



BRAND ACTIVATION SPORTS MARKETING

ДЛЯ КОНФЕРЕНЦИИ "ФУТБОЛЬНЫЙ БИЗНЕС", 24-25
ОКТАБРЯ 2019 Г., АКАДЕМИЯ ADIDAS



adidas

AGENDA

PUBLIC TALK WITH Q&A

ADIDAS В РОССИИ

**КЛЮЧЕВЫЕ ЗАДАЧИ И АМБИЦИИ
СТРАТЕГИЧЕСКИЕ НАПРАВЛЕНИЯ**

СПОНСОРСТВО ФЕДЕРАЦИЙ

СПОНСОРСТВО ИНДИВИДУАЛЬНЫХ

СПОРТСМЕНОВ

СПОНСОРСТВО СПОРТИВНЫХ



№1

СПОРТИВНЫЙ БРЕНД
В РОССИИ

589

СОБСТВЕННЫХ
МАГАЗИНОВ БРЕНДА

8

ТЫСЯЧ СОТРУДНИКОВ
В РОССИИ

FEDERATIONS, CLUBS, COMMUNITIES SPONSORSHIPS



RUSSIAN
FOOTBALL
UNION



RUSSIAN
BASKETBALL
FEDERATION



For the Game. For the World.

FIFA/UEFA



BEST FOOTBALL
CLUBS IN TOP 5
LEAGUES



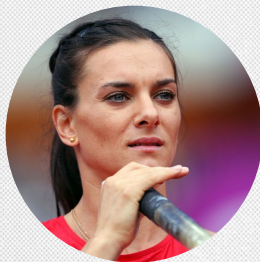
TANGO LEAGUE

BIGGEST SPORT
COMMUNITIES IN
RUSSIA (OVER
100K)

BRAND AMBASSADORS



ZINEDINE ZIDAN



ELENA ISINBAEVA



LEO MESSI



NIKITA KUCHEROV



ALEKSEY
MIRANCHUK



STANISLAV
CHERCHESOV



OBJECTIVE/AMBITION

**BE THE #1 SPORT BRAND >>> WIN
WITH KEY SPORT MARKETING
ASSETS ACROSS ALL SPORTS**

SPOMA PARTNERSHIPS



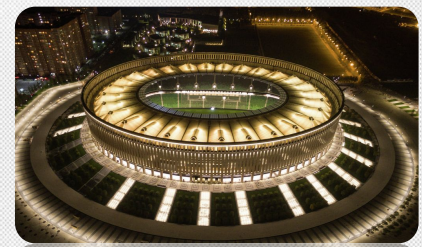
STRONG
ATHLETES
PORTFOLIO
CREATION



WIN SEMI
PROFESSIONAL
COMMUNITIES



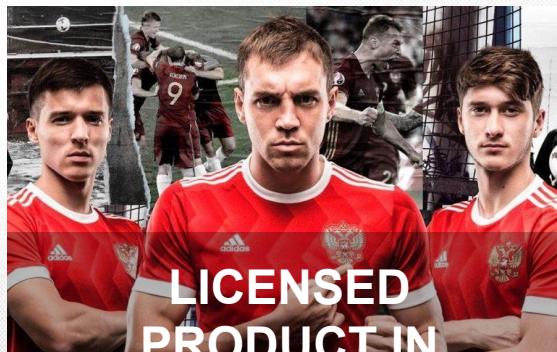
FEDERATIONS
AND CLUBS
SPONSORSHIP



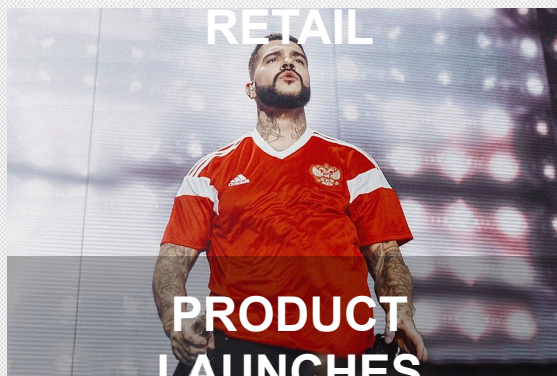
COMMERCIAL
DEALS



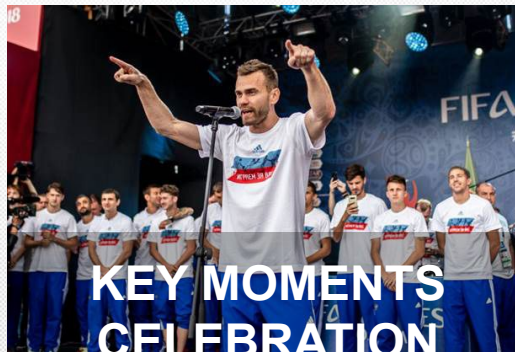
FEDERATIONS



LICENSED
PRODUCT IN



RETAIL
PRODUCT
LAUNCHES



KEY MOMENTS
CELEBRATION



ON FIELD
PRESENCE

INDIVIDUALS

8



ENDORSEMENT



**ON FIELD PRODUCT
PLACEMENT**

ASSET DIIRI ISHING





**KEY CAMPAIGN LAUNCHES
REACTIVE CONTENT
OWN SOCIAL POSTS**

PERSONAL APPEARANCES




**PUBLIC TALKS FOR
EMPLOYEES
AUTOGRAPH SESSIONS
STORE VISITS
PROFESSIONAL MASTER
CLASSES**

SPOMA ASSETS ACTIVATION IN SOCIAL

 **adidasrussia** 
Большой театр России / Bolshoi Theatre of Ru...




 Нравится **eugene_k** и еще 6 241

adidasrussia Креативность объединяет мир.
Москва, встречай @fifaworldcup.

 **adidasrussia** 



 Нравится **a_ryaba** и еще 12 689

adidasrussia Не нужно быть богиней, чтобы иметь суперсилу. ... ещё

 **adidashockey** 



 Нравится **delmakov** и еще 8 386

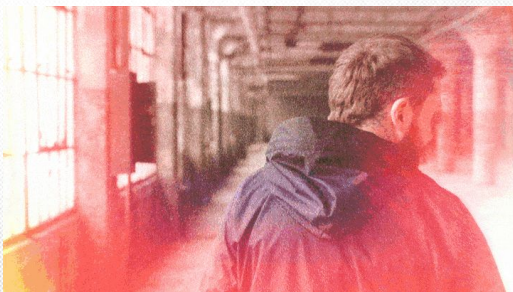
adidashockey The Man. The Magician. The MVP.
Congratulations to @nikitakuchero86 on winning the 2018-19 @NHL Hart Trophy. #teamadidas... ещё

Посмотреть все комментарии (45)

tblightning #klutcherov   

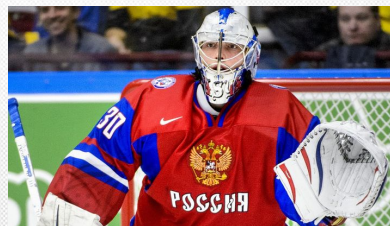
20 июня · Показать перевод

NATIONAL SYMBOL ATHLETE



NIKITA KUCHEROV (25 Y.O.)
HOCKEY, STRIKER (BEST RUS STRIKER IN NHL HISTORY)

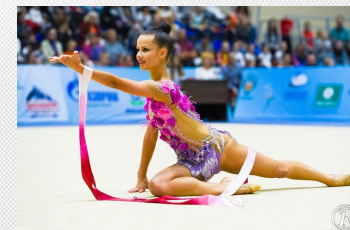
NEXT GENERATION ATHLETES



ANDREY
VASILEVSKIY (24
Y.O.)

FOOTBALL,
MIDFIELDER
WC 2019 MVP
NHL – BEST
GOALKEEPER
TROPHY

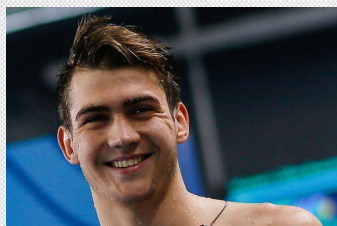
NADYA KARPOVA (
21 Y.O.)
FOOTBALL,
STRIKER



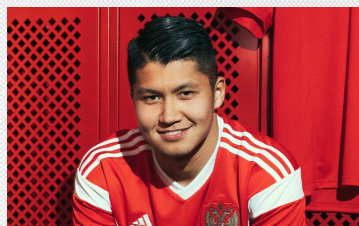
EKATERINA
SELEZNEVA (24 Y.O.)
GYMNASTICS
WC CHAMPION



SASHA TRUSOVA (
14 Y.O.)
FIGURE SKATER
WORLD CHAMPION



KLIMENT
KOLESNIKOV (18
Y.O.)
SWIMMER
5 TIMES WORLD



ILZAT AHMETOV (20
Y.O.)
FOOTBALL,
MIDFIELDER

COMMUNITIES



CORE TARGET AUDIENCE 1200 TEAMS/18K PLAYERS IN MOSCOW

COMMERCIALIZATION

- Regular **offers** to all teams (new kit purchase)
- Seasonal special offers (preparation for new season)

MARKETING

- **New site**, logo and LFL-app development + branding/integration (adidas creative group, influencers involvement) with following launch in Olimp
- Additional **on-pitch branding**, call to action in locker rooms
- **CRM**: via all LFL own channels (incl additional VK&Whatsapp groups) Eugeny Savin as “adidas u23” general manager -> Krasava episode on Youtube + driving traffic to Olimp via special promo deal

KRASNAYA PRESNYA STORE

- Unique **retail experience**: team kit order team logo development boots & jersey customization (special free prints)
- Platform for LFL **events** (SPOMA / EIM)



MAKE PRODUCT STATEMENT

- ADIDAS x HSE V.CITY JACKET COLLABORATION (SEPT)
- ADIDAS PRODUCT IN ALL DESIGN SCHOOL CATWALKS
- RFU WOMEN KIT 2021 CO-CREATION WORKSHOPS (NOV)
- SUSTAINABILITY WORKSHOPS



TAKEOVER HSE SPORT

- HSE DAY
- HSE FOOTBALL LEAGUE PARTNERSHIP
- HSE ADIDAS RUNNERS ('BEST STUDENT RUN CLUB IN RUSSIA')
- WOMEN'S SPORTS CLUB
- HSE PRO TEAMS SPONSORSHIP



ENHANCE EDUCATION

- ADIDAS TOP MANAGEMENT IN HSE
- HSE STUDENTS INTERNSHIPS
- BRAND INDUCTION AND CAREER DAYS
- SUMMER SCHOOL



COMMERCIALIZ E

- 30% WELCOME DISCOUNT TO ALL STUDENTS IN SEPTEMBER
- HSE COMMERCIAL DEAL
- ALWAYS ON PROMO OFFERS FOR HSE STUDENTS



THANK YOU!

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