**Messi and Rose Inspire Young Athletes in adidas Film Series Sport 15**

**Herzogenaurach, February 13, 2015** –Starting today, adidas brings its passion for sport to life with the global roll-out of a series of films called Sport 15. Throughout the year, Sport 15 will tell brand stories that motivate and inspire young athletes to be the best you can be at any level or at any sport around the world. The first films show adidas icons from various sports including Lionel Messi, James Rodriguez and Derrick Rose.

“Sport 15 is more than a campaign. Sport 15 is a long-term investment into our brand,”, says Eric Liedtke, adidas Board Member responsible for Global Brands. “adidas has a longer legacy in every sport than any of our competitors. Therefore, we know sport and athletes better than anyone else.”

The campaign will be primarily activated via broadcast. In addition, adidas also brings the story to life through a strategic roll-out across social media via the unique adidas network of global news rooms located in Herzogenaurach, London, Portland, Shanghai, Moscow and Rio de Janeiro.

With Sport 15, adidas elevates its communication to a new level. Starting with the first 60- and 30-second commercials ’Take it’ and ’Takers’, adidas will celebrate sport with no interruptions in 2015 and beyond.

All films are based on the insight that sport happens in moments. adidas celebrates the fact that every moment in sport is a chance to redefine yourself and create something new for you or your team. In sport, no one owns today – every minute of every game is up for grabs and yours for taking.

Starring in this first wave of Sport 15 are adidas NBA stars Damian Lillard (Portland Trail Blazers), Joakim Noah, Derrick Rose (both Chicago Bulls), John Wall (Washington Wizards), American football player DeMarco Murray (Dallas Cowboys) and adidas football icons Gareth Bale (Real Madrid), Lionel Messi (FC Barcelona), James Rodriguez (Real Madrid) and Luis Suarez (FC Barcelona).

The films were created by long-term adidas agency partner 180 Los Angeles.

Follow youtube.com/adidas and join the conversation on Twitter @adidas or on facebook.com/adidas.

**About the adidas Group**

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach/Germany, the Group generated sales of € 14.5 billion in 2013 and currently employs 54,000 people across the globe, including 5,472 in Germany (as at December 31, 2014).

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