



## INFORMATION

### **I GOT THIS: adidas launches a new campaign to connect with active women.**

Entitled I GOT THIS, the campaign adopts a strong, bold and powerful tonality across channels, including retail, digital and social. The aim is to grab her attention and provide authentic, visceral and compelling content that enables the athletic woman to live her active life her way, across multiple training methods.

The campaign launches just in time for the holiday season and taps into the insight that active women are always on, and committed to their training routines all year round. Featuring the Racer Back Bra, Ultimate Tights 2.0 and multiple other key pieces that are set to become staples in her wardrobe, I GOT THIS showcases the best of adidas.

The high support Racer Back bra gives all women confidence, and offers the perfect fit with custom construction for every size, maximum ventilation due to breathable filter foam pads and adjustable side closures make it easy to take on and off.

The Ultimate Tights 2.0 live up to their name thanks to all new opaque material means better coverage no matter how extreme your workout, a super-flattering fit with an re-engineered waistband and Climalite fabric that keeps you dry.

The full adidas women SS16 collection offers everything the active woman needs to ensure she can work out to the full and look great doing it.

\*\*\*

#### About adidas

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the best sports brand in the world. For more information, visit [www.adidas.com](http://www.adidas.com).

\*\*\* For further information please visit adidas News Stream or contact: Danica Nielsen-Cornwall, PR Manager, [danica.nielsen-cornwall@adidas.com](mailto:danica.nielsen-cornwall@adidas.com)