

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:



- 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 closes carefully. I wear casual clothes, jeans and jean-skirts, 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.











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.







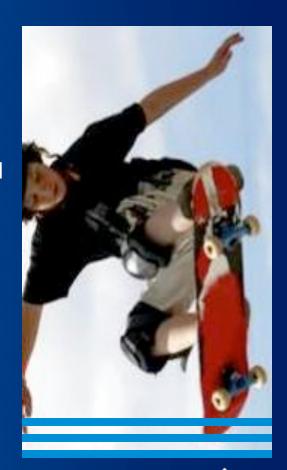


the EVENT:

Unique skate jump over the Kremlin wall

• Fashion show

Concert











adiFLIGHT

adidas

















adiFLIGHT EVENT

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

• Where?

What?

When?

Expected on-site:

TV and media:

Moscow Kremlin, Red square

Unique skate jump over Kremlin wall

Open frame from 2007 till 2012

One hero and 30 thousands spectators

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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