



Adidas at Style in the City

The Brief

Adidas, the sportswear brand, wanted to attract a female customer in store. They wanted to increase perception that Adidas was not simply a male brand with male clothing. Adidas wanted to highlight and showcase their designer fashion wear with the Stella McCartney range in a catwalk environment.

Approach

By working with Style in the City Adidas were able to talk to their target, female consumer. We developed two angles to engage with the visitors:

1. Incorporate their Stella McCartney range within the event
2. Work with Adidas to create an exciting in-store experience to attract visitors to the store to sample, explore and ultimately purchase.



Work

Style in the city has a multi site format and therefore we wanted to bring Adidas to life within several of the event elements.

1. A dynamic 'work-out' was a major section of the catwalk show, showcasing Adidas women's clothing and in particular the Stella McCartney range.
2. We also worked with Adidas to create an 'inner beauty' themed event within their Birmingham flagship store. Adidas provided a juice bar and one-to-one consultations with their Adidas fitness experts to talk about their BMI and plan an in-depth fitness and health plan for the summer.

- Promotion of the in store activity featured in the Event Guide and visitors were incentivised to visit the store where all drinks, treatments and advice were free of charge, plus a 'Style in the City' exclusive offer was available on the Stella McCartney clothing lines.



Outcome

Adidas achieved superb results from this activity:

- 9186 visitors watched the Adidas catwalk show
- 69% increase in sales (Friday)
- 26% increase in footfall (Thurs-Sun)
- 18% over achievement on targets

Adidas Retail Marketing Manager reported "The Style in the City event was very successful and the atmosphere was great, in our store and in all of Birmingham".

Adidas were part of the event's marketing campaign which reached a value in excess of £1.5m.