

 **adidas is all in**

**ABOUT
THE CAMPAIGN**

THOSE WHO DARE. GO ALL IN

Following on the heels of the all adidas campaign, we took the core message “adidas is all in” and crafted it to fit and elevate the women’s brand, based on the concept of “those who dare.” For the first time, we will bring together all adidas women’s collections — sport, street and style — delivering an inspirational yet relatable brand experience for women everywhere through dynamic video footage, insightful ambassador bios and more.

ABOUT THE AMBASSADORS

The female ambassadors we chose to represent this campaign come from all over the world and all walks of life. But they have one important thing in common: they give everything they've got to be the best they can be, and inspire other women to do the same — proving everyday that for those who dare, the sky is the limit.

THE CREATIVE CONCEPT

“Those who dare” is the inspiring and motivational message at the heart of the adidas women’s campaign. It incites women everywhere to dare to dream bigger, to push harder, and hints at the rewards to be gained by going all in. With this campaign, we show the pivotal moment when women risk it all for the pop of the flash, the roar of the crowd, the high five from a teammate. This is the moment her strength and confidence shines through — all because she dared to go there.