BAD BUNNY
THE LAST
CAMPUS

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OVERVIEW

OVERVIEW

The Last Campus brings a new twist to Benito's iconic Campus silhouette, and available just in time for his ongoing Most Wanted Tour.

This is a nod to Benito’s signature brown mask, which has become a staple of his on-stage aesthetic and relentless pursuit of originality. It also carries the cowboy and western motifs that characterized his latest album release.

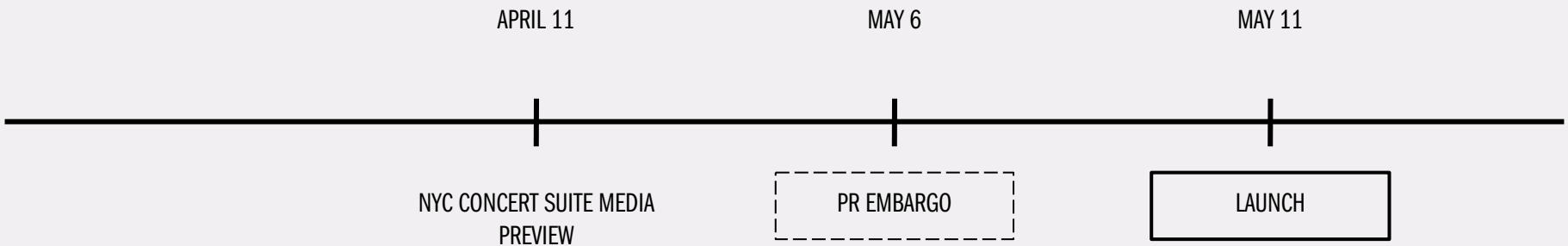
The shoe features chalk white and pink accents to create a bold contrast for the wearer. Finished with a double-tongue, double-heel construction, the shoe pays homage to Benito’s bilingual identity and ability to transcend genres.

PR for the adidas x Bad Bunny Last Campus will nurture and build the relationships of those who have supported Benito and inspire them to break boundaries.



TIMELINE

TIMELINE


APRIL 11
MAY 6
MAY 11
NYC CONCERT SUITE MEDIA PREVIEW
PR EMBARGO
LAUNCH

OBJECTIVES

OBJECTIVES

ATTRACT

Create excitement around the distinctive new colorway and highlight the inspiration of Benito's Most Wanted Tour

ENGAGE

Discover the Last Campus colorway and showcase the shoe as a continuation of Benito's original tour style

CONVERT

Provide a direct connection to Benito's tour style and encourage originality

MESSAGING

1

The Last Campus brings a new twist to Benito's iconic Campus silhouette with inspiration from the Most Wanted Tour.

2

The dark brown colorway is a representation of Benito’s western style, nodding to the artist’s signature brown mask that’s become a staple of his on-stage tour aesthetic and non-stop push for originality

3

This drop celebrates Benito’s ability to break boundaries and language barriers as a singular global artist and creator. The Most Wanted Tour

MEDIA TARGETS

STRATEGIC APPROACH

INCUBATE
April - May 5

Begin building hype and excitement surrounding the upcoming Last Campus drop and The Most Wanted Tour

April 11
Select media attended Bad Bunny's Most Wanted Tour at Barclays Center to excite them about the shoe dop while building relationships with key media titles, leading to interest in coverage of the launch

Execute a seeding of Last Campus to all attendees as part of the incubation

LAUNCH
May 6 - May 11

Initiate the launch by raising product awareness through global media placements

May 6
PR Embargo

May 11
HLD

SUSTAIN
From May 12

Sustain momentum through ongoing product coverage

MEDIA TARGETS

HYPE

Focus on the latest drops in streetwear, with a focus on anticipation and exclusivity and a goal of informing and inspiring the reader.

HYPEBAE

COMPLEX

SNEAKER

Focus on the latest drops in sneakers, with a goal of informing and making purchase recommendations to the reader.

SNEAKER NEWS

sole collector

FASHION / LIFESTYLE

Focus on the fashion industry, brand elevating titles and showcasing the latest collections to a fashion forward consumer.

VOGUE

BAZAAR

CULTURE / ENTERTAINMENT

Focus on the latest developments and news in entertainment and pop culture.

Rolling Stone

billboard

INDIE

Niche and/or independent publications, that inject “coolness” into the brand while also reaching the target consumer.

i-D

REMEZCLA

PR ASSETS

PRESS RELEASE

WIP

adidas Originals and Bad Bunny Release Last Campus

Herzogenaurach, Germany, May 6, 2024 - The latest drop in the Bad Bunny and adidas collaboration is a bold interpretation of the classic Campus silhouette. The Last Campus is the latest, and the last of the longtime adidas staple, released just in time for Bad Bunny's Most Wanted Tour.

The bold brown colorway was inspired in part by the signature brown mask that has become the mainstay of Benito's on-stage aesthetic. The chalk white and pink accents make for an eye-catching contrast sure to turn heads when it takes the stage.

This drop continues to nod to Benito's western-inspired album art and graphics all of which have been reinterpreted through Benito's own persona style, and heavily inform the visuals for the sold-out tour.

The Last Campus features rich texture layering, bold block and contrasts, and the playful lines that have defined the collaboration and Benito's own distinctive style. It also boasts a double-heel, double tongue construction, paying homage to Benito's bilingual identity and his unique ability to transcend genres. An all-seeing eye emblem anchors the tongue, and the sockliner features his signature bunny lockup, details that make the show another undeniable addition to the groundbreaking collaboration.

This drop along with the rest of the collaboration continues to take inspiration from Benito's ability to break boundaries and break down language barriers as a singular global artist and creator.

With a range of sizes for each member of your crew, this release is the latest creation from adidas x Bad Bunny. The shoe will be available in-store, online, on the CONFIRMED app, adidas.com/badbunny and in the adidas flagship store starting May 11th. It is priced at $120 USD for infants, $140 USD for kids and $160 USD for adults.







PRODUCT STILLS









CAMPAIGN STILLS

ASSETS

LINK TO DOWNLOAD ALL ASSETS HERE

1X PRESS RELEASE [ENGLISH / SPANISH]

PRODUCT VISUALS

CAMPAIGN VISUALS

GRACIAS