

Team OG Recommendation to Connect
with Today's Runners

The Adidas logo, consisting of the three stripes and the word "adidas", is mounted on a glass building facade. The logo is white and three-dimensional, with the stripes above the word. The background shows a reflection of a city street with buildings and a cloudy sky.

adidas

Agenda

- Problem
- Solution
- Research Analysis & Benefits
- Implementation

The Problem: Disconnect with running community

Struggles include:



- Building brand loyalty



- Product education



- Not seen as a brand for runners



Who are our customers?

Today's generation of runners include:

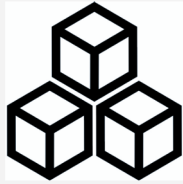
- Increase in women athletes
 - Increase can be seen across all age brackets
- Younger athletes
 - Largest increase among athletes
- Increase in outdoor runners
 - Almost 2x as many in 2020 than previous year





The Solution: Runner Specific Loyalty Program

Providing unique and innovative loyalty program that will allow adidas to:



Build an authentic connection with today's generation of runners



Engage and educate members



Stay competitive in a crowded market



Primary Research Analysis



Today's Generation of Runners (61)

Under 18: 2%
18-24: 33%
25-34: 26%
35-44: 26%
45+: 13%



Male: 38%



Female: 62%

How long have they been running?

Less than 1 year: 7%
1-2 years: 5%
3-4 years: 16%
5+ years: 72%

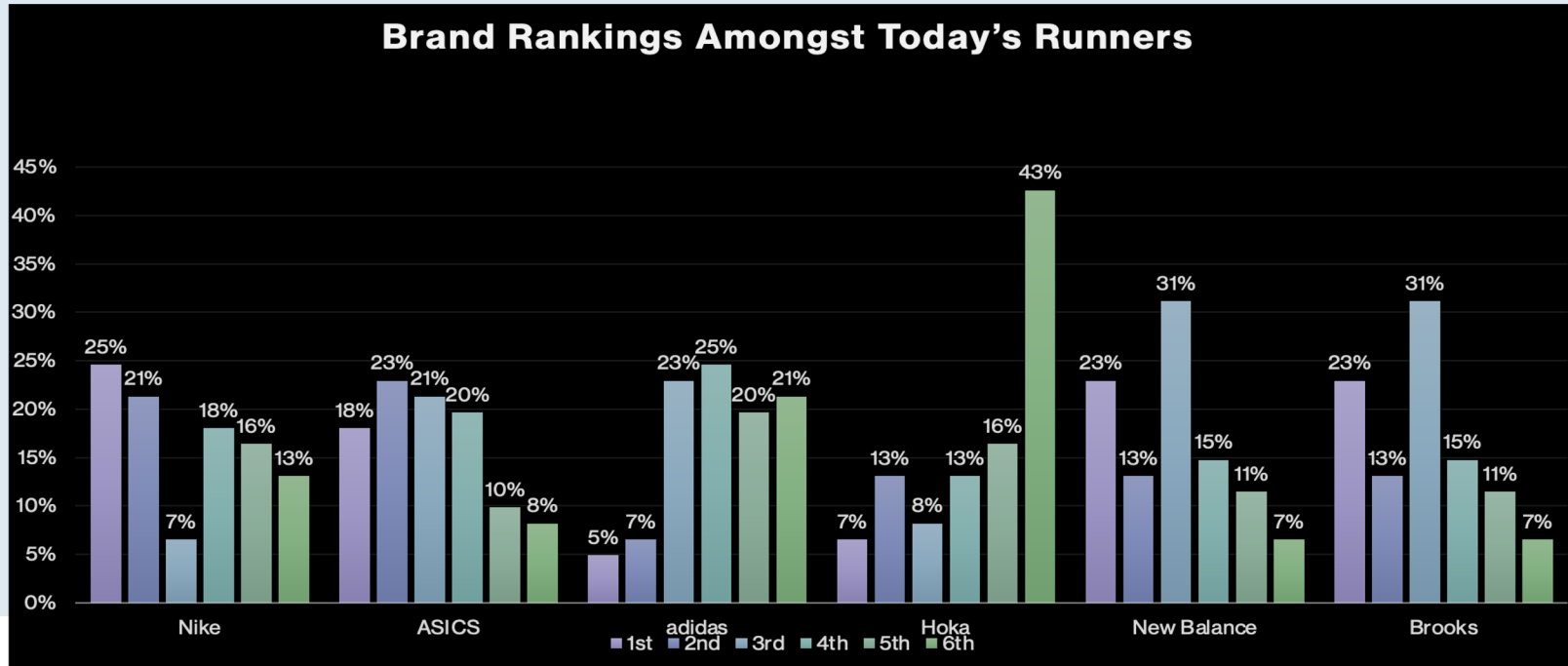
How often do they run?

Everyday: 7%
1-2x a week: 33%
3-6x a week: 52%
Once ever 2-3 weeks: 8%

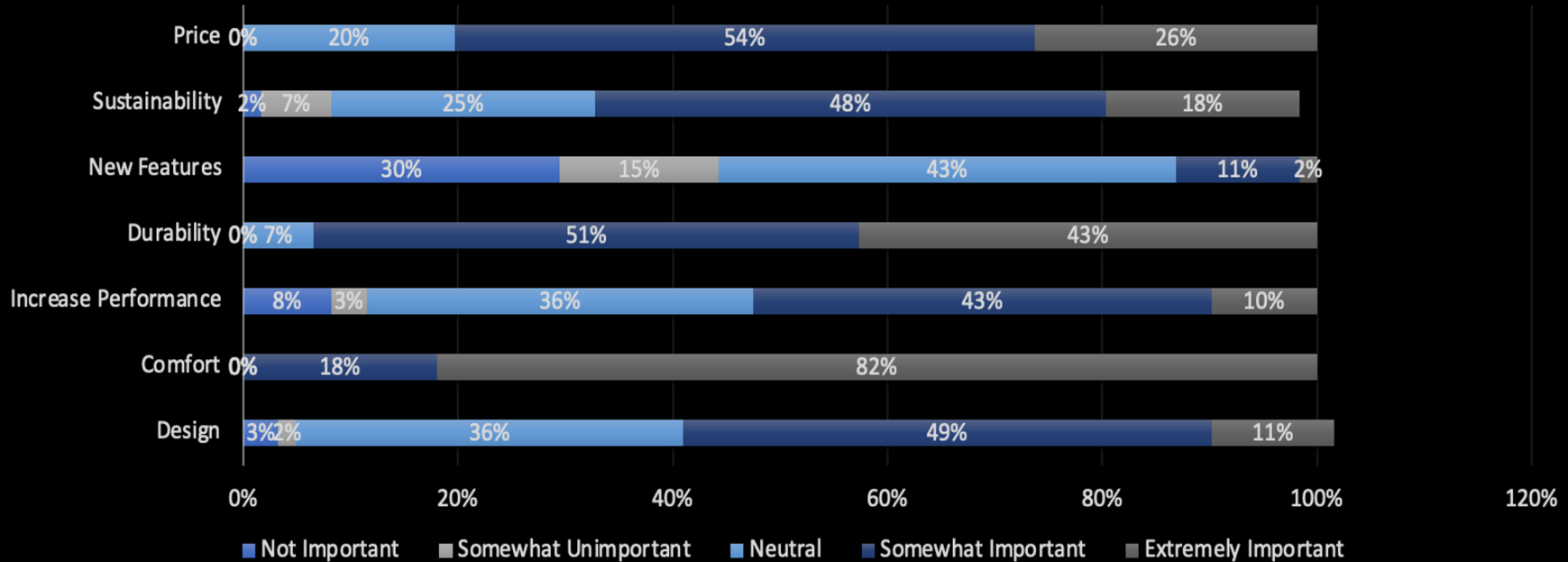


How adidas Ranks with Today's Runners

- Today's runners identify Nike, New Balance & Brooks as the top running shoes
- adidas ranks in the middle and has the least amount of 1st votes but has the 2nd highest worst ranking.
- Hoka is significantly considered the least liked among the brands listed



The importance of shoe attributes amongst today's runners




- *Durability* and *Comfort* are the most important attributes in a running shoe.
- *Price*, *Sustainability*, *Increasing Performance*, & *Design* are all moderately important attributes when considering buying a new running shoe.





Value/Benefit to
adidas

3 Distinct Benefits

1. Engagement
 - a. Build loyalty and a long-term relationship
 2. Information Gathering
 - a. Data collection
 - b. Targeted promotions
 3. Authentic Relationship
 - a. Brand to Consumer
 - b. Consumer to Consumer (community)
- 



Loyalty Program Details

Runners Set Up Profile

Sleek and Easy to Navigate App

Gamify the Experience

Exchange Points for Rewards

Enter Raffles



- Welcome page and tutorial
- Easy to use running tracker
- Suggested goals
- Motivational music
- Targeted product recommendations

Points will be awarded for:

- App interaction
- Accomplishing running goals
- Community interaction
- Checking in at key places and events
- Purchases

Rewards:

- Coupons
- Running accessories
- Event registration

Featured prizes:

- adidas running shoes



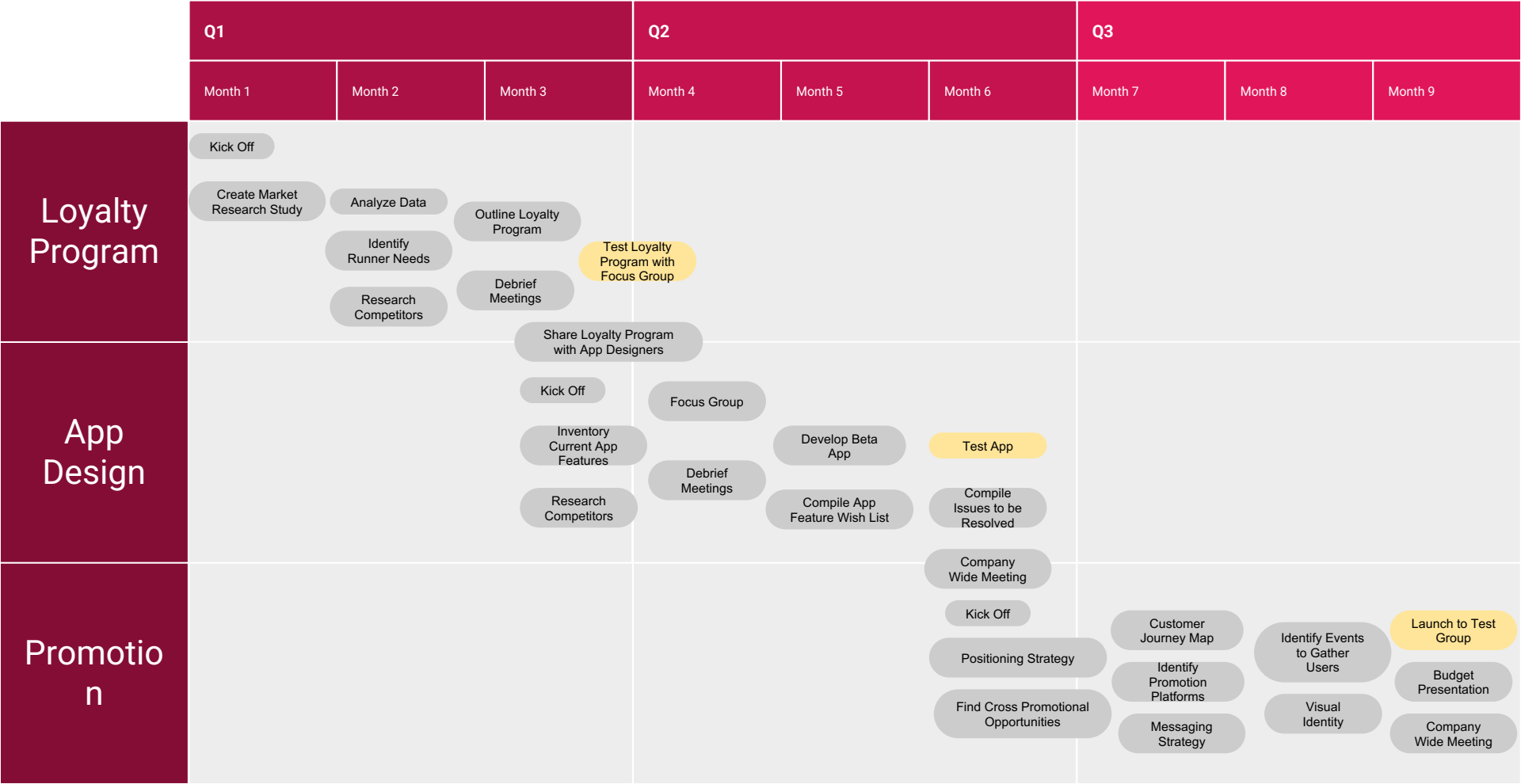
Promotion



- Advertise on social media and website
 - Highlight real runners and their experiences
 - Repurpose available content
- Sign up encouraged at time of purchase
- Work with and sponsor events in key cities to gather participants
 - Sign up event participants
 - Educate runners about the program



Timeline of 3 Integrated 100 Day Plans





Series of 100 Day Plans - Results

- Further research on target segment
- Beta Loyalty Program
- Beta running specific app
- Promotional strategy

Metrics to Measure Success

- Number of new users
- Sales by user
- Likelihood to purchase next pair of shoes from adidas

Conclusion

Loyalty Program:

- Deepens relationship with today's generation of runners
- Increases customer lifetime value
- Educates runners
- Increases trust and credibility
- Keeps adidas competitive



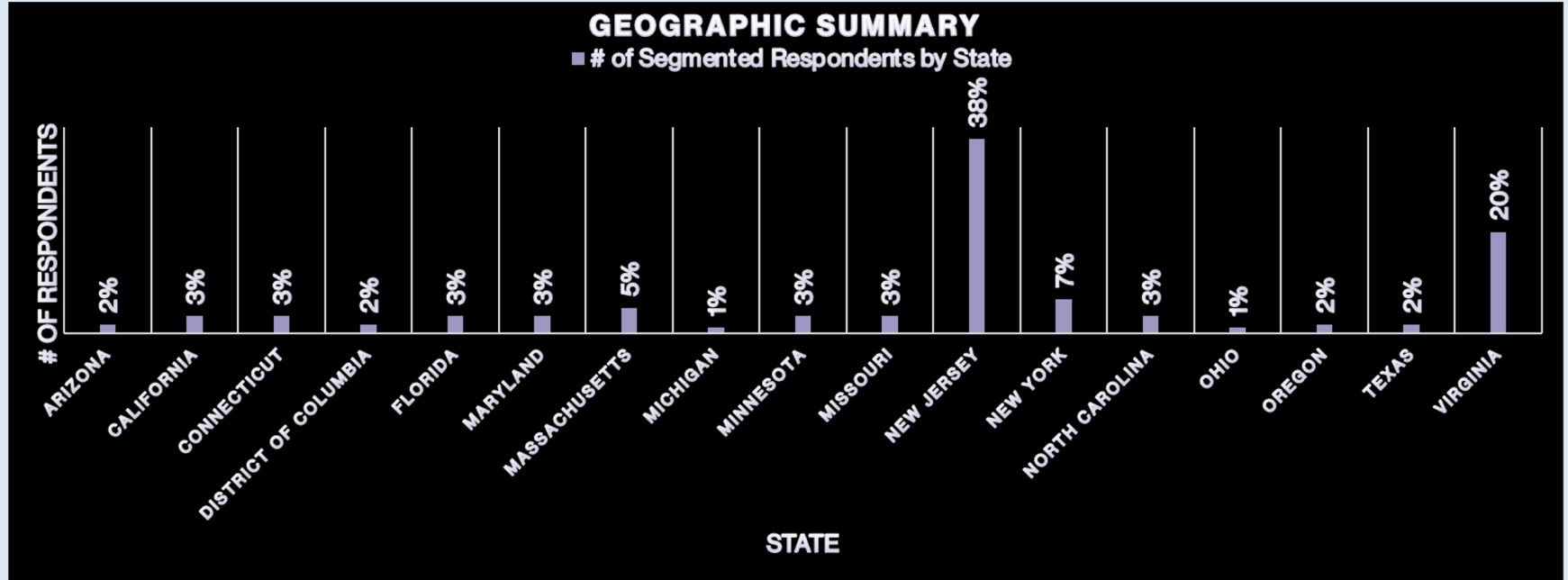
Thank you!

Questions?

Appendix

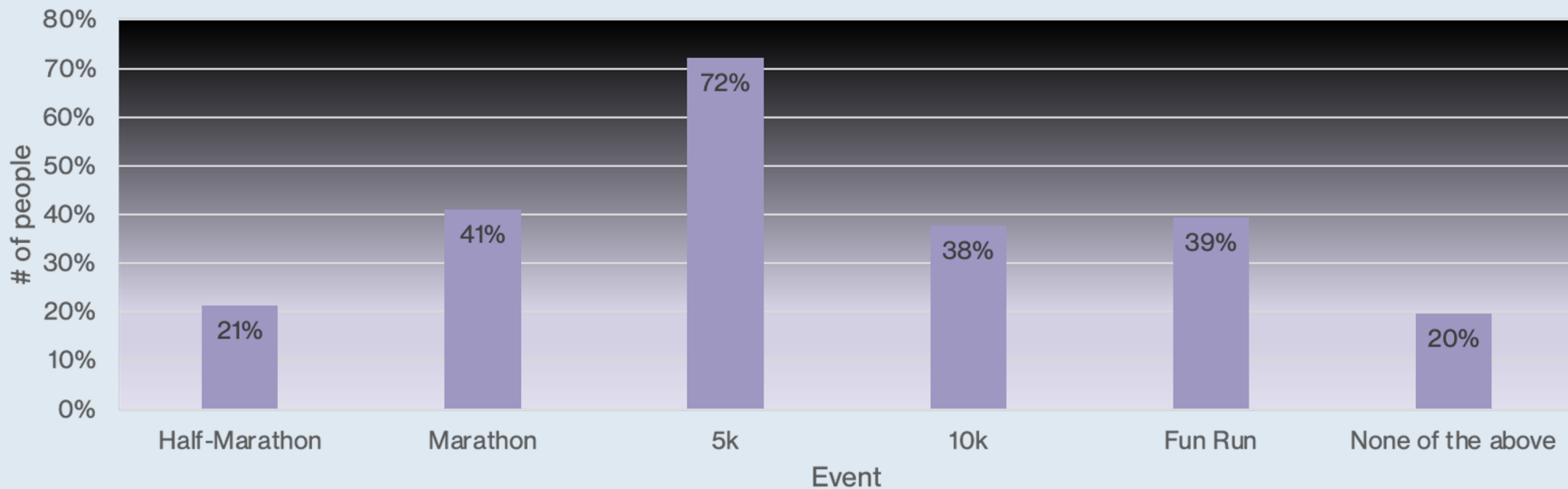
The slide features a teal background with a large white circle in the center containing the word "Appendix". Surrounding the circle are several decorative elements: a yellow circle with a puzzle piece icon at the top left, a yellow circle with a lightbulb icon at the top right, a red circle with a thumbs-up icon at the bottom left, and various other solid-colored circles in shades of orange, pink, and white scattered around the perimeter.

Where the Today's Generation of Runners Reside



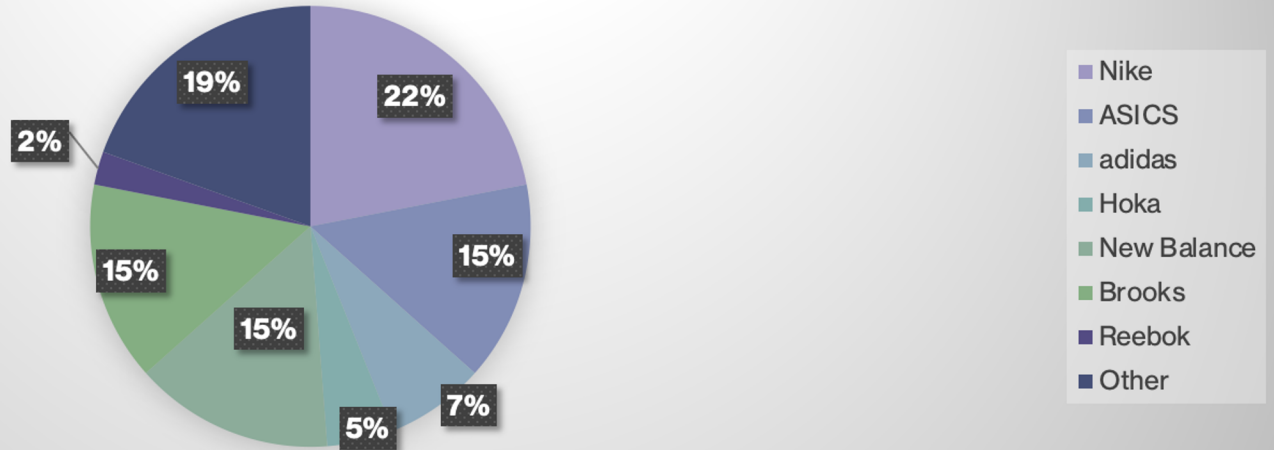
What Today's Runners have or want to accomplish!

Today's Runners current and/or future accomplishments



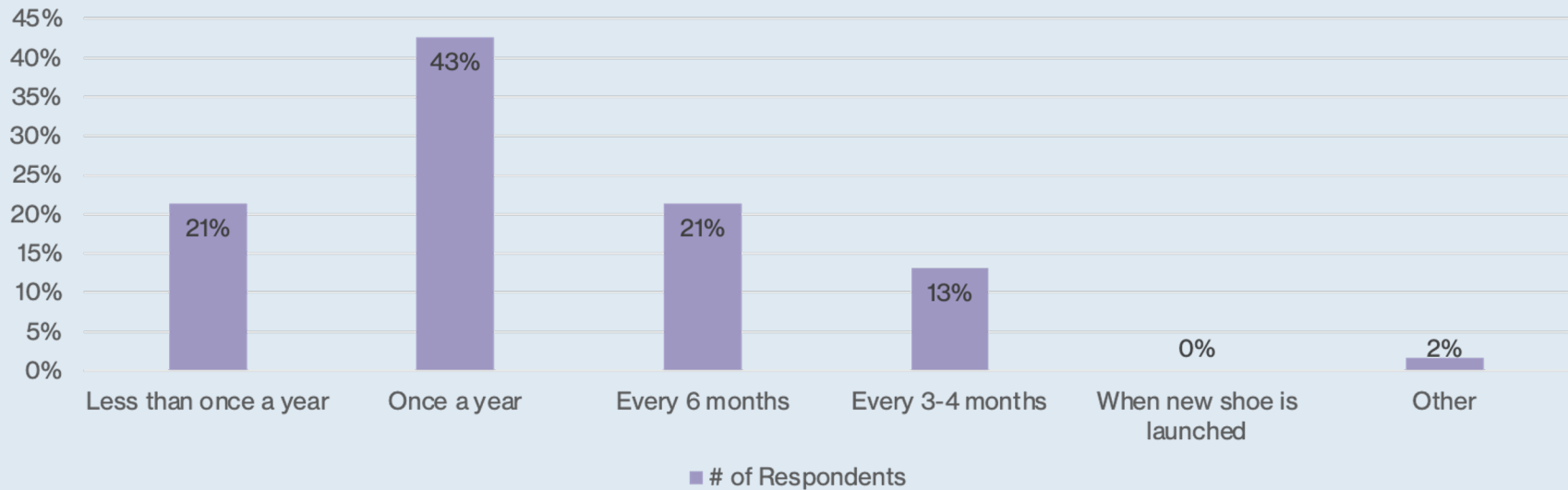
What brand Today's Runners use most often

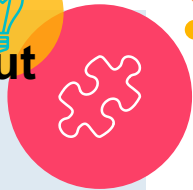
Brand of Running Shoe Most Often Used Among Today's Runners



How do often Today's Runners buy new running shoes

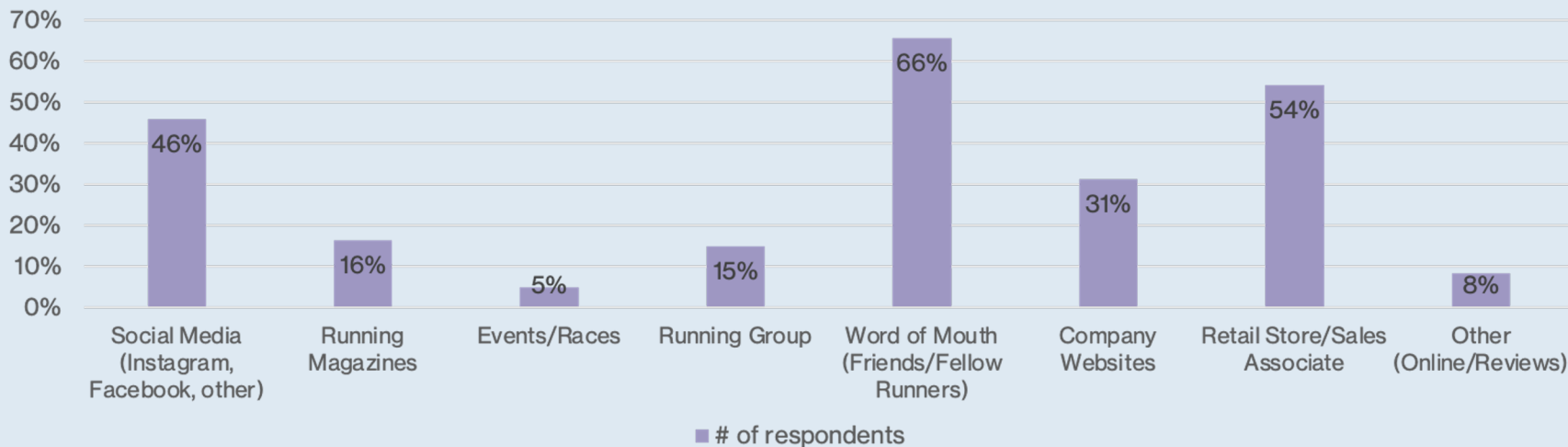
How often do Today's Runners buy new shoes





What channels do Today's Runners receive their information about running shoes

Channels that Today's Runners get their information about new running shoes





Loyalty Program

Tentative Dates: (6/1/21-9/9/21)
Responsible Dept: Marketing (Product Management)
Consulted Dept(s): Engineering

First 25 Days

Deliverables include:

- Kick-off meeting
- Create market research study on runner-specific loyalty program.

50 Days

Deliverables include:

- Analyze research data
- Identify consumer wants/needs (rewards, progress, tiers)
- Research competitor's loyalty programs

75 Days

Deliverables include:

- Meeting brief of data analysis and competitor research
- Meeting with consulted departments for program accuracy
- Design a loyalty program that meets desired criteria

100 Days

Deliverables include:

- Present loyalty program ideas to app designers for compatibility
- Test loyalty program to small group of runners (focus group)



App Design

Tentative Dates: (8/15/21-11/23/21)

Responsible Dept: Engineering

Consulted Dept(s): Marketing

First 25 Days

50 Days

75 Days

100 Days

Deliverables include:

- Kick-off meeting.
- Inventory list of features that pertain to runners
- Outline loyalty program features to incorporate on the app
- Research competitor's apps

Deliverables include:

- Focus Group to determine top 5 favorite app features.
- Meeting brief of focus group results (marketing, engineering, other)

Deliverables include:

- Develop a Beta running app including only the top 5 features that appealed to runners
- Create a list of features that are desirable, but need to be developed

Deliverables include:

- Test App
- Compile list of issues to resolve
- Share findings with the company



Promotion

Tentative Dates: (11/24/21-3/4/22)
Responsible Dept: Marketing
Consulted Dept(s): Engineering, Accounting,

First 25 Days

Deliverables include:

- Kick-off meeting
- Decide what available adidas content can be used to promote the loyalty program
- Develop positioning strategy

50 Days

Deliverables include:

- Create ideal customer journey map
- Identify platforms to promote app and program awareness
- Create messaging strategy and new name for the program

75 Days

Deliverables include:

- Identify 5 prominent events to work with to gather new users
- Identify cross marketing opportunities
- Create visual identity

100 Days

Deliverables include:

- Launch program to small test group
- Share information about the new program with company members
- Promotion funding/budget presented