

“all originals represent” worldwide

adidas introduces new chapter of the 2012 “adidas is all in” brand campaign

Herzogenaurach, August 1st, 2012 – On August 1st 2012, adidas Originals unveils the newest chapter of the “adidas is all in” brand campaign featuring brand ambassadors such as international super star Nicki Minaj and hip hop artist Big Sean, Korean pop phenomenon 2NE1, the NBA’s Most Valuable Player Derrick Rose, and fashion’s wild child Jeremy Scott. The brand campaign is led by the hero film “all originals represent” and zooms into the sidewalks across the globe, showing the creative spirit from New York to Tokyo and from Paris to Rio de Janeiro. “all originals represent” inspires and invites consumers worldwide to go all in at <http://www.adidas.com/originals> and represent what they are all about, as individuals and as part of a bigger whole – their crew.

The 360° campaign will come to life through various channels, including television, cinema, digital, retail and print. In addition, the campaign will be activated worldwide through local events challenging consumers to go all in and represent their crews and passions. All consumer content created in the challenge will be presented at <http://www.adidas.com/originals>, and everyone will have the opportunity to vote for their favourite crew or talent in their country.

“This generation is always looking for a chance to go all in to their own beat; an opportunity to show the world their passions and their talents. This campaign builds on the desire for self-expression, and we are enabling our consumers to share with us and the world their creativity, and what originality means to them,” comments Hermann Deininger, CMO of the adidas brand.

The advert film features Nicki Minaj’s song “Masquerade” that she wrote particularly for the hero brand film “all originals represent”. The director of the advert film is 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.

Information



Montreal-based agency Sid Lee created and produced the brand campaign that will run in key markets across the globe in the course of the third quarter. Sid Lee was also in charge of last year's debut of the "adidas is all in" campaign as well as this year's continuation in March 2012 with CLIMACOOL® and adidas Running.

"all Originals represent" launches in the US on August 1st, and will continue to roll out globally throughout August and September 2012. Consumers can submit content at <http://www.adidas.com/originals> and take part in continuous challenges throughout 2012 to become the most original crew worldwide.

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Credits

Creative Agency: SID LEE

Production Agency: JIMMY LEE.TV

Post-Production: THE CUTTING ROOM/JIMMY LEE.TV/VISION GLOBALE

Production House: PRETTY BIRD

Director: MELINA MATSOUKAS

DP: FREDERIK JACOBI

Grading: COMPANY 3 (L.A)

Editors: CHUCK WILLIS/MERRITT DUFF/JIMMY LEE.TV

Sound Design and Mix: MACHINE HEAD/BOOGIE STUDIO

Music: NICKI MINAJ "MASQUERADE"