

# Adidas – Kobe Bryant Sub-Brand

CULTÉVA

The connection between personality and name creates a new international sub-brand



## 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

With arguably the most talented basketball player in the NBA Kobe Bryant as the brand athlete, Adidas had yet to increase business nor brand recognition, and was challenged to (1) strengthen the recognition for Adidas as a basketball brand, (2) increase recognition for Kobe Bryant as an Adidas athlete, and (3) create a long-term campaign to position Adidas-Kobe as a sub-brand.

## Solution

The Adidas-Kobe campaigns celebrates Kobe living his life like he plays the game of basketball. His style and sophistication is the force that drive Kobe's creative approach to an amazing out-of-this-world game style.

The Adidas-Kobe was a company-wide sub-brand initiative. This 2-year long integrated marketing initiative was a new approach to product design and marketing tactics that inspired global advertising campaigns, style events, a wave of websites, sophisticated micro-sites, sleek retail appearances and collateral, and urban events and OOH.

*"The 2-year company-wide effort and international campaign push, positioned Adidas as the National #1 best-selling footwear in US, set sales records, increased brand recognition, and grew category business with over 480%"*

## Services completed

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

