

A group of Spanish football players in white kits are celebrating a goal on a football pitch. They are running and shouting with their arms outstretched. The background is a blurred crowd of spectators.

# BRAND ACTIVATION SPORTS MARKETING

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

The Adidas logo, consisting of three slanted parallel bars above the word "adidas" in a lowercase sans-serif font.

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**



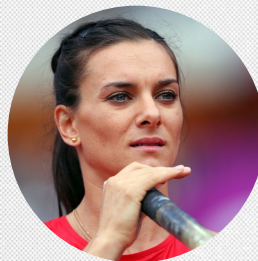
**TANGO LEAGUE**

**BIGGEST SPORT  
COMMUNITIES IN  
RUSSIA (OVER  
100K)**

## BRAND AMBASSADORS



**ZINEDINE ZIDAN**



**ELENA ISINBAEVA**



**LEO MESSI**



**NIKITA KUCHEROV**



**ALEKSEY  
MIRANCHUK**



**STANISLAV  
CHERCHESOV**



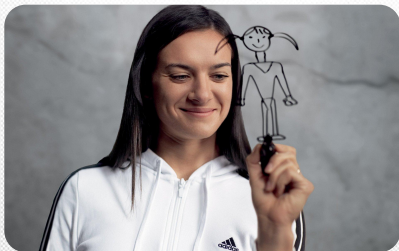


**OBJECTIVE/AMBITION**

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



# SPOMA PARTNERSHIPS



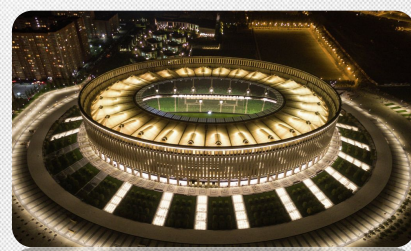
STRONG  
ATHLETES  
PORTFOLIO  
CREATION



WIN SEMI  
PROFESSIONAL  
COMMUNITIES



FEDERATIONS  
AND CLUBS  
SPONSORSHIP

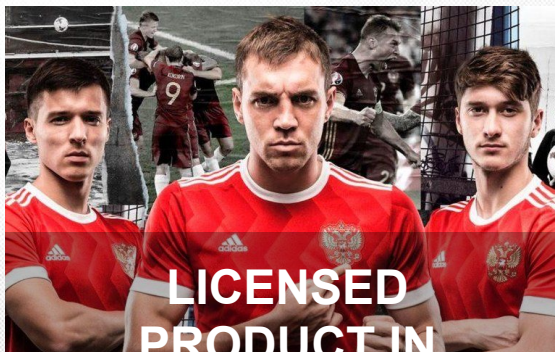


COMMERCIAL  
DEALS

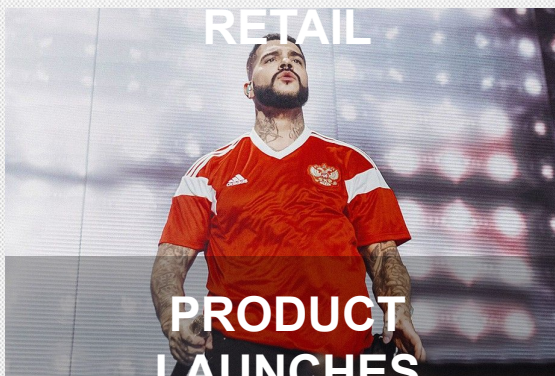








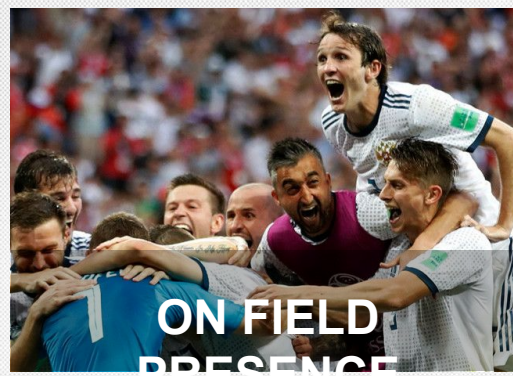
**LICENSED  
PRODUCT IN**



**RETAIL  
PRODUCT  
LAUNCHES**



**KEY MOMENTS  
CELEBRATION**



**ON FIELD  
PRESENCE**



# DIVIDUALS

8





## ENDORSEMENT



ON FIELD PRODUCT  
PLACEMENT

## ASSET PIIRI ISHING



KEY CAMPAIGN LAUNCHES  
REACTIVE CONTENT  
OWN SOCIAL POSTS

## PERSONAL APPEARANCES



PUBLIC TALKS FOR  
EMPLOYEES  
AUTOGRAPH SESSIONS  
STORE VISITS  
PROFESSIONAL MASTER  
CLASSES





Нравится eugene\_k и еще 6 241

adidasrussia Креативность объединяет мир.  
Москва, встречай @fifaworldcup.



Нравится a\_ryaba и еще 12 689

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



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

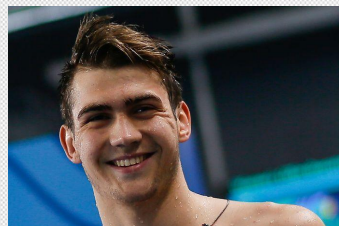


## NATIONAL SYMBOL ATHLETE



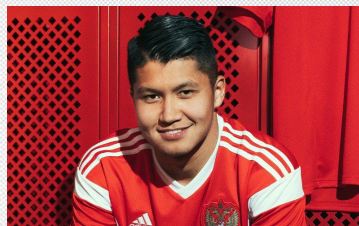
**NIKITA KUCHEROV ( 25 Y.O.)**

**HOCKEY, STRIKER (BEST RUS STRIKER IN NHL HISTORY)**



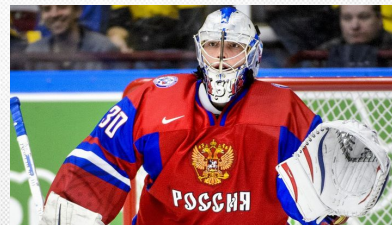
**KLIMENT  
KOLESNIKOV ( 18  
Y.O.)**

**SWIMMER  
5 TIMES WORLD**



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

**FOOTBALL,  
MIDFIELDER**



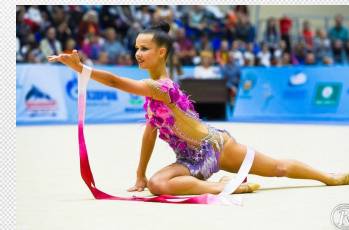
**ANDREY  
VASILEVSKIY ( 24  
Y.O.)**

**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

12





# 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)



## 2019 FOCUS: MAKE STRONG STATEMENT IN HSE & MOSCOW STUDENT COMMUNITY



### 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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