**ON THE EVE OF MESSI’S FINAL FIFA WORLD CUP™, ADIDAS SHOWS FANS THAT WHEN IT COMES TO THE GREATEST OF ALL TIME, IMPOSSIBLE IS NOTHING**

* adidas creates ‘The Impossible Rondo’ – a celebration of Lionel Messi’s World Cup career ahead of his final tournament.
* Created using the latest in artificial intelligence and VFX, the film combines real footage of Messi playing at previous World Cups with body doubles and green screens, to create an ‘impossible’ warm-up ahead of Argentina’s first game next week.
* The Impossible Rondo film will launch on November 18

**HERZOGENAURACH, November 18, 2022:** To celebrate the career of the world’s greatest player, Lionel Messi, ahead of the FIFA World Cup Qatar 2022™, adidas unveils the latest chapter of its **Impossible is Nothing** story with the launch of ‘The Impossible Rondo’. The film is a dream vision football fans across the world will be eager to witness – the G.O.A.T pitted against himself, complete with his haircuts, Argentina shirts and adidas boots across 18 years and five tournaments.

Bringing the magic of Lionel Messi’s World Cup career to life, the film was created using the latest advancements in artificial intelligence and VFX. Historical and present-day footage of Messi was used to produce different, de-aged versions of him. This was then applied to body doubles to allow us to bring Messi versus Messi to life, which sees him preparing for the World Cup alongside versions of himself from 2006, 2010, 2014 and 2018.

Having already shared its Family Reunion film and the Impossible Rondo with fans, adidas will continue to celebrate its global football family throughout the tournament with iconic player moments, global social media activations and the creation of the 'Al Rihla Arena' - an official adidas fan zone on-the-ground in Qatar.

Fans can watch the film on adidas’ YouTube and follow all adidas action from the tournament at @adidas on Instagram, Twitter and TikTok.

**- ENDS –**

**Notes to Editor**

Film credits

**TBWA x Fresh Juice**

Production & Partners

Production Company: Iconoclast Paris

Director: Ian Ruschel

DOP: Pat Aldinger

Executive Producer: Jean-Pierre Gavini

Line Producer: Maxime Brun

VFX: Ambassadors

Editor: Adriana Legay

Grading: Company3

Colorist: Joseph Bicknell

Sound design: 750Mph

Sound design: Sam Ashwell

**About adidas**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/ Germany, the company employs more than 61,000 people across the globe and generated sales of €21.2 billion in 2021.