

## Promotion campaign ideas for



**Russia January 2006**

# Project core target group

- **Age:** 17 – 30 year old
- **Sex:** Male biased
- **Social status:** student
- **Marital status:** single / with a girl- or boyfriend
- **Mental portrait:**
  - Perceptive – ready to accept new trends and technologies
  - Communicative and very sociable
  - Likes hanging out with friends
  - Adventurous, shared experience is of importance
  - Interested in sport, music and fashion
  - Take their look seriously
  - Likely to spend the disposable income on fashion, music, computer games etc
  - Prefer not to have more, but to have the best of what they like
  - Like to show-off a little bit and to be thought “trendy” within community



## Key Activities Habits

- **Friends:** chatting in lobbies between and after lessons, meeting in cafes and while doing sports, chatting on-line and by sms
- **Sports:** doing street sports - streetball, rollersports, skate, bike, etc
- **Fashion:** window-shopping, visiting favorite boutiques and stores
- **Music:** clubbing, going to music events, watching MTV, downloading music on-line
- **Cinema:** going to cinema once a month, watching DVDs
- **Gaming:** playing most recent and popular computer games, playing on-line games

# Key Media Habits

- **On-line:** chatting, downloading music and pics, icq-ing, e-mailing good links and jokes
- **Mobile:** sms-ing, downloading ring tones and content
- **Magazines:** glossy magazines - focused on celebrities, music, youth fashion; "alternative" magazines - focused on favorite sports and music, computer games
- **TV:** watching MTV, reality shows and some movies at night



# Hello!

**Name:** Alexei  
**Nickname:** Alex  
**Age:** 23 year old  
**Sex:** Male  
**Nationality:** Russian  
**Home:** Rents a small apartment  
**Lives in:** Moscow, suburbs area  
**Marital status:** has a girl friend

**My style:**

"I like skating and spending my spare time with my friends.  
I want to look stylish, but I dress practical, in jeans and shirts.  
I consider hair style and accessories (bracelets, tattoos, belts and shoes) very important.  
I listen to heavy music, but not metal. I always have my mobile and mp3 player with me. I like to download stylish pictures and music on my mobile.  
I read computer and x-sports magazines.  
Rather than TV, I would listen mp3 or watch DVDs.  
I'm on-line every night and I spend quite a lot of time in chats and forums.  
I like to play computer games as well".



# Nice to meet you!

**Name:** Anna  
**Nickname:** none  
**Age:** 19 years old  
**Sex:** Female  
**Nationality:** Russian  
**Home:** lives with parents  
**Lives in:** Moscow suburb area  
**Marital status:** single



**My style:**

"I have lots of friends in my High School and I spend lots of time with them after my lessons. I like looking good and chose my clothes carefully. I wear casual clothes, jeans and jeanskirts, and I like funny tops and t-shirts and stylish jackets. I often wear scarves and hats. And I chose my shoes carefully – they should be stylish!  
I roller-skate occasionally in summer, and I figure-skate in winter a little bit.  
I like to dance and together with other girls go to night clubs once a week.  
I listen to radio and download mp3 music on my player. I like modern music, but not in some special style. I like to read about celebrities and gossips in magazines. I watch reality shows on TV in the evening and I watch MTV at night. I check my e-mail every day and chat with guys on-line. I have icq account. I visit some sites to check club-life, events and cinema list".

# My adidas

**Alex**

**Collection:** Performance

I will wear Performance shoes and clothes when I go to gym and want to look good.

Also I will wear it if I want to look more sportive and trendy when I go to the party or meet with friends on special occasion.

**Anna**

**Collection:** Original

I will wear Adidas /Original clothes in my everyday life. This clothes is stylish and comfortable, and I believe I can look fashionable and modern among my friends.

Impossible is nothing

**adi FLIGHT**





# It's impossible

**Is it possible – to overcome the limits?**

**Is it possible - to fly over the walls of tradition ?**

**Some people say it's impossible.**

**For me, impossible is nothing.**



# Impossible is nothing

## the EVENT:

- Unique skate jump over the Kremlin wall
- Fashion show
- Concert



# Impossible is nothing



adi **FLIGHT**





# Impossible is nothing



adi **FLIGHT**





# Impossible is nothing



adi **FLIGHT**





# Impossible is nothing



# adiFLIGHT EVENT

**Event is based on sports, show and music, attracting TA and creating unprecedented publicity**

- **Where?** **Moscow Kremlin, Red square**
- **What?** **Unique skate jump over Kremlin wall**
- **When?** **Open frame from 2007 till 2012**
- **Expected on-site:** **One hero and 30 thousands spectators**
- **TV and media:** Event is broadcasted on "Russia"  
national channel  
news on all Russian TV channels  
minimum 30 international TV crews  
news by international chains  
more than 60 media-representatives  
on-site
- **Estimated PR value:** **worth more than 8 million dollars**



# Campaign timelines

- **Pre-campaign**
  - Audience attraction & announcement through
    - Outdoors
    - New media
    - On-line
    - In stores
- **Event – one day, 17.00-20.00**
  - Warm-up
  - Hero introduction
  - The Jump
  - Live music
  - Adidas fashion show
- **Post-campaign**





# Unparalleled Opportunity

- **First time in world history**
- **Becomes "talk of the world"**
- **Sets up Guinness record**
- **Effectively attracts TA attention**
- **Has widest national and international PR possible**



# Project Values

Challenge

**To overcome the limits**

Inspiration

**Uniqueness**

Activation

**TA involvement**

Excitement

**Momentum beauty**

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FOR THE FIRST TIME IN WORLD HISTORY  
UNPRECEDENTED JUMP  
**RED SQUARE**  
**JULY 1 2007**



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# Contacts

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