



Trefoil Ad Agency

Adidas Pharrell Collection Pitch



Marketing Review

Global Athletic Footwear Market is rapidly growing by 2.4% every year. According to the forecasts it will reach \$114.8 billion by 2022. North America is dominating the market with a revenue share of approximately 40% in 2018.

Athletic footwear is mainly designed for sports and other indoor and outdoor activities for athletes and climbers, but nowadays it's worn by people of all age groups and different lifestyles. Such rise and popularity can be explained by the economic growth and constantly increasing number of people who are aware of the health benefits, their engagement in sports activities, fitness, yoga, gym, etc. In addition to that, due to the ongoing trend of wearing athletic footwear as casual and fashion products, it has become a constant part of the wardrobe of almost every man or woman.

Now there are a great number of different types of athletic footwear that are made of high quality raw materials, like leather, foam, or plastic. Due to innovations and technological advancement, athletic footwear has many advantages, such as cushioning, comfort, mid-foot balance, breathability, better speed control and so on that improves functionality. Today the global footwear market produces a great range of athletic shoes that vary in design, color, and price that satisfy the growing customers' needs and wants of different target groups.

The companies that dominate the market are Adidas AG, Nike, Inc., New Balance Athletics, Inc., and Skechers USA, Inc. The main focus is to increase the stability and comfort of sports footwear by developing innovative technologies.

Our advertising agency is representing Adidas. Adidas, a world-known German company, owned by Adidas AG, is one of the leading brands in the sports and footwear market.

The company is engaged in the production of clothing, shoes and accessories not only for sports, but also for everyday life. The global Headquarters are in Herzogenaurach, Germany.

The company was founded by Adolf Dassler in a small town in Bavaria, Germany, in 1924. Later, he was joined by his brother Rudolf. The company was named Dassler Brothers Shoe Factory. The brand received world awareness after a medal winning performance of a US sprinter Jesse Owens during the 1936 Summer Olympic Games. In 1949 after a conflict with his brother, Adolf Dassler registered his company as Adidas. Throughout history it has had ups and downs. In the 1980's it faced a tough competition from Nike Inc., but soon recovered by targeting the youngsters and sports oriented people.

The aim of Adidas is to manufacture the best products which have the combination of both innovative technology and design for their consumers. Adidas has a great variety of products, but the biggest, of course, is footwear, that comes in a great number of designs, styles, and colors. It is followed by apparel and accessories that are in demand as well. Adidas uses both competitive pricing, for run of the mill products, and skimming pricing, for newly introduced products and uniquely designed and limited editions.

Strategic partnerships help Adidas to accelerate growth and increase their value. Adidas has done several successful collaborations with famous designers, like Stella McCartney Alexander Wang, Raf Simons, and Jeremy Scott. In the past years, Adidas' growing popularity was achieved by getting into a contract with celebrities, like Pharrell Williams, and Stan Smith.

Advertising Team Profile



Takira Poole, (Account Executive) is a Freshman majoring in the Business and Technology of Fashion at the New York City College of Technology. She is an aspiring Set Maker who hopes to bring her talents to a big time designer.



Danielle Moses, (Media Planner/ Media Buyer) is 19 years old and is currently a Sophomore at the New York City College of Technology. She is a full-time Business and Technology of Fashion student in the Baccalaureate program. After graduating from New York City College of Technology , Danielle would like to go to graduate school and start her own business.



Inga Voronova ,(Media/Market Researcher) is a Sophomore majoring in the Business and Technology of Fashion at the New York City College of Technology. After graduating from college, Inga plans to become a fashion buyer.



Lela Brown, (Graphic Artist) is a 19 year old fashionista who wants to become a creative director and celebrity stylist. She's a full-time Business and Technology of Fashion student at the New York City College of Technology. After graduating, she hopes to apply her experiences to expand her existing company, Travilla Apparel.



Zi Di Chen, (CopyWriter/ Production) is a Junior majoring in the Business and Technology of Fashion at the New York City College of Technology. Upon graduation, he plans to get his Masters degree in Finance.

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Situational Analysis

Strengths:

- Pharrell Williams is a style icon who has done multiple collaborations in the past that were successful.
- The hype for NMD Sneakers boosted the craze for Pharrell Williams' collaboration with Adidas NMD.
- Lots of Human Race NMD sneakers sold out instantly upon release date and are re-selling well above their respective retail price.

Weaknesses:

- Over-saturated in certain collaborations that lead to their decline in popularity.
- Premium pricing in NMD and BYW line.

Opportunities:

- Collaborating with other successful adidas original models.
- Creating other premium exclusive shoes for Pharrell Williams to bring back hype.

Threats:

- Triple-A fakes and variants of Pharrell's most hyped shoes.
- Other style icons that collaborate with Adidas' competitors.

Pharrell Williams has done multiple collaborations in his career and they were all pretty successful. He has done collaborations with companies such as Billionaire Boys Club, Louis Vuitton, and many others. Adidas finally decided to sign him in 2014 due to this success of his previous collaborations with other brands and his originality to his beliefs.

Adidas launched Pharrell's first collaboration pack in September of 2014, which was a collaboration of two of Adidas' classics, 'Adidas Superstar Track Jacket' and 'Adidas Stan Smith Shoes'. Little information was known about what was going to be featured in the first collaboration, Adidas only made a very short 15-second commercial about Adidas collaborating with Pharrell. Everything was sold out quickly despite the uncertainty of what was being released in September 2014.

Fast forward to February 2016, Adidas and Williams released the 'Human Race NMD shoes' which featured three colorways. There was no broadcast TV media advertising specifically for this sneaker collection, but there were tons of print media and publicity about this anticipated release.

Adidas has not done specific TV advertising for Williams' lines and collections in the last couple of years. Williams' last two models of shoe releases, 'Pharrell X BYW shoes' and 'Pharrell X Tennis Hu' shoes' were advertised on their website. Social media and publicity was the main way the public knew about Williams' upcoming collections. Much more is anticipated to be released in the upcoming 2019 year.

Williams' Adidas line's biggest competitor is Nike's lifestyle shoes. Nike mainly signs contracts with professional athletes and makes some of those athletes crossover to having a lifestyle line on top of their sportswear line. The two biggest name for Nike in doing that

crossover is Michael Jordan and LeBron James. A big name celebrity for Nike that signed a contract with Adidas around the same time Williams signed his contract with Adidas is Drake. Drake is also a music producer like Williams and Nike signing him to produce his 'OVO' line, lifestyle line, also sold out immediately upon release date. Adidas' main competitor in the industry is undoubtedly Nike.

Research Foundation

Trefoil Advertising Agency has conducted a survey on Adidas' lifestyle shoe line, Pharrell Williams. We had 50 participants in our target group, 27 women and 23 men, from the New York City Area. The goal of this short simple survey was to see what attributes they are looking for when purchasing Adidas athletic shoes.

1. Are you a fan of the Adidas brand?
 - Yes 96%
 - No 4%

2. Which shoe brand do you see the best advertisements?
 - Adidas 36%
 - Nike 28%
 - Reebok 4%
 - Puma 16%
 - Under Armour 14%
 - Other 2%

3. Do you own anything from Adidas?
 - Yes 90%
 - No 10%

4. Do you know who Pharrell Williams is?
 - Yes 100%
 - No 0%

5. Do you like standing out in a crowd and being original?

- Yes 40%
- No 28%
- Sometimes 32%

6. Rate the model of these shoes from 1 to 3, with 1 being your most favorite and 3 being your least favorite.



_____ 1---14% 2---78% 3---8%



_____ 1---0% 2---8% 3---92%



_____ 1---86% 2---14% 3---0%

7. How many times per year do you shop for shoes?

- Never 2%
- 1-2 30%
- 3-5 60%
- More than 5 8%

8. What is the most important aspect of your footwear?

- Looks 50%
- Quality 14%

Comfortability 10%

Brand 26%

9. Are you satisfied with the quality of Adidas footwear?

Satisfied 64%

Neither satisfied nor dissatisfied 24%

Not satisfied 12%

10. Is the brand important when you make a purchase?

Not Important 0%

Important 80%

Very Important 20%

11. What do you think about Adidas footwear pricing?

Overpriced 28%

Reasonably Priced 72%

Underpriced 0%

12. Will you buy or continue to buy Adidas footwear?

Yes 58%

Maybe 32%

No 10%

The following questions are for statistical purposes only. Your answers to these questions will be kept strictly confidential.

13. What is your gender?

Male 46%

Female 54%

Other 0%

14. What is your age?

Under 18 8%

18-24 72%

24-34 20%

35-44 0%

45-54 0%

55 and older 0%

15. What is your ethnic background? (Please only choose 1, if you are mixed race choose other)

African-American 36%

Caucasian 38%

Hispanic/Latino 18%

Other 8%

16. Where do you currently reside?

Manhattan 16%

Brooklyn 44%

Queens 32%

Bronx 8%

Staten Island 0%

Other 0%

17. What is your current employment status?

- Employed full-time 16%
- Employed part-time 22%
- Full-time Student 44%
- Part-time student 18%
- Self-employed 0%
- Retired 0%
- Unemployed 0%

18. What is your highest level of education?

- High School Graduate 0%
- Some College 84%
- College Graduate 16%
- Some Graduate School 0%
- Completed Graduate School 0%

Thank You for Your Participation!

Survey Template

1. Are you a fan of the Adidas brand?
 - Yes
 - No

2. Which shoe brand do you see the best advertisements?
 - Adidas
 - Nike
 - Reebok
 - Puma
 - Under Armour
 - Other

3. Do you own anything from Adidas?
 - Yes
 - No

4. Do you know who Pharrell Williams is?
 - Yes
 - No

5. Do you like you standing out in a crowd and being original?
 - Yes
 - No
 - Sometimes

6. Rate the model of these shoes from 1 to 3, with 1 being your most favorite and 3 being your least favorite.



7. How many times per year do you shop for shoes?

- Never
- 1-2
- 3-5
- More than 5

8. What is the most important aspect of your footwear?

- Looks
- Quality
- Comfortability
- Brand

9. Are you satisfied with the quality of Adidas footwear?

- Satisfied
- Neither satisfied nor dissatisfied
- Not satisfied

10. Is the brand important when you make a purchase?

- Not Important
- Important
- Very Important

11. What do you think about Adidas footwear pricing?

- Overpriced
- Reasonably priced
- Underpriced

12. Will you buy or continue to buy Adidas footwear?

- Yes
- Maybe
- No

The following questions are for statistical purposes only. Your answers to these questions will be kept strictly confidential.

13. What is your gender?

- Male
- Female
- Other

14. What is your age?

- Under 18
- 18-24
- 24-34
- 35-44
- 45-54
- 55 and older

15. What is your ethnic background? (Please only choose 1, if you are mixed race choose other)

- African-American
- Caucasian
- Hispanic/Latino
- Other

16. Where do you currently reside?

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
- Other

17. What is your current employment status?

- Employed full-time
- Employed part-time

Full-time Student

Part-time student

Self-employed

Retired

Unemployed

18. What is your highest level of education?

Junior High School Graduate

Some High School

High School Graduate

Some College

College Graduate

Some Graduate School

Completed Graduate School

Thank You for Your Participation!

Proposed Target Consumers

Adidas is a German-based company that is one of the global leaders in the sporting goods industry. Within these last few years, they have transitioned from being a 100 percent sporting goods brand to also a lifestyle fashion brand. Celebrities and professionals have been given contracts to stimulate more sales for Adidas by using their social influence to promote a lifestyle line. A prime example of a celebrity that Adidas has given a contract to is Pharrell Williams. Pharrell Williams was the perfect celebrity for Adidas to sign because Adidas is all about being original and Pharrell's lifestyle and personality fits the brand entirely. Unlike most social influencers that are contracted with Adidas, Pharrell puts his thoughts on designing something that relates to his personality and lifestyle, he played a part in redesigning the 'nmd' and other successful Adidas models into his own signature shoe. All the shoes that were part of Pharrell's line have been very successful and Adidas even made a new sales record in 2015 due to Pharrell's line.

Adidas' ideal target consumers based on our survey data and extensive research data are young single people between the ages of 15-25 who are either in high school, college, or have a higher education. They may also be financially independent with an annual income around \$50,000 or an annual income supported by parents/guardians. They can also be loyal to the current trends or Pharrell Williams or the Adidas brand in general. Active lifestyles that include indoor/outdoor activities with casual styles that also feel comfortable while looking fashionable (Standing out from the crowd with vibrant colors are also a plus because Adidas is all about being original).

Advertising Objectives

The main objective of Adidas' ad campaign is to promote an expressive lifestyle through dancing and working out. The types of advertising media we used were billboards, magazines and tv commercials. We also used influential celebrities that we believe embody a free healthy lifestyle. The two main celebrities we chose were Zendaya and Willow Smith. Zendaya started her career as an actor on the hit Disney tv show "Shake It Up" where she danced and sang. She also incorporates dancing in her everyday life but not only dance but her love for fashion. Now she is a part of the Tommy Hilfinger collection. In an article she discussed her workout regime and her vegetarian diet. She also incorporates dancing in her workouts. Whereas, Willow Smith is always in the gym with her mother and grandmother. Our target market is definitely men and women ages 18-35 who want to have an active lifestyle. By using these celebrities to be the face of our campaign awareness of living a healthy lifestyle should increase.



Media Plan & Schedule

Billboards

Billboards	Frequency	Cost/ 4 weeks
New York City	1 min	\$7,000
Los Angeles	1 min	\$10,000
Chicago	1 min	\$3,600
Seattle	1 min	\$5,000
Dallas	1 min	\$3,700
Miami	1 min	\$5,000
Orlando	1 min	\$3,800

TOTAL: \$ 846,000

Magazines

Mag azine	Frequency	Cost/1 time	Total
Eastbay	3 Time/YR	\$3,640	\$10,920
Sports Illustrated	3 Times/YR	\$194,350	\$583,050
People	3 Times/YR	\$260,220	\$780,600
Footwear Plus	3 Times/YR	\$11,285	\$33,855
Teen Vogue	3 Times/YR	\$156,009	\$468,027

TOTAL: \$1,876,452

Newspapers

NEWSPAPERS	FREQUENCY	COST/1 TIME	TOTAL
THE NEW YORK TIMES	12 TIMES/YR	\$150,000	\$1,800,000
USA TODAY	12 TIMES/YR	\$726,906	\$8,722,872
NEW YORK DAILY NEWS	12 TIMES/YR	\$109,000	\$1,308,000
THE WASHINGTON POST	12 TIMES/YR	\$474,767	\$5,697,204
LOS ANGELES TIMES	12 TIMES/YR		

TOTAL:\$11,830,872

TV/ AD Scheduling

DAY	NETWORK	TV SHOWS	TIME	COST	FREQUENC Y/ WEEK	TOTAL
Sunday	ABC	America's Funniest Home Videos	6:30pm	\$89,690	24	\$2,152,560
Sunday	ESPN	Encore	9:00pm	\$24,566	24	\$589,584
Monday	CW	Gossip Girls	10:00pm	\$37,902	24	\$909,648
Monday	FOX	The Following	9:30pm	\$194,425	24	\$4,666,200
Tuesday	ABC	Black-ish	9:00pm	\$117,766	24	\$2,826,384
Tuesday	CBS	NCIS	8:00pm	\$166,649	24	\$2,799,576
Wednesday	CW	Supernatural	9:30pm	\$36,123	24	\$866,952
Wednesday	FOX	The X Factor	8:30pm	\$24,335	24	\$584,040
Thursday	ESPN	Practice 1	9:55pm	\$30,000	24	\$720,000
Thursday	CBS	The Big Bang Theory	8:30pm	\$275,573	24	\$6,613,752
Friday	ABC	Fresh Off The Boat	8:00pm	\$78,862	24	\$1,892,688
Friday	CW	America Next Top Model	8:00pm	\$35,685	24	\$856,440
Saturday	CBS	48 hours	9:00pm	\$41,519	24	\$996,456
Saturday	FOX	Sports Saturday	8:00pm	\$115,191	24	\$2,764,584

TOTAL: \$29,238,864

Social Media

Social Media	Cost Per Year (\$)
Facebook	\$ 18,000
Instagram	\$ 751, 000
Snapchat	\$ 36,000

Total: \$805,965

Sales Promotion

Celebrity Endorsements

Willow Smith 1,000,000
Zendaya 1,000,000

Showroom Events 1,000,000

Coupons

Online Discounts 1,000,000
Macys 113,979

Total: \$4,113,979

In the Trefoil Advertising Agency we used television commercials, social media platforms, billboards, newspapers, and magazines, to promote the Parallel line of sneakers by Adidas. Most of the people who buy the Adidas Pharrell shoes are young people between the ages of 15 - 25 and who are financially independent or supported by their parents.

We chose television commercials as our media vehicle during the following shows Sports Sunday, The Big Bang Theory, The Following, Gossip Girls, and Black-ish because most of the customers watched these programs. Using television would be a great opportunity to attract more customers and to get them to buy our brand during the primetime hours. Spending over \$29,238,864 dollars on television commercials helped bring our revenues up on the sale of this line of sneakers.

One of our other media vehicles used is magazines. The magazines used were Eastbay, Sports Illustrated, People, Footwear Plus, and Teen Vogue. Using magazines to advertise our products for those who still read magazines and like the Adidas sneakers by Pharrell would want to buy his sneakers by seeing the advertisements. Based on research over 70 percent of adults in the U.S. still read magazines. The total amount spent in magazines was \$1,876,452 and covered the whole U.S. population.

Using billboards to advertise Pharrell sneakers also brings in revenue in the major cities such as, New York City, Los Angeles, Chicago, Seattle, Dallas, Miami and Orlando. While people are driving on the highway they look at the billboards in these cities while they are stuck in traffic. If they see the advertisement for the Pharrell Adidas sneakers they would most likely want to buy them. The total amount spent on using billboards in the major cities is \$846,000.

Although not many people may read or buy newspapers due to the advancement of technology we are still using newspapers as part of our media vehicle. About 29% of people in the U.S. population still read newspapers and if they buy a newspaper and see the Adidas line by Pharrell, they would most likely want to buy the Pharrell Adidas sneakers. The newspapers that we used to advertise our products are, The New York Times, USA Today, New York Daily News, The Washington Post, and The Los Angeles Times. The total amount spent on newspaper advertisements was \$11,830,872.

Our final media vehicles are social media platforms. We plan to use social media platforms as a media vehicle because a majority of people in the U.S. are often on social media and use these platforms daily. Our Target Market is individuals between the ages of 15- 25. The social media platforms that we used are Facebook, Instagram, and Snapchat. The amount spent on all social media platforms in total came up to \$805,965. Since a majority of the people in the U.S. use social media platforms it would be beneficial to advertise the Adidas Pharrell line on these platforms that people use often.

The celebrities used to help advertise the Pharrell Adidas sneakers are Zendaya and Willow Smith. If the customers see their favorite celebrity wearing the sneakers by Pharrell they would more than likely want to wear and buy them. If they see the latest advertisements on the Pharrell Adidas line they would most likely want to buy the sneakers since young people like the newest editions when they come out. The total amount spent on celebrity endorsements was \$2,000,000. Each celebrity was paid \$1,000,000.

Total Budget

MEDIUM/ITEM	Expenditure
Television.....	\$29,238,864
Magazines.....	\$1,876,452
Outdoor Advertising.....	\$846,000
Newspapers.....	\$11,830,872
Social Media.....	\$805,965
<hr/>	
Total Media.....	\$44,598,153
Production Cost (15%).....	\$6,689,722
<hr/>	
Sales Promotion.....	\$2,113,979
Talent.....	\$2,000,000
<hr/>	
Total Advertising Expense.....	\$100,000,000

Creative Rationale

As a group we decided to focus on catering to the lifestyle of a creator. This includes the artists of all mediums, Dancers, Artists and designers. We know that people that like to create also love to express themselves and there is no better way to do so than through color. This is why our slogan is “Live Life In Color” Especially because many artists have to wear dark colors while doing their other jobs. In doing so we embody the meaning of someone like Pharell who is an designer, music producer, singer and rapper. This collection is all about bringing inspiration from different places to show how lively and expressive they are.

We hope it catches the eye of every lover of the arts but also allows for the chance to have someone that may not like to wear a lot of colors or is scared to stand out to be uniquely themselves and take a chance. The slogan “Live Life In Color” means to see past negativity and the opinions of others and allow yourself to be creative.



LIVE
LIFE
IN
COLOR



Adidas



adidasoriginals



2,444
posts

33.5M
followers

171
following

Follow

adidas Originals

Shopping & Retail

Live life in color

Adi Dassler Strasse 1, Herzogenaurach



Human Race



Creator Ca...



#ComplexC...



#NEVERMA...

Shop



PIC COLLAGE

