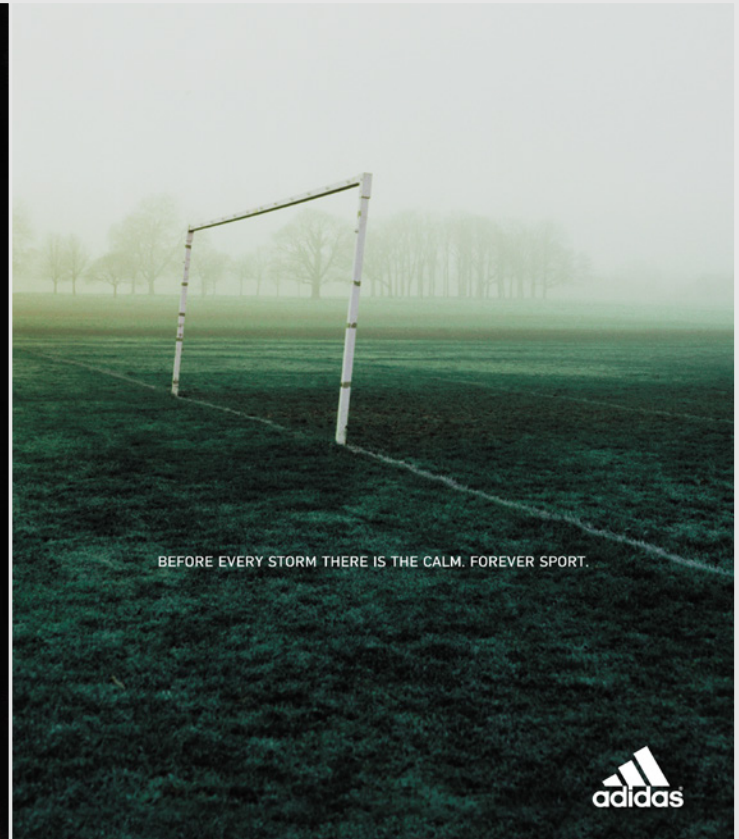


# Adidas – Quiet Power Brand Campaign

A glimpse into split-second moments from the world of sports and competitive athletes



## Background

Founded in 1949 by the cobbler Adi Dassler, Adidas has today grown to the largest sportswear manufacturer in Europe and the second biggest sportswear manufacturer in the world. Besides sports footwear and apparel, Adidas makes equipment and accessories for almost every sport category.

## Challenge

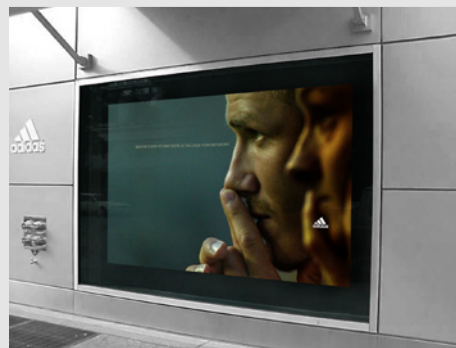
Adidas does business in virtually all countries around the world, and marketing campaigns are launched throughout the year. To maintain a fresh Adidas brand in and around retail it is a prerequisite to create a brand campaign fitted for global usage that celebrates the Adidas ubiquitous tagline Forever Sport featuring the most recognized athletes in the world such as David Beckham, Sergio Garcia, Tracy McGrady, Ian Thorpe, Anna Kournikova, Martina Hingis, Marat Safin, Tim Henman, Matt Beach, Jonah Lomu, Ato Boldon, Maurice Greene, and a few more.

## Solution

The Quiet Power brand campaign is an emotional portrait of what manifests Adidas to be forever about sport. Quiet Power reveals the essence about athletes and sport performances as a place far beyond famous faces, urges for new records, goals of prized medals, podium positions, or championship dreams. Instead, Adidas celebrates the solitary state of mind and the Quiet Power within every athlete. This portrait campaign gives a unique glimpse behind the split-second decisive and intangible moment happening in and around the competitive minds born with a passion for sport.

## Services completed

- 1 Mission & Vision
- 2 Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 Branding & Identity
- 5 Marketing & Messaging
- 6 Product Design
- 7 Retail Store & Fixture Design



Quiet Power is an advertising approach to a global retail campaign that includes 14 categories of world-class athletes and solitary sport environments.

*“A global retail campaign on-time and on-budget delivered ready-for-print to over 140 countries.”*