



**ADIDAS NEO LABEL ANNOUNCES THE YEAR OF THE NEOLOVER BY INTRODUCING ITS NEW “NOW IS EVERYTHING” CAMPAIGN**

HERZOGENAURACH, Germany (January 21, 2015) - adidas NEO Label dedicates 2015 to its fans, by announcing the year of the NEOlover. It's Spring/Summer 2015 #NOWISEVERYTHING campaign encourages teens from around the world to seize the moment and live life to the fullest with the inspiring truth that “this day, hour, moment — is everything.”

To kick off the new campaign, NEO will post 11 teaser video clips to YouTube and Instagram over a three-week period in January and February, encouraging fans to join the conversation on Twitter. The rollout will culminate in the debut of the #NOWISEVERYTHING brand manifesto video on February 4, 2015, featuring the brand's fun, fresh, and energetic vibe.

The February campaign also encourages the NEO community to play an active role in defining the brand's identity: by submitting their Now is Everything moment via NEO social platforms. In doing so, they have the chance to be featured in a user generated Now is Everything video.

This campaign is only the start of a year full of great and engaging activations, putting the NEO consumers at the heart of everything the brand does and inviting them to help shape the Label. NEO's global style icon Selena Gomez will also play a vital role and support all of the upcoming activations.

In 2014, NEO has already involved its fans and consumers to take a more active part in the brand by incorporating user-submitted content on its social media feeds, supplying a video mixer app to create brand videos, and by empowering the NEO community to curate the FW14 fashion show, #NEORunway, in the world's first-ever tweet-powered fashion show.

To stay up to date on all things NEO, including the brand's fresh new looks, visit <http://www.adidas.com/neo> or visit the NEO Twitter account @adidasNEOLabel.

adidas NEO Label is available through the adidas.com online shop, in NEO stores and wholesale accounts around the world.

-END-

For more information please contact:

adidas NEO Brand Marketing

Mans Ericson

[Mans.Ericson@adidas.com](mailto:Mans.Ericson@adidas.com)

Tel.: 212-352-6133

\*\*\*The adidas NEO Label is part of the adidas Sport Style sub brand based out of Corporate Headquarters in Herzogenaurach, Germany. NEO brings the heritage of sport and translates that to fashion at an accessible price point for teen consumers. Our core target consumer is 14 – 19 years global teen. A teen who is finding their edge in the everyday and putting their mark on it.\*\*\*