**adidas “Calling All Creators”**

* In the relentless pursuit of being the world’s best sport brand, adidas launches its newest brand campaign: Calling All Creators.
* In this multi-channel brand campaign, **adidas is calling on Creators to create.**
* The film demonstrates daily acts of creativity and imagination through the brand’s innovation, latest products and Creators both amateur and professional.
* “Calling All Creators” encourages athletes to get up, get out and have the courage to make something new.

**Agency:** Sockeye in Portland, Oregon

**Air Date:**

* November 23, 2017 - premiers on Thanksgiving Day during the Dallas Cowboys vs. Los Angeles Chargers football game at 4:30PM Eastern Standard Time, and will air multiple times on major broadcast networks. It also will be streaming live in the digital space on Hulu and YouTube.

**Some of the Creators Featured in the Film Include:**

* Kris Bryant - third baseman of the World Series Champion Chicago Cubs
* Carlos Correa - 2015 Major League Baseball (MLB) American League Rookie of the Year, shortstop of the World Series Champion Houston Astros, 2016 National League MVP
* Joel Embiid - NBA All-Rookie First Team center of the Philadelphia 76ers
* DeAndre Hopkins - Pro Bowl wide receiver of the Houston Texans
* Karlie Kloss – Supermodel
* Damian Lillard – NBA player for the Portland Trailblazers, 2012 NBA Rookie of the Year, 2017 Leading scorer for the Trailblazers.
* Von Miller – Linebacker for the Denver Broncos, 2015 Super Bowl MVP
* Garbine Muguruza – 2017 Wimbledon Champion
* Candace Parker - 2016 WNBA World Champion and WNBA Final MVP, forward of the LA Sparks
* Pharrell Williams – Pop/R&B musician and producer, 11-time Grammy Winner
* Paul Pogba – Top midfielder for Manchester United Football League
* Dak Prescott - 2016 Offensive Rookie of the Year, quarterback of the Dallas Cowboys
* Aaron Rodgers – NFL Quarterback for Green Bay Packers, 2008 Super Bowl MVP
* Robbie Rogers - former MLS player

**Narration By**:

* A$AP Ferg – NYC-raised rapper and friend of the brand