



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



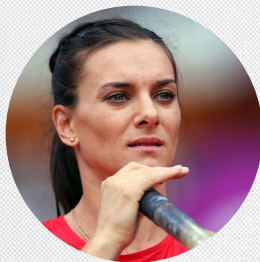
TANGO LEAGUE

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



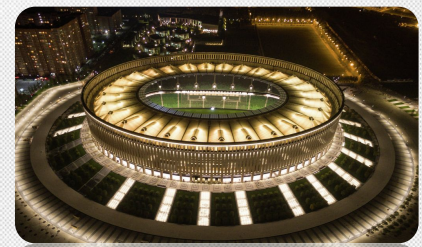
STRONG
ATHLETES
PORTFOLIO
CREATION



WIN SEMI
PROFESSIONAL
COMMUNITIES



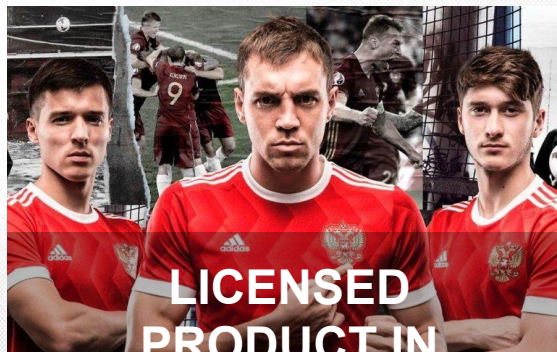
FEDERATIONS
AND CLUBS
SPONSORSHIP



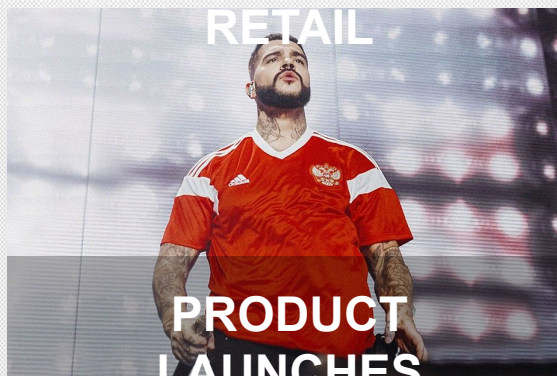
COMMERCIAL
DEALS



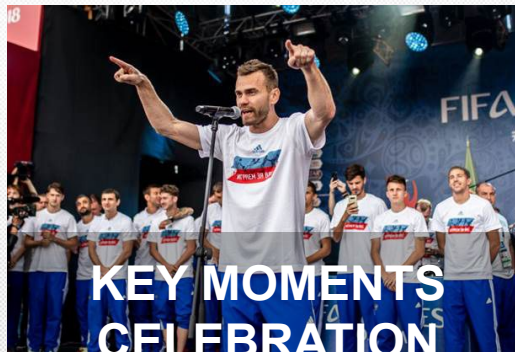
FEDERATIONS



LICENSED
PRODUCT IN



RETAIL
PRODUCT
LAUNCHES



KEY MOMENTS
CELEBRATION



ON FIELD
PRESENCE

INDIVIDUALS



ENDORSEMENT



**ON FIELD PRODUCT
PLACEMENT**

ASSET PIIRISHING



**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

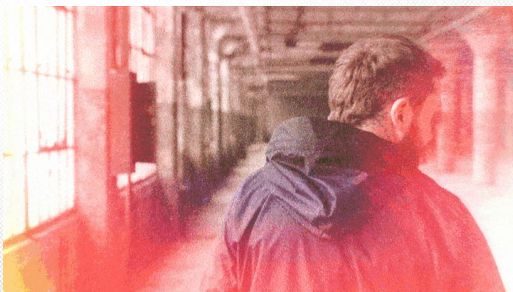
adidashockey The Man. The Magician. The MVP.
Congratulations to @nikitakuchero86 on winning the 2018-19 @NHL Hart Trophy. #teamadidas... ещё

Посмотреть все комментарии (45)

tblightning #klutcherov   

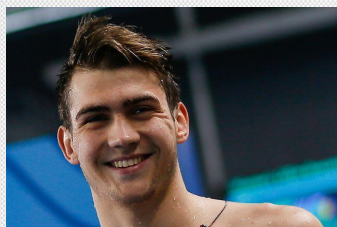
20 июня · Показать перевод 

NATIONAL SYMBOL ATHLETE



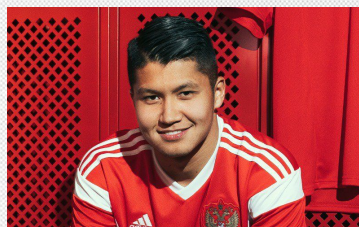
NIKITA KUCHEROV (25 Y.O.)

HOCKEY, STRIKER (BEST RUS STRIKER IN NHL HISTORY)



**KLIMENT
KOLESNIKOV (18
Y.O.)**

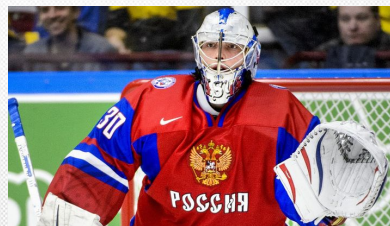
**SWIMMER
5 TIMES WORLD**



**ILZAT AHMETOV (20
Y.O.)**

**FOOTBALL,
MIDFIELDER**

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**

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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