

A group of soccer players in white jerseys are captured in a moment of intense celebration on a field. They are running, shouting, and pointing, conveying a sense of triumph and energy. The background is a blurred crowd of spectators.

# 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

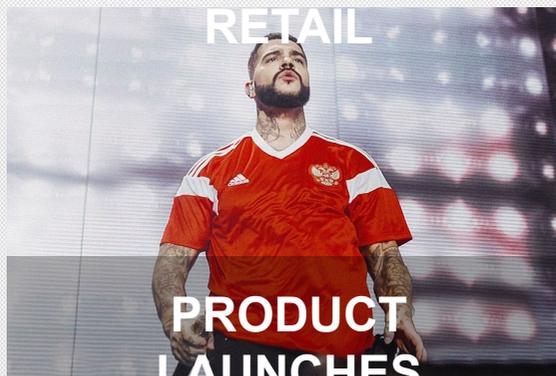


COMMERCIAL  
DEALS





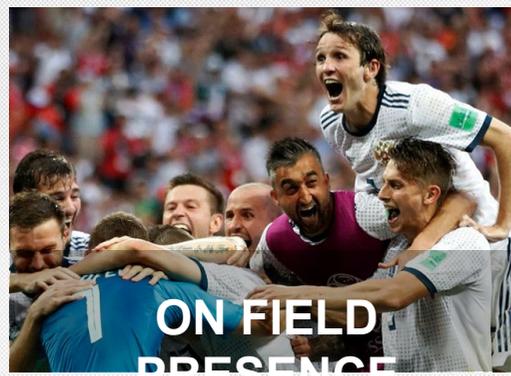
LICENSED  
PRODUCT IN



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



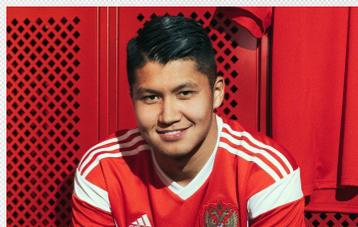
**NIKITA KUCHEROV ( 25 Y.O.)**

**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)

## 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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