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**Tango Squad Creators Take Over Real Madrid Training Facility in New adidas Campaign**

**- Group of young soccer players from adidas Tango Squad star alongside Zinedine Zidane and Marcelo in campaign -**

**- adidas recognizes creativity as the difference maker in an athlete’s game and tapped some of the most creative athletes in sport today – Tango Squad – celebrating the future of soccer coming from the street -**

**- Video features young amateur players from UK, Spain, Mexico, France, Germany and Italy -**

**- This is the latest chapter in adidas ‘Here to Create’ series that celebrates the use of creativity in sport -**



**Portland, Ore., September 12, 2017 -** Real Madrid stars Zinedine Zidane and Marcelo have been joined by a group of young amateur soccer players as the stars of a new campaign from adidas celebrating how creativity in sport can get you noticed.

In the campaign film, the players from the UK, Spain, Mexico, France, Germany and Italy are seen using Real Madrid’s renowned training facility in a bid to showcase their creativity. Zidane and Marcelo watch on as the players sneak into the facility, play soccer through the hallways, replace the jerseys of Real Madrid’s star players with their own shirt and even produce a bold trick on Marcelo as he confronts the group on the training pitch.

Following chapters in ‘[Unleash Your Creativity’](https://www.youtube.com/watch?v=AH0rqwc4fgY) and ‘[Create Positivity’](https://www.youtube.com/watch?v=Vj6meQG6JmY) the latest campaign features a group of adidas Tango Squad players – soccer obsessed 16-19 year olds living in 15 cities worldwide – showcasing how creativity in sport can change everything.

The film is the latest chapter in the Sport17 ‘Here to Create’ brand campaign designed to celebrate the role of creativity in sport. The campaign underlines the brands position as the Creator sports brand, highlighting athletes who express their creativity in their game, life and world.

**Ryan Morlan, VP of Global Brand Communications for adidas, said:**

“As the Creator sports brand we believe an athlete’s imagination and creativity can take them further than their body or mind alone ever can. ‘Creativity Gets You Noticed’ builds on this belief by showing how a group of grassroots athletes can harness the power of creativity to redefine how to get noticed.”

As part of the brands open source strategic approach – a process of co-creation with athletes, customers and partners – the concept will also extend to adidas owned channels including [adidas.com](http://www.adidas.com). The website will be redesigned to appear as though the Tango Squad players have designed it themselves, with their faces replacing the likes of Leo Messi.

The campaign launches today, Tuesday, Sep. 12, and will rollout globally over the coming days. Join the ‘Here to Create’ conversation via [#HereToCreate](https://www.instagram.com/explore/tags/heretocreate/) on [Instagram](https://www.instagram.com/adidasfootball/)​, [Twitter](https://twitter.com/adidassoccer)​ and [Facebook](http://www.facebook.com/adidassoccer) channels. The latest film, as well as all previous instalments, can be found at [www.youtube.com/adidas](http://www.youtube.com/adidas) and [www.adidas.com/heretocreate](http://www.adidas.com/heretocreate).

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**For further media information please visit** [**http://news.adidas.com/US/home/SOCCER**](http://news.adidas.com/US/home/SOCCER) **or contact:**

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**About adidas Soccer**

adidas is the global leader in soccer. It is the official sponsor / official supplier partner of the most important soccer tournaments in the world, such as the FIFA World Cup™, the FIFA Confederations Cup, the UEFA Champions League, the UEFA Europa League, the UEFA European Championships and Major League Soccer. adidas also sponsors some of the world’s top clubs including Manchester United, Real Madrid, FC Bayern Munich, Juventus and AC Milan. Some of the world’s best players also on the adidas roster are Leo Messi, Paul Pogba, Gareth Bale, Karim Benzema, Roberto Firmino, Thomas Müller, Luis Suárez, James Rodríguez, Diego Costa, Mesut Özil, Renato Sanches and Julian Draxler.