

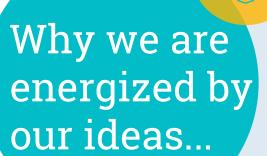
What our subject matter experts are saying...

"adidas can improve by educating the customers" -Stephan Mayas, adidas employee

"People want to upgrade from Nike or adidas to a "real" running shoe" - Adam Sherberg, Avid runner & Running Shoe Store Sales Associate

"Word of mouth is very important... people notice what other people are wearing at races" - Adam Sherberg, Avid runner & Running Shoe Store Sales Associate

"I would pay \$500 for a customizable shoe that fits my needs" - Megan Garrett, Avid runner



We listened to our subject matter experts

We researched the competition

We looked for what was missing

We focused on:

Credibility

Inclusivity

Authenticity





Original Ideas

	<u>Idea</u>	Customer Insight	adidas Benefit
	Match an influencer to their perfect shoe - a video series	Customers are uncertain what shoe is right for them.	Educate runners about different shoes and build trust.
	Rewards for Accomplishing Goals Created in App	Customers want motivation and brand participation.	Participation helps product development and promote brand loyalty.
	3. Host a Race that Promotes Inclusivity	Inclusivity shows a brand is progressing with the times.	adidas appeals to more customer segments.
	4. Website Improvements	Current website is hard to navigate and is missing key attributes.	Increase customer satisfaction.
	5. Customizable Shoe (similar to Nike By You)	One shoe does not always fit all.	Builds brand loyalty and increases customer satisfaction.

Original	
Ideas	

	<u>ldea</u>	Customer Insight	adidas Benefit
	6. Pop-up shop	Customers prefer to shop in store where they can physically see and touch offerings.	Quick way to promote and educate customers about the products.
	7. Traveling adidas Bus	Fun and exciting event that will also educate customers.	Draws in attention, from both new and old customers.
	8. Product Improvements	Product needs to meet most if not all runner specifications.	Improvements help both customer retention and brand reputation.
	9. Feature a High School Athlete	Young athletes are open to more possibilities.	Create brand loyalty with customer from a young age.
	10. Famous Athlete Sub- Brand	Runner specific line with verified athlete advocacy.	Added endorsement that can enhance brand reputation.



Top 3 Ideas: Video Series

- Match an influencer to their perfect shoe a video series
 - Partner with reputable runners
 - Feature a different runner each video
 - Highlight their running style and match them to the perfect shoe









Top 3 Ideas: Loyalty Program

- Build a loyalty program through Runtastic/adidas training app.
 - Set goals for runners to achieve
 - Participants get promotional rewards for accomplishing goals
 - Participants are entered into a raffle each month
 - Rewards can feature a different running product each month
 - Provides education and excitement around products



Top 3 Ideas: Event Promotion

- Sponsor a series of races that promotes inclusivity.
 - Host a high school competition
 - Focus on including women runners and helping them feel safe
 - Work with local running stores to organize a family fun run
- At events:
 - Promote adidas running products
 - Distribute sales promotions to participants

