

 **adidas** is all in

QUESTIONS & ANSWERS

FAQS & TALKING POINTS

What is the creative idea behind “all adidas” online film?

The “all adidas” Women’s online film is an extension of adidas’ biggest campaign, “all adidas,” which capitalizes on the unique breadth and depth of the brand. Bringing together the Sport Performance and Sport Style divisions, the film highlights female athletes, artists, DJ’s and everyday girls. It celebrates “Those who dare;” the girls that fight with passion for their dreams; the girls that dare to go beyond their limits, have fun while doing so and because they believe they can do it, they go “all in” to reach that goal.

What is the main brand campaign all about, under which the “all adidas” film is included?

Launched in March 2011, the “all adidas” campaign features adidas personalities from both the Sport Performance and Sport Style divisions. The campaign fuses the worlds of sport, music and fashion by showcasing adidas’ distinctive presence across and into different sports, cultures and lifestyles.

Brand ambassadors such as Lionel Messi and David Beckham for football, NBA star Derrick Rose for Basketball, pop icons Katy Perry and B.o.B., the adidas skateboarding team and many more are captured in their natural surroundings. Together they show that when you are passionate about your game, whatever that game may be, you put all your heart into it.

What have been the thoughts behind the talent selection?

The FW11 “all adidas” online activation brings together adidas ambassadors and friends of the brand: from artists like pop icon Katy Perry, tennis player Caroline Wozniacki, athlete Wei Qiuyue, Staatsballett Berlin ballerinas, blogger Sneakerqueen, DJ Baby G and Chinese superstar Li Bingbing. All having a connection with the brand, these girls are a perfect fit because they dare to be bold and go “all in” with adidas.

Which collections are being featured in the “all adidas” Women’s film?

The “all adidas” Women’s film features selected highlight products from the adidas Sport Performance, adidas Originals and adidas Sport Style sub-brands.

From adidas Sport Performance, the film features products from Women’s Training (e.g. Fluid Trainer shoe, TechFit All-in-One suit), Football, Running, adidas by Stella McCartney (e.g. Caroline Wozniacki pieces). adidas Originals products featured include highlights from Jeremy Scott.