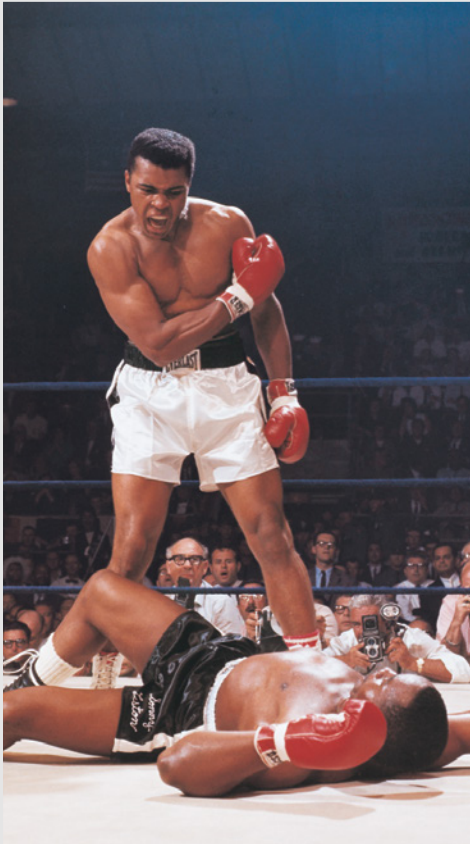


# Adidas – Superstar Endorsement Book

CULTÉVA

Presenting the passion for sport behind the brand through one of the greatest sport legends of all



## 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

In 2001 Adidas US business grew nearly 40%, in 2002 Adidas was looking to fuel the growth, Tracy McGrady was made the brand's basketball icon, and the company wide focus was to acquire more of the best players to increase the marketing efforts with a multiple-players branded team. Lifetime endorsement contracts was drafted and the management was seeking ways to create the most inspiring Adidas brand pitch that articulated the foundation and heritage of the brand with the 3-Stripes to new icon athletes, teams, and their constituents.

## Solution

The Adidas Superstar book presents one of the all-time greatest sport icons Muhammad Ali, his poetry, his figure, historic performances, and indisputable presence through curated words and visuals of monumental proportions. The Adidas Superstar Book portrays the integrity behind the man that symbolizes over 50-years of legendary events and Championships to have ever endorsed the brand with the 3-Stripes.

The Adidas Superstar book inspired the events with private jets, luxury residence presentations, autographed exclusive memorabilia, new personalized identities, architectural designs, groundbreaking product with signature packaging, and drove the blitz OOH advertising campaign in Akron Ohio for the Adidas Superstar offer made to LeBron James.

## Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Superstar Center Design



*"The brand pitch was instrumental in Kevin Garnett and Tim Duncan signing multi-million dollar Adidas brand endorsement contracts."*