the highly acclaimed filmmaker Melina Matsoukas, who has worked with some of the biggest names in the music and lifestyle industry in the recent past.

What is the “represent your crew” activation?

Inspired by the hero brand film “all originals represent”, the brand campaign will be activated worldwide through local events, challenging consumers to go all in and represent their crews and passions. Starting in the US on August 1st, 2012, consumers can submit content and take part in continuous challenges throughout 2012 to become the most original crew worldwide. All content created will be presented at <http://www.adidas.com/represent>. This platform will launch later in August, and everyone will have the opportunity to vote for their favourite crew or talent in their country.

PRODUCT/COLLECTION FALL/WINTER 2012

Which collections are featured in the newest chapter of the campaign?

The brand campaign features the adidas Originals Fall/Winter 2012 Collection: an exciting and innovative streetwear offer presenting diverse capsules, from its statement concepts such as adidas Originals by Jeremy Scott to its core collections. The adidas Originals core collection offers a spectrum of styles ranging from preppy casuals to Originals Denim and from visible technology to authentic productions for skateboarding made by skateboarders.