

'ALPHAEDGE FOR EVERYONE'

YOU DON'T HAVE TO BE AN ATHLETE TO WEAR ADIDAS

DIGITAL PR CAMPAIGN STRATEGY



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**'ALPHAEDGE FOR
EVERYONE'
CAMPAIGN STRATEGY**

With the UK sportswear market expected to grow by 20.9% by 2023 (Global Data, 2020), the market is becoming increasingly crowded and brands are fighting for their market share (see p.38). The global sportswear market is dominated by Nike and Adidas, with a total revenue of more than \$64 billion (O'Connell, 2020) and are seen as the main players in the industry. In terms of the trainer market specifically, Adidas tops the charts by being the number one brand for sports shoes and trainers in the UK in 2018, closely followed by Nike as well as Converse, Reebok and Puma (Statista, 2019).

Adidas released the new AlphaEdge 4D Running Shoe in November 2019, featuring a range of new technologies, driven by its 3D printed sole. The midsole combines Carbon Digital Light Synthesis™ technology and years of athlete data to produce the next big thing in the trainer industry (Adidas, 2019). The shoe boasts a range of benefits, such as its unparalleled cushioning due to the sole structure, which provides extra support and comfort.

The AlphaEdge 4D Running Shoe is currently promoted to athletes to enhance their running and to give that extra support and cushioning provided by the technologically advanced shoe. However, these great product benefits are only promoted to athletes. Research into other high-tech shoes from a variety of competitor brands (see p.39) also shows the targeting towards athletes only, presenting a gap in the market. What about everyone else? How can non-athletes benefit from this shoe?

Research suggests that these benefits could be valued by other types of consumers for use in every day life, such as people who commute daily and older people looking for supportive footwear. Approximately 8 in 10 people in the UK are affected by back pain during their life (NHS, 2020) - highlighting an opportunity where Adidas can use its benefits of the trainers such as great cushioning and support to promote them to people for every day life. Staff working in health services walk around 3.6 miles per day, with the longest distance recorded by one individual NHS worker in one day being 11 miles (Ford, 2016) - again proving that there is a market for promoting these Adidas trainers for people using them in their every day, busy lives.



From researching into the sportswear market, the product and potential opportunities, the following brief can be defined:

'Create a digital strategy and PR campaign for Adidas that promotes the AlphaEdge 4D shoe to a new group of consumers, highlighting how the product benefits could be used by non-athletes.'

The Issue: Adidas only promote their AlphaEdge shoes to an athlete audience, missing out a whole sector of the market, where people use trainers for lifestyle use. The benefits of comfort and the stability coming from the 3D printed soles and technologically advanced shoe would greatly benefit people for everyday life, not just athletes.

'AlphaEdge for Everyone' Campaign Objectives:

- To promote the Adidas AlphaEdge 4D Reflective shoes to a new target consumer, highlighting that the benefits of the shoe can be enjoyed by more than just runners and meet the needs required in everyday life
- To expand on and strengthen the Adidas User Experience, creating more connection and engagement between Adidas and the consumer
- To associate the Adidas AlphaEdge 4D Reflective shoes with a new story that comes from a place of authenticity and puts people at the heart of the brand, opening up a world of opportunity

Strategic Benefits created for Adidas:

- An expansion of the target market away from runners and athletes towards normal people for everyday life will give an edge over competitors and draw more people into Adidas
- New UX, UI and other technologies and designs will be introduced, creating a stronger relationship between Adidas and the consumer

Benefits created for target consumer:

- The new targeted consumers can benefit from the technologically-advanced 3D printed mid-sole, giving unparalleled cushioning and support for everyday life
- Consumers will be able to interact with Adidas in a fun and engaging way with a more interactive User Experience



Key Messages:

- You don't have to be an athlete to wear Adidas
 - The Adidas AlphaEdge 4D Reflective shoes will help you win at life, not just in sport
 - Trust in technology
 - Don't just win on the track, win at life too
- #WinningatLife
#AlphaEdgeforeveryone

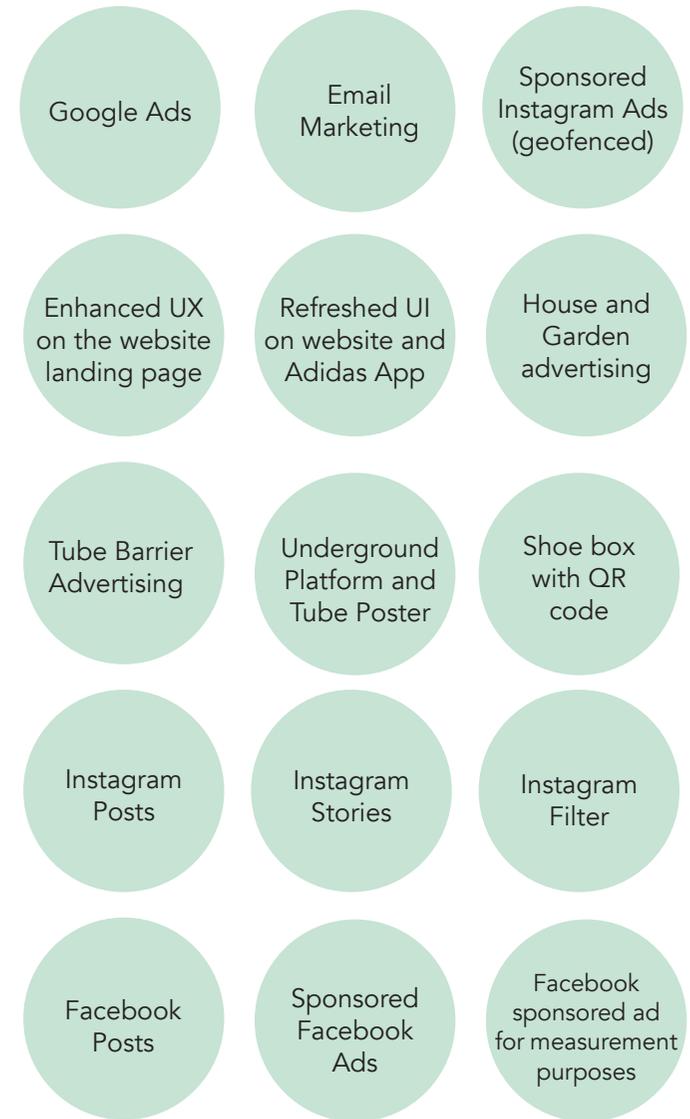
The AlphaEdge for Everyone campaign will combine a variety of tactics that consider emerging technologies and the best practice use in PR to promote the shoe to a new group of consumers. With a focus on digital elements that will provide key data and allow for the campaign to be measured effectively, physical advertising is also considered in order to achieve a 360 degree campaign and the objectives.

With 2 million people using the London Underground everyday (London.Gov, 2020) and London stations being a hub for commuters, Adidas will use this space to target customers with the AlphaEdge for Everyone campaign. The average commute time in the UK is 59 minutes (Gallagher, 2019), providing the perfect opportunity to capture the commuter audience when they are on the way to work.

Social media will be a key platform for the AlphaEdge for Everyone campaign, specifically Instagram due to the variety of ways you can engage with customers. 500 million accounts engaged with Instagram Stories daily in 2019, therefore proving it is an appropriate and successful channel to tell the AlphaEdge for Everyone story. Facebook will also be used but to target the older generation of target customers, as 68% of 50-68 year olds use this platform (Chen, 2020).



The Tactics

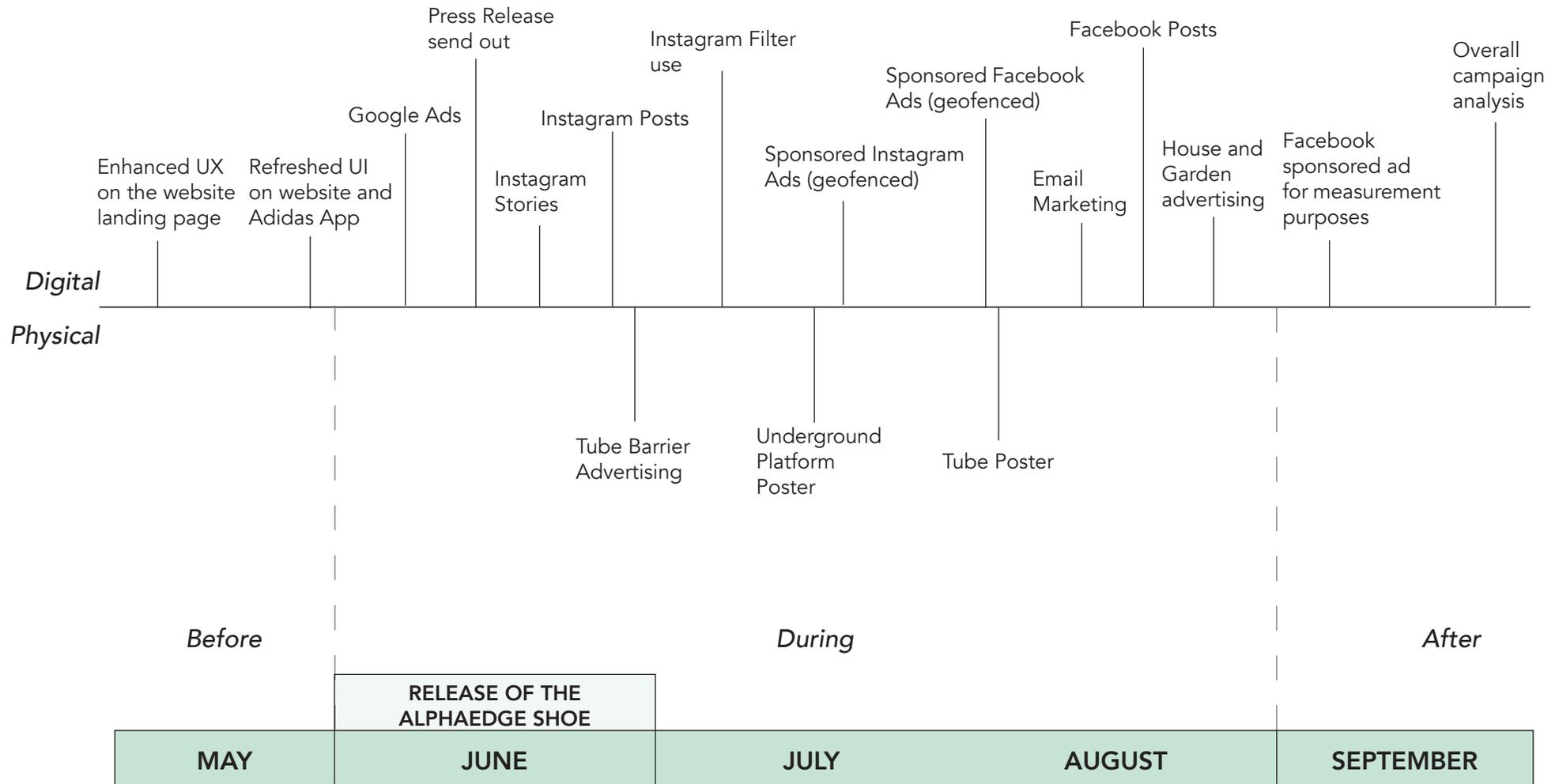


OVERVIEW OF THE 'ALPHAEDGE FOR EVERYONE' CAMPAIGN TACTICS

Visualisation													
Tactic	Scanning QR code on shoe box leading to Instagram Filter	Enhanced UX on the website landing page	Refreshed UI on website and app	Google Ads	Instagram Posts	Instagram stories	Sponsored and geofenced Instagram Ads	Facebook Posts	Sponsored Facebook Ads	Facebook sponsored ad for measurement purposes	Email marketing	House and Garden advertising	Physical Advertising
Objective	To give the AlphaEdge shoe digital presence, make it easy to share and to get people talking	To make the communication between adidas and the customer easier	To help promote and raise awareness of the AlphaEdge shoe	To promote the AlphaEdge shoe to the right customer	To tell the new story in a visual way to customers	To promote the product benefits of the shoe	To make people more intrigued about the AlphaEdge shoe and to raise awareness	To promote and tell the story of the AlphaEdge shoes and to make them easy to shop through social media	To make people more intrigued about the AlphaEdge shoe and to raise awareness	To gain important feedback data on the success of sponsored ads	To create stronger brand-customer relationships and to redirect customers back to purchasing	To associate the AlphaEdge shoe with everyday life activities, not sport	Raise awareness of the shoe to the primary audience, to connect them with a story that resonates with them and to allow for product testing
Benefit	Will create hype around the shoe, increase awareness and create a chain of interaction	The customer gets 10% off in return for their data, and questions can easily be asked about the shoe through the chatbot	Makes customers aware of the re-launch of the AlphaEdge shoe	Will associate the shoe with being 'supportive', with the aim of attracting an older customer	Provides a hub for the product imagery and a space where conversations around the shoe can be started	Will get consumers involved and will share key messages	Will help specifically target the right audience and nudge people to look further into the shoe	Will help to promote the shoes to the right target audience	Will help specifically target the right audience and nudge people to look further into the shoe	This will educate Adidas on what they need to adapt for future campaigns from customer feedback	Can use more hyper-personalised messaging and create easy call to actions for customers	Will help to target older customers who are looking for a supportive shoe for everyday life	Customers are able to experience the benefit of the shoe at the tube barriers and will educate them on the shoe benefits
Target Customer	Anyone who buys the shoe, but use of the filter more likely to be used by a younger customer	Anyone who is purchasing the shoe online	Anyone who visits the Adidas website or App	Older audience, looking for supportive shoes	Primarily younger audience, but anyone who uses Instagram	Younger audience	Commuters	Facebook users, who tend to be older	Facebook users, who tend to be older	Facebook users, who tend to be older	Both the older and younger target customers	Older audience/reader of the publication	Commuters
Key Messages	You don't have to be an athlete to wear adidas' - you can wear the shoes wherever, whenever	Adidas wants to build stronger relationships with its customers	AlphaEdge for Everyone' 'Win at life, not just in sport' 'You don't have to be an athlete to wear adidas'	The AlphaEdge shoes provide extreme support and cushioning, helping you through everyday life	Adidas is re-branding a shoe to non-athletes	You don't have to be an athlete to wear adidas'	You will get ahead in life and keep you going all day if you wear the shoe	Focusing on the cushioning and support, helping you get further in life, and that the shoes can be worn by anyone	The 3D printed sole provides extreme cushioning and 'You don't have to be an athlete to wear adidas'	Adidas are a brand that want to improve and build stronger relationships with their customers	You don't have to be an athlete to wear adidas', AlphaEdge for everyone, get involved on Instagram with its hashtags	You don't have to be an athlete to wear adidas' - can wear them for anything	You don't have to be an athlete to wear adidas', wearing this shoe will enhance your life - #WinningAtLife
Metric for Measurement	Filter impressions and use, number of shoes bought	Number of people who fill in their details and makes use of the chat bot	Page visits and conversion rates	Number of clicks	Hashtag performance, brand mentions, likes, comments, saves, impressions	Story views, sends and number of answered questions to show engagement	Number of clicks, likes, comments and saves	Number of clicks on website link, likes, comments and shares	Number of clicks, likes, comments and shares	Number of responses	How many people have opened the email, shared with a friend, follow through website traffic	Number of clicks and conversion rates. UTM tracking	Online brand mentions relating to advertising, press coverage

THE 'ALPHAEDGE FOR EVERYONE' CAMPAIGN TIMELINE

The following tactics and channels will be used in order to achieve the campaign objectives:



It is important to note here that from the release of the AlphaEdge shoe in June, all tactics within the time frame between June, July and August will be used straight away to create a hype around the launch and will be repeated throughout this period. Social Media activity will continue up until the following January.

TARGET CUSTOMERS FOR THE 'ALPHAEDGE FOR EVERYONE' CAMPAIGN

Re-positioning and targeting a new group of target customers - 'You don't have to be an athlete to wear adidas'.

'Tomorrow's Customers'



(iStock, 2019)

Primary customer

Joshua

'The inner-city worker'

24, Software engineer
Income: £24k

Bio: Joshua has recently graduated from university and now commutes into London all the way from Bristol daily for his internship.

Personality: Extrovert, mature and charismatic

Motivations: Joshua is a hard worker and always wants to do things to the best of his ability. He aspires to be extremely successful and achieve a lot in the work place.

Core needs: With his work being a key focus, Joshua uses his down time at weekends to socialise with friends.

Pain Points: Joshua doesn't enjoy his daily commute on the train and tubes and finds it extremely tiring - he wishes he lived closer to London.

Questions: What can I do to make my journey to work more comfortable? How can I engage with Adidas if I'm not into sport?

Subjectivity to Marketing ●

Easily Influenced by peers ●

Importance of Health and Wellbeing ●

Most used social channel



Brand interests







(Getty Images, 2019)

Secondary customer

Karen

'The self-care shopper'

65, Retired
Income: pension

Bio: Karen has recently retired from working as a gardener and now has more time to partake in her hobbies, which includes cooking and crafts.

Personality: Outgoing and experimental

Motivations: Karen loves to find the latest fashion pieces on the high-street, proving that someone her age can still look trendy. She is more digitally savvy than people may think.

Core needs: As Karen is getting older, she now requires more support in the shoes she wears in order for her to carry on living an outgoing, busy life.

Pain Points: Karen suffers from foot and back pain and often finds it difficult to find the right supportive shoes.

Questions: Where can I find a supportive shoe that's also fashionable? How can I engage with a young and trendy brand?

Subjectivity to Marketing ●

Easily Influenced by peers ●

Importance of Health and Wellbeing ●

Most used social channel



Brand interests

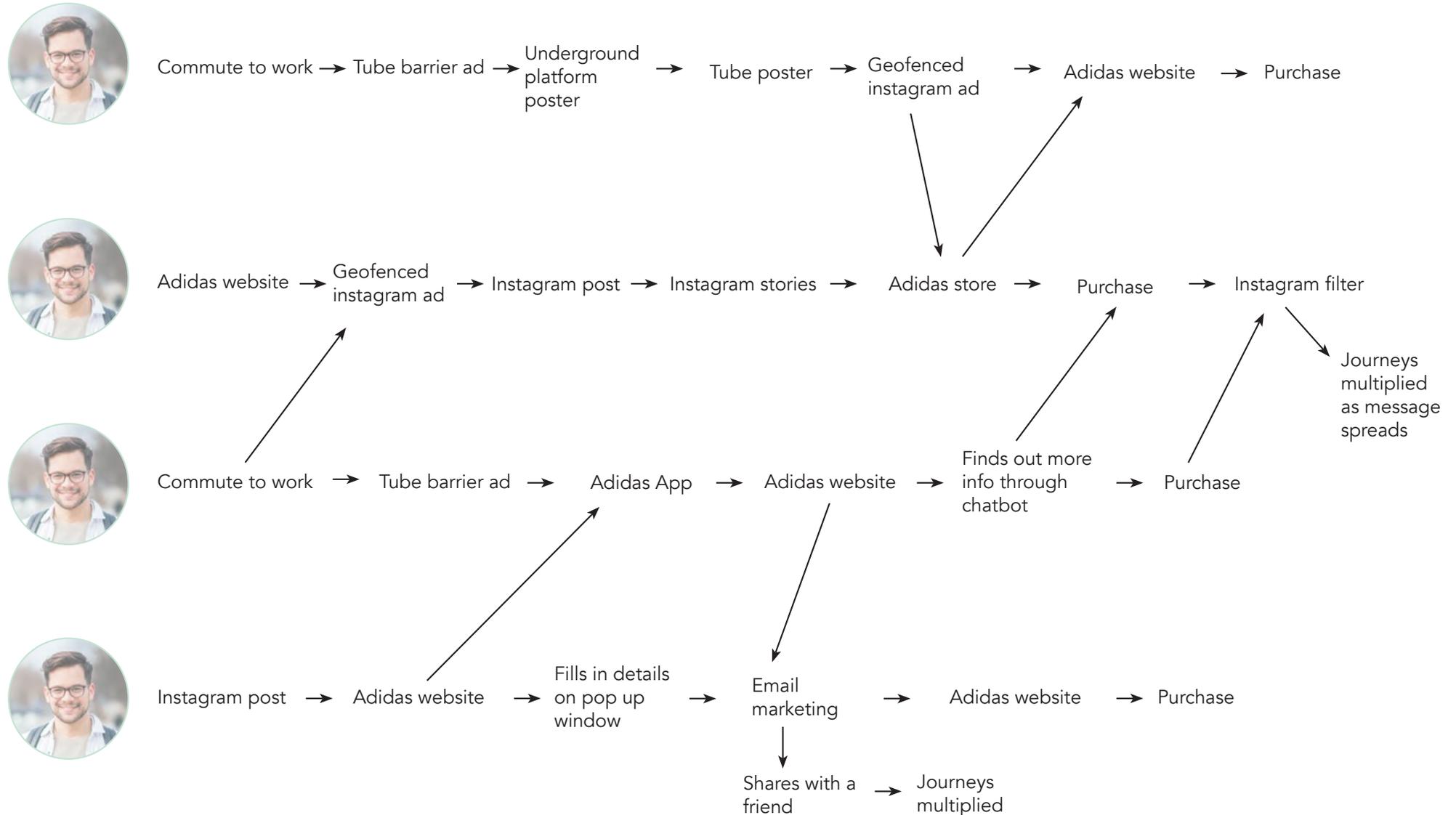




CUSTOMER JOURNEYS FOR THE 'ALPHAEDGE FOR EVERYONE' CAMPAIGN

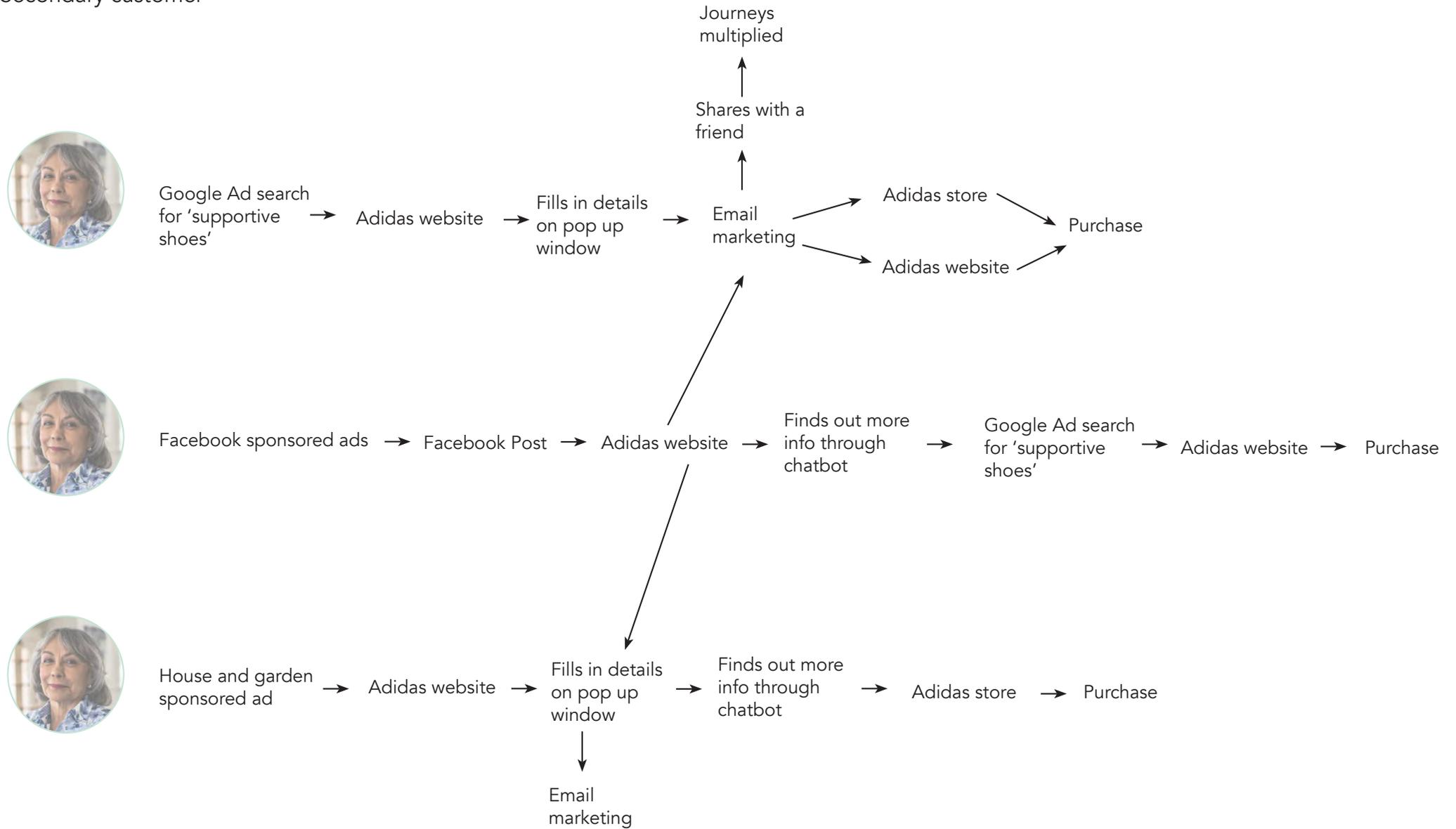
Primary customer

It is important to note here that with the many different tactics this campaign has, there are numerous customer journeys that could be had. Pathways can easily cross and interlink, creating more unique pathways for the individual and increasing the contact time between the brand and the customer.



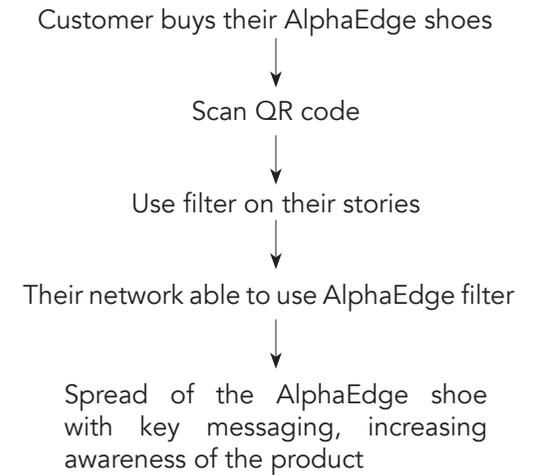
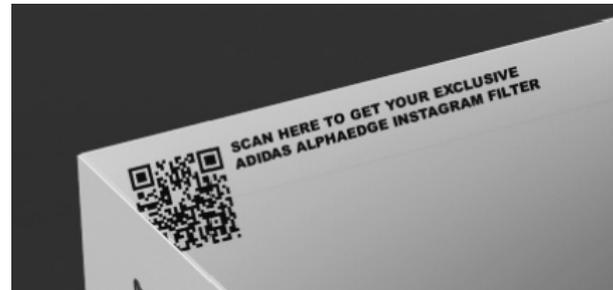
CUSTOMER JOURNEYS FOR THE 'ALPHAEDGE FOR EVERYONE' CAMPAIGN

Secondary customer



THE TACTICS FOR THE 'ALPHAEDGE FOR EVERYONE' CAMPAIGN

DIGITAL GIFTING THROUGH THE ALPHAEDGE SHOE BOX



The inside of the AlphaEdge Shoe Boxes will include a QR code and copy saying "Scan here to get your exclusive Adidas AlphaEdge Instagram Filter".

Users will be able to scan this QR code giving them exclusive access to the filter which they are then able to share with their followers and network (see following page). This will allow the campaign and messaging to spread organically and create a strong desire for the product.

ALPHAEDGE INSTAGRAM FILTER

The Instagram filter will be first used by the customers who have bought the shoes and through using the filter, it will be shared with their network, allowing for organic online growth.

The filter uses Augmented Reality to project the shoe onto your feet to look like you are wearing the shoe.

This will:

- Creates a hype around the product and increases awareness
- Creates a chain of interaction

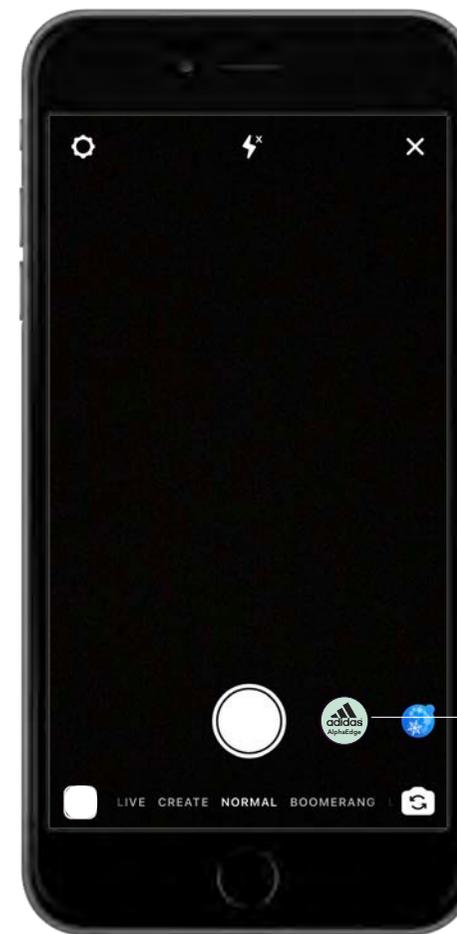


Filter name

Call to Action

Reinforcing that 'You don't have to be an athlete to wear Adidas' and encouraging people to wear the shoes wherever, whenever.

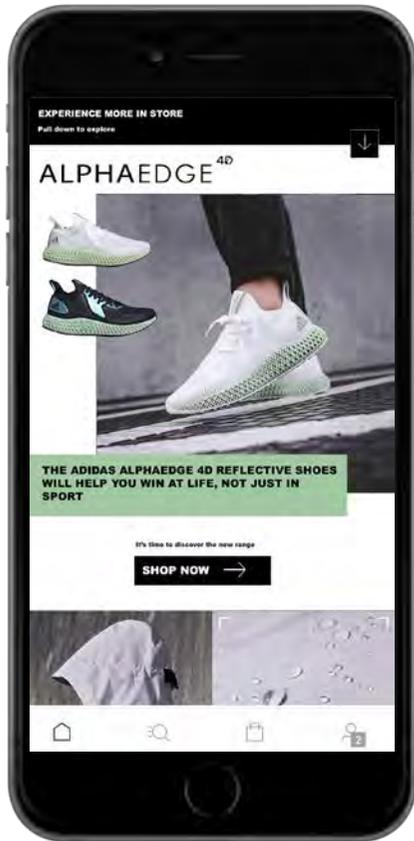
AR Shoe



The filter will show up in this panel once users have access to it

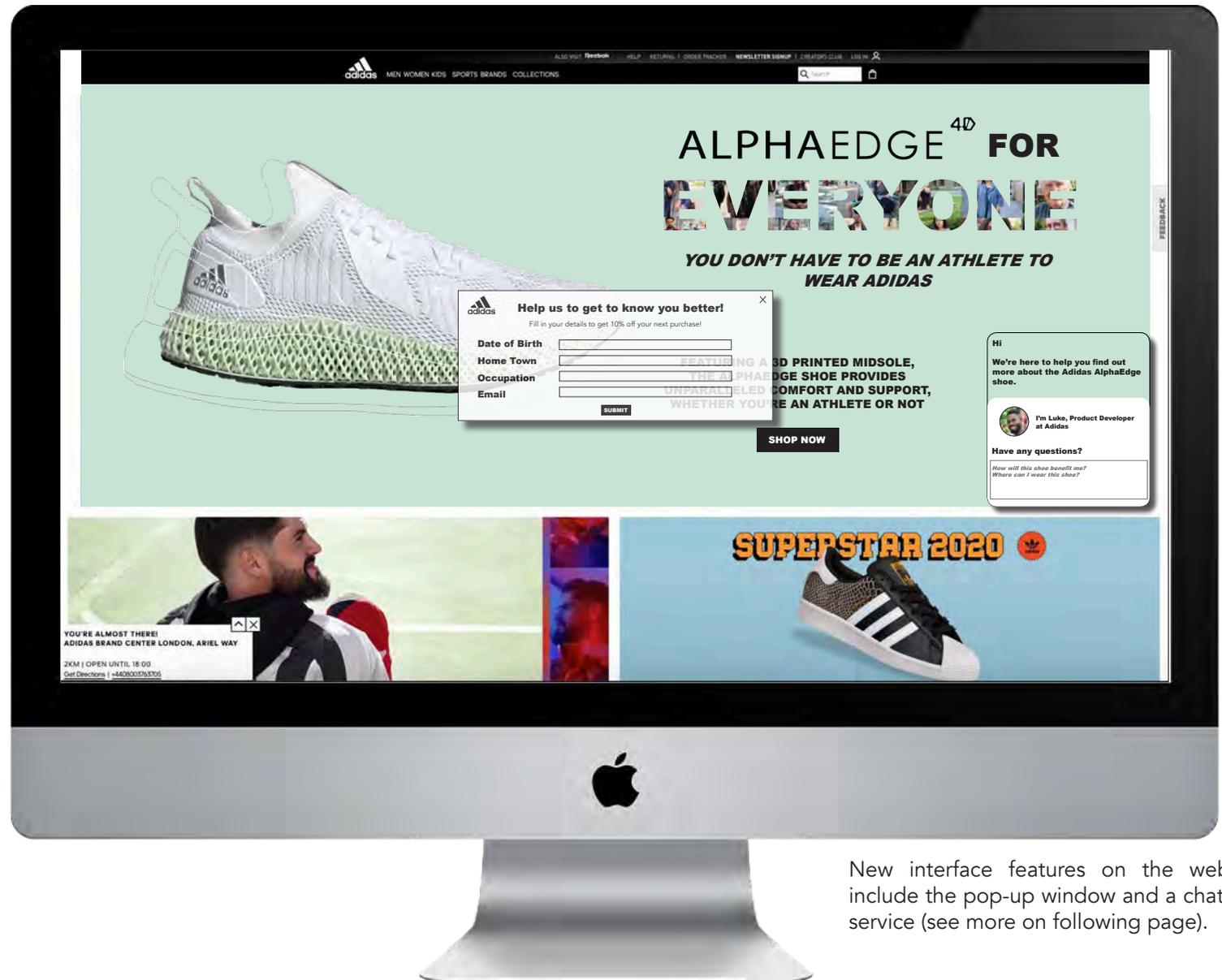
REFRESHED APP AND WEBSITE LANDING PAGES

The newly designed User Interface on the website and app landing pages will push the product story and communicate the key messaging.



(Kickopz, 2020)

Key messaging: 'The Adidas AlphaEdge 4D Reflective shoes will help you win at life, not just in sport'.



New interface features on the website include the pop-up window and a chat bot service (see more on following page).



Help us to get to know you better! ✕

Fill in your details to get 10% off your next purchase!

Date of Birth

Home Town

Occupation

Email

SUBMIT

Hi

We're here to help you find out more about the Adidas AlphaEdge shoe.



I'm Luke, Product Developer at Adidas

Have any questions?

How will this shoe benefit me?
Where can I wear this shoe?

(Humans of New York, 2020)

The pop-up window will be a new feature on the website landing page, giving Adidas a way to connect and gain more information about their consumers, allowing for more hyper-personalised and targeted advertising. Information asked includes Date of Birth, to understand the consumer demographic and therefore allowing for more related product suggestions; home town to promote events in the area and to understand where their consumers are located nationwide; Occupation, again to build up a greater picture around the customer such as their beliefs and values; and of course their email address to allow for a strong brand-customer relationship. All this data will be used to create more hyper-personalised email marketing, resulting in more frequent micro-moments and then hopefully increased brand loyalty and sales. Personalisation is a growing and significant technique used in PR and therefore is integrated into the 'AlphaEdge for Everyone' campaign. In return, Adidas will offer 10% off their next purchase, as a thank you for their data.

Developments in technology have resulted in the use of Artificial Intelligence and therefore Chat Bots as a PR technique are a great way to improve the user experience. Customers will be able to ask questions to Adidas professionals to help them understand the products and answer any questions they may have. The Chat Bots will be able to increase the conversation around the AlphaEdge shoes, whilst also providing key data feeding back to Adidas. For example, if a lot of questions come up asking about what materials the shoes are made from, this will nudge Adidas to tweak their marketing message to answer these frequently asked questions through different messaging, to meet the needs of the consumer.

NAVIGATING THE USER EXPERIENCE ON THE ADIDAS WEBSITE

Wire Frames

Phase 1: Adidas website landing page that will be present for the launch

SHOP NOW

Phase 2: Product Browsing Page

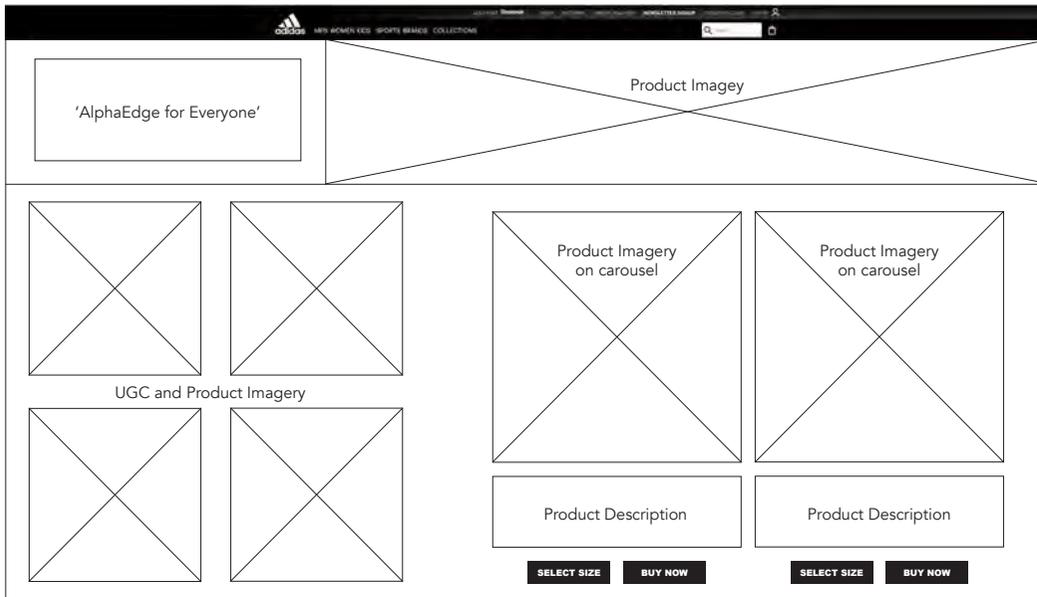
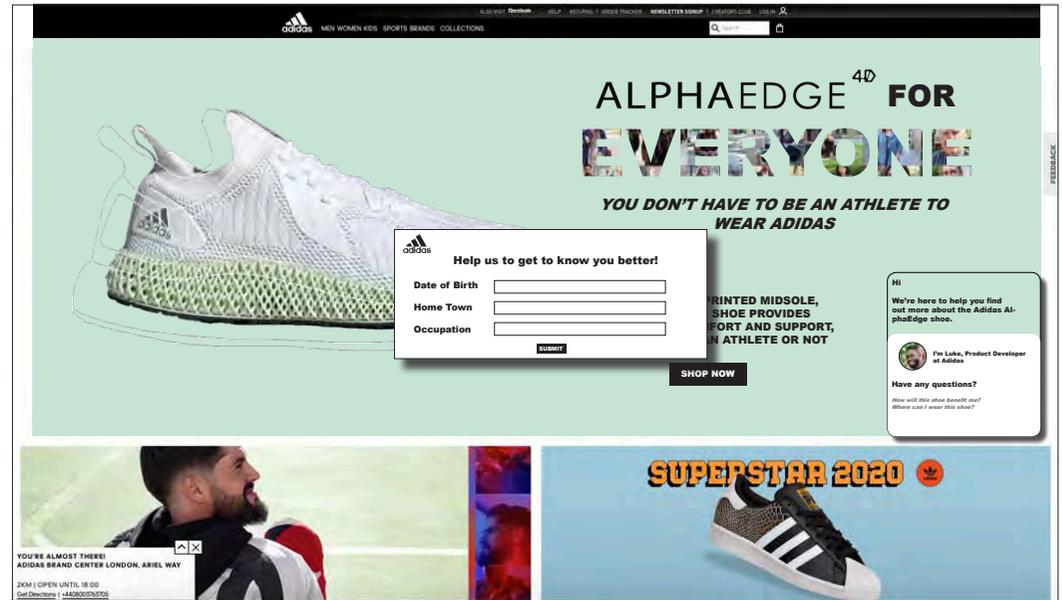
BUY NOW

Phase 3: Order details and promotion of Adidas Filter

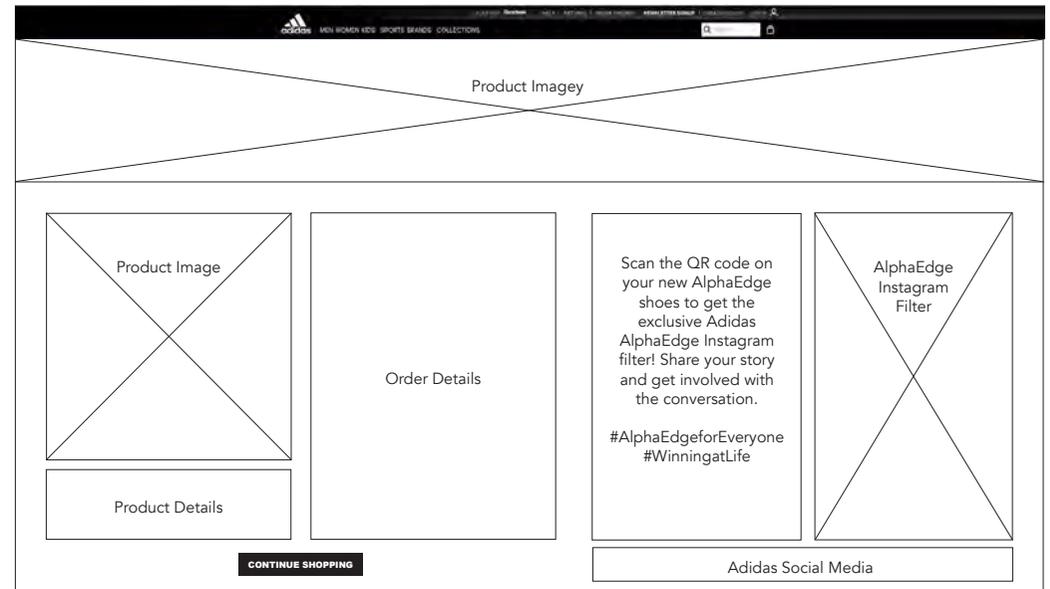
CONTINUE SHOPPING

Call to Actions

Phase 1



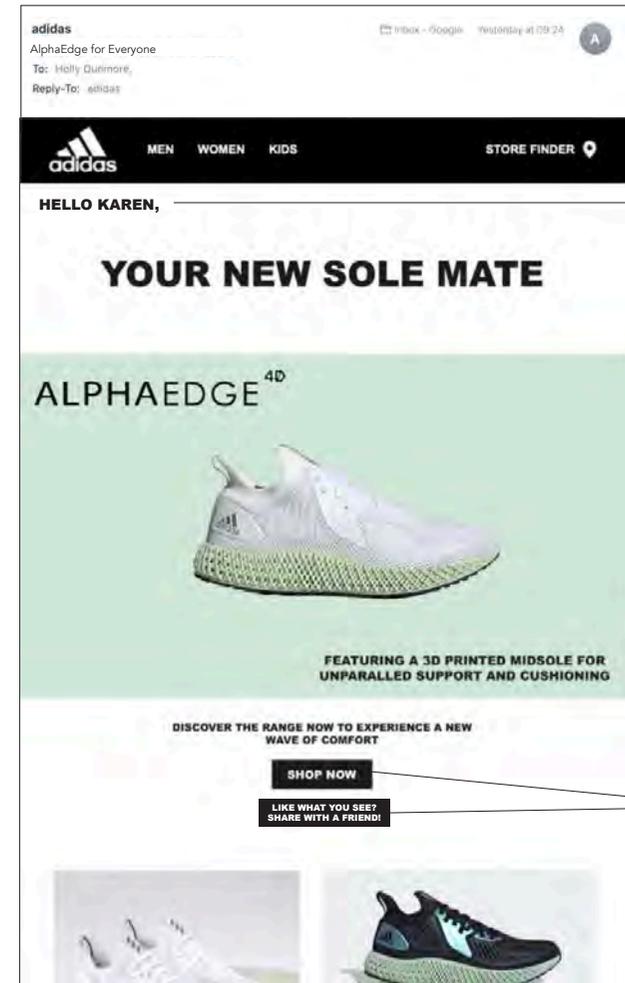
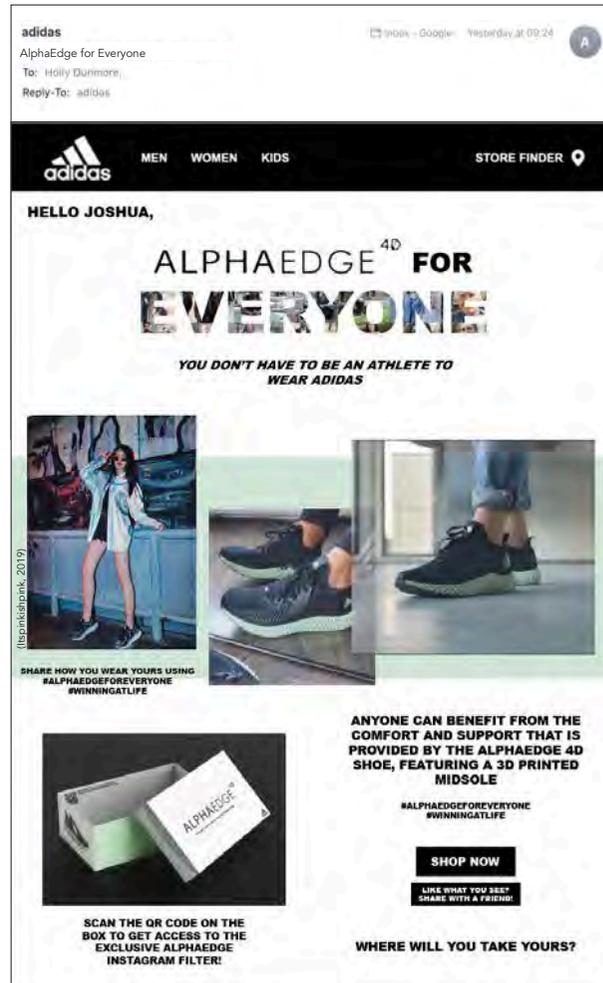
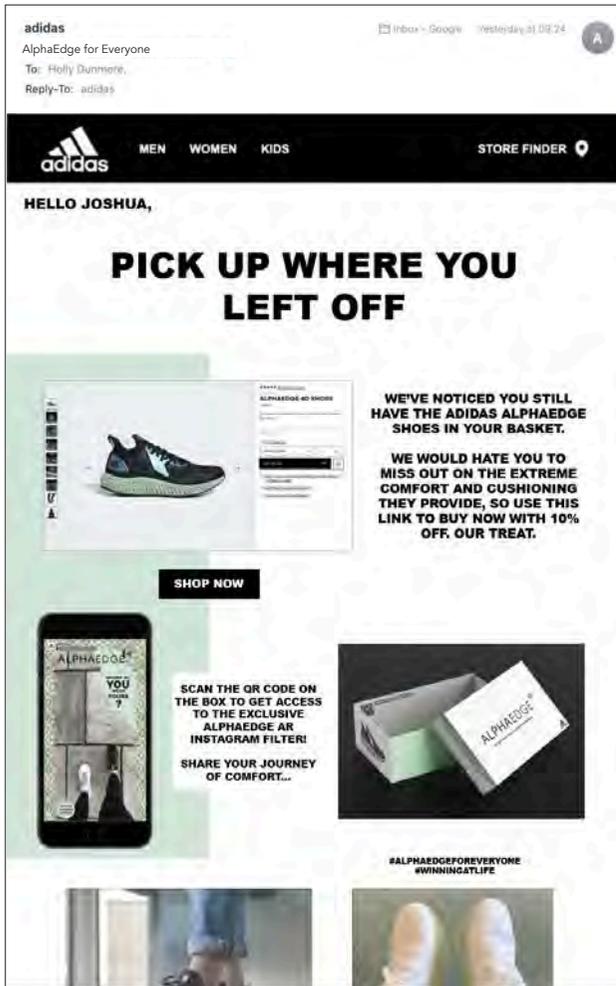
Phase 2



Phase 3

EMAIL MARKETING

Email Marketing will be used as it is a direct way to reach the consumers and allows for relationship building. The emails will feature key messaging and call to actions with the 'shop now' and 'share with a friend' buttons, to help the campaign gain further traction online. The 'share with a friend' button will allow users to forward on the email directly to someone else, growing the campaign further to a wider audience.



Personalised with names

Call to Action

Redirecting customers back to the website to purchase with 10% off if the AlphaEdge shoes have been in their basket

(All product Images: Adidas, 2020)



PHYSICAL ADVERTISING

Physical advertising will be used in the London Underground to help target the commuter audience. Advertising will take over the underground ticket barriers to push the 'comfort' element of the shoe. Users will be able to walk over a replication of the shoe on the floor as they walk through the barriers to give a real life experience on how comfortable the shoes are. The key messaging of 'You don't have to be an athlete to wear Adidas' will also be printed on the floor, promoting the shoes to a not-so-typical customer of Adidas.



Primary source image



(Adidas, 2020)

PHYSICAL ADVERTISING

Following on from the ticket barrier advertising, Adidas will further promote the AlphaEdge shoes in 2 other ways, acting as prompts and encouraging the viewers to take further action.

Advertising posters will be positioned on the underground walls, further conveying the key messaging in a clear way, whilst also describing the key product benefits.

Smaller poster advertising within the tubes themselves will also be used. The more text-heavy display will tell the product story in greater detail, linking a scenario with the product and the customer. The copy reads:

'Everyday your feet go through a lot. running for trains, taking you to meetings, going up steps, rushing around London... in fact, without them, you wouldn't be sat here right now. They get you from A to B, and everywhere in between. But what if your way of life could be transformed from wearing shoes that give you that extra support and cushioning, so your feet could take you even further? Try the Adidas AlphaEdge shoe now featuring a 3D printed sole to get you ahead in life. You don't have to be an athlete to wear Adidas.'

#AlphaEdgeforEveryone #WinningatLife



(Shoe cut out: Adidas, 2020)

Following the route of the commuter consumer:

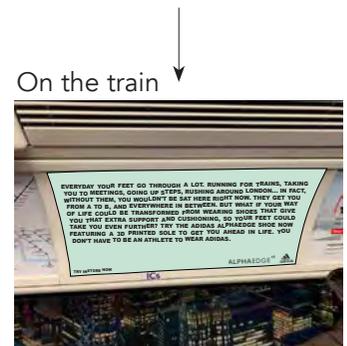
In the station



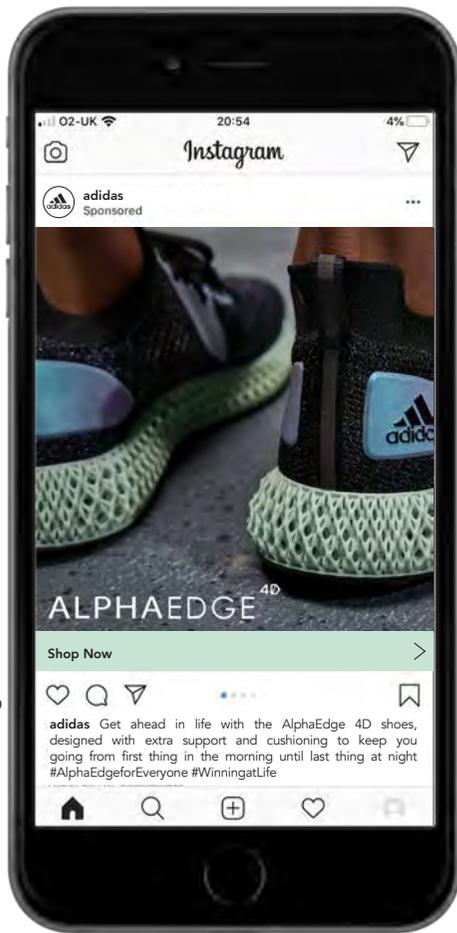
On the platform



On the train



Product images: Adidas, 2020

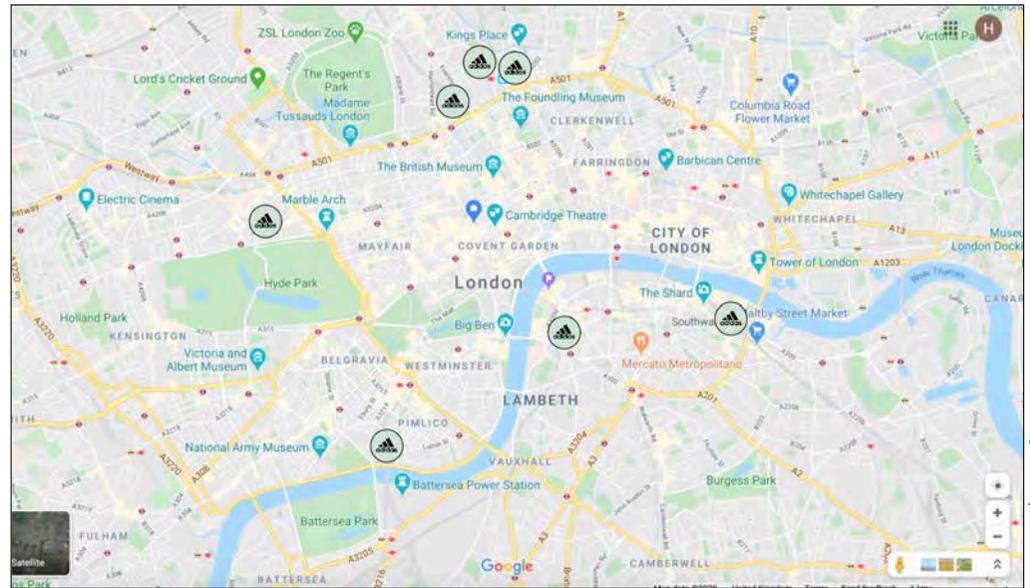


Instagram sponsored ads used in geofenced locations



Facebook sponsored ads showcasing more of the product benefits to target an older customer
(This is presented as a GIF)

Influencer marketing will not be used as part of the 'AlphaEdge for Everyone' campaign as the shoes are being repositioned to align with regular people in their everyday lives, and therefore the influencer model as a form of paid media does not align with this.



(Google Maps, 2020)



Geofenced locations

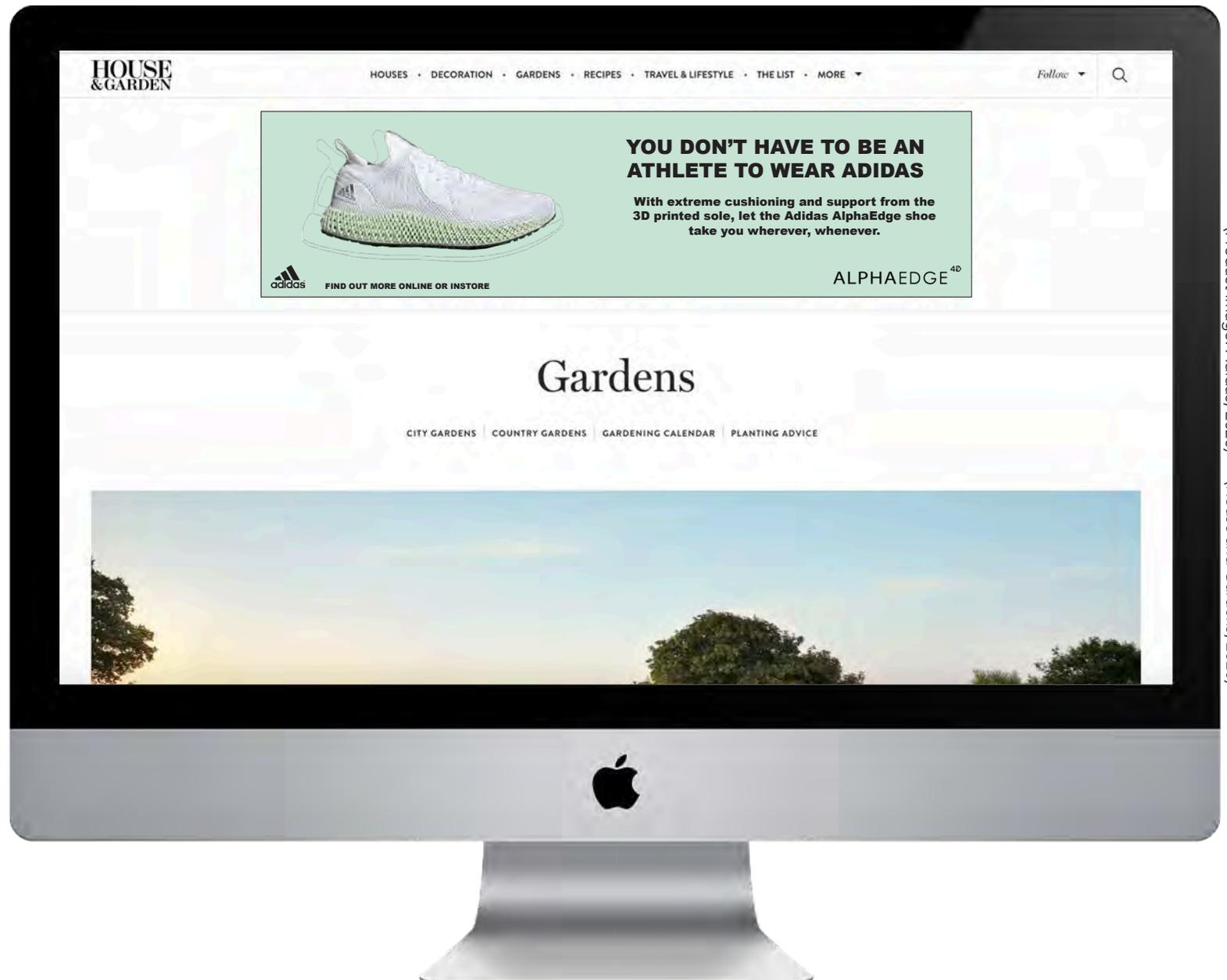
Adidas will use sponsored advertising and promote the shoe on Instagram to a commuter audience in the form of geofencing. This is a growing digital technique and is being increasingly used to give a more targeted and personalised experience. The map above shows where Adidas will have geofenced locations to target these consumers. Geofencing will be used to target key transport hubs around London, including:

- Paddington
- Waterloo
- Kings Cross
- Victoria

Facebook advertising is a growing trend and there is an increasing demand for them, proving their success (Forbes Agency Council, 2020).

SPONSORED ADVERTISING

Sponsored web banner advertising will be present on websites such as on the House & Garden website to help target the secondary customers who fall within the older age bracket. House and Garden have an average readership age of 51 (House and Garden, 2020), therefore being an appropriate platform to help target the secondary customers of the campaign. The AlphaEdge shoes have the key messaging of 'You don't have to be an athlete to wear Adidas', as well as promoting the benefits of the shoes.

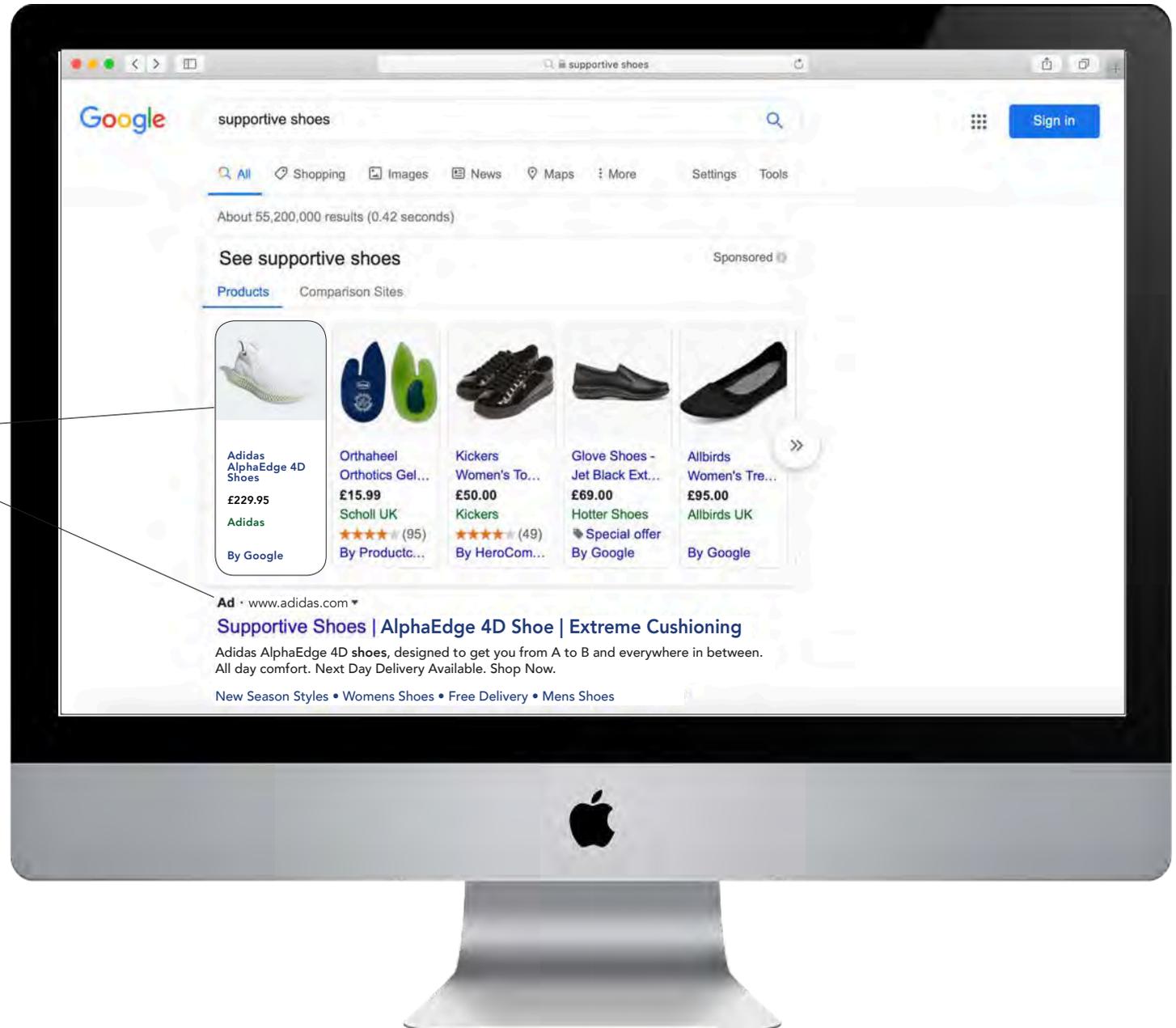


GOOGLE ADS

Google Ads will be used to target an older consumer and through using key words like 'supportive shoes' and the Google Ad service will help to improve the Search Engine Optimisation of the shoes.

This method of paid advertising will help to really capture the specific target audience and promote a key benefit of the shoe, that being that the 3D printed sole provides excellent support and cushioning.

Google Ads



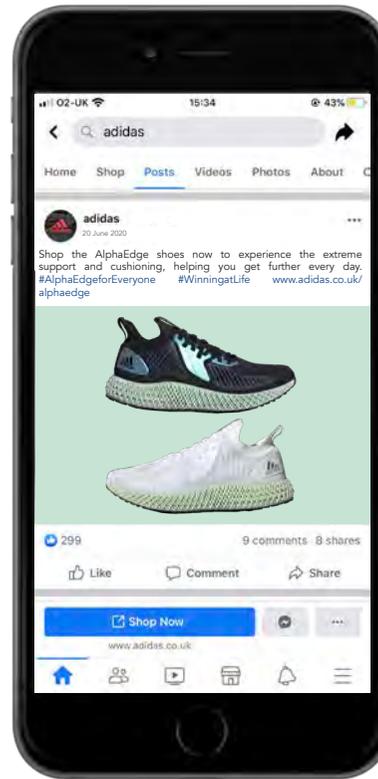
Using paid advertising in the form of Google ads is a growing digital technique impacting on the fashion industry and is causing a lot of disruption within marketing. However, it is a great way to associate a product with specific key words.

(Screenshot from Google, 2020)

ADIDAS FACEBOOK POSTS PROMOTING THE 'ALPHAEDGE FOR EVERYONE' CAMPAIGN

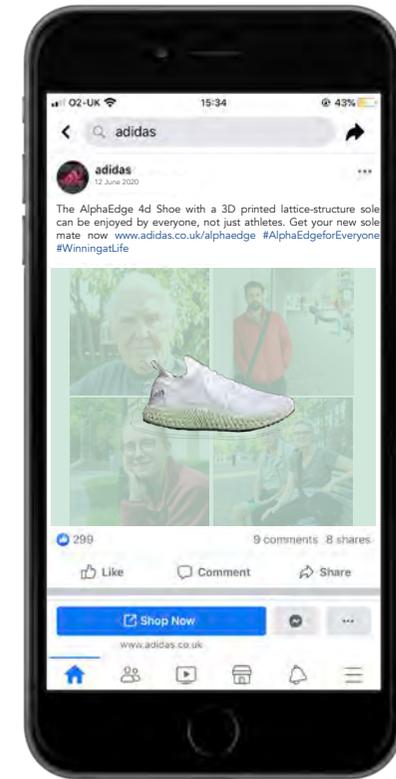
The 'AlphaEdge for Everyone' Campaign will be promoted on Facebook to help target the older customers, as 68% of 50-68 year olds use this platform (Chen, 2020). The posts will include relevant call to action's such as including the website link in the caption, making it easier for customers to shop directly and find the AlphaEdge shoes on the website.

Adidas website link taking the customer directly to the AlphaEdge landing page



(Product images: Adidas, 2020)

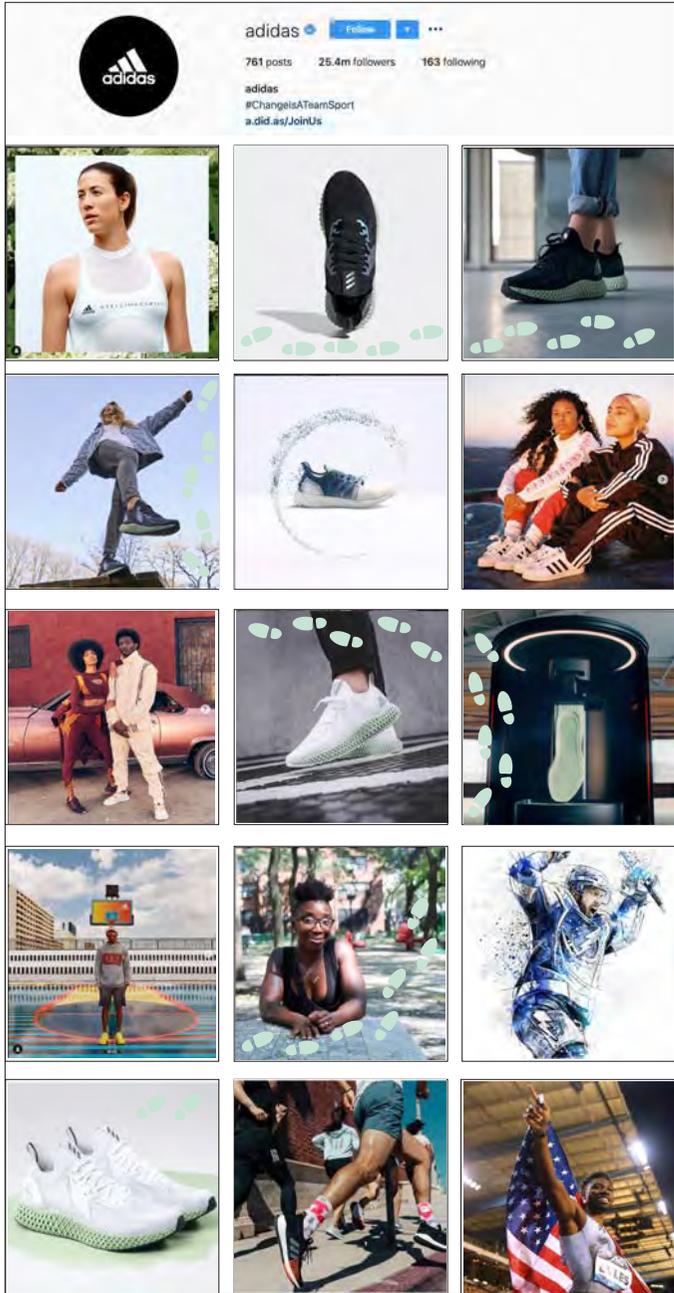
Caption: Shop the AlphaEdge shoes now to experience the extreme support and cushioning, helping you get further every day. #AlphaEdgeforEveryone #WinningatLife www.adidas.co.uk/alphaedge



(Humans of New York, 2020).

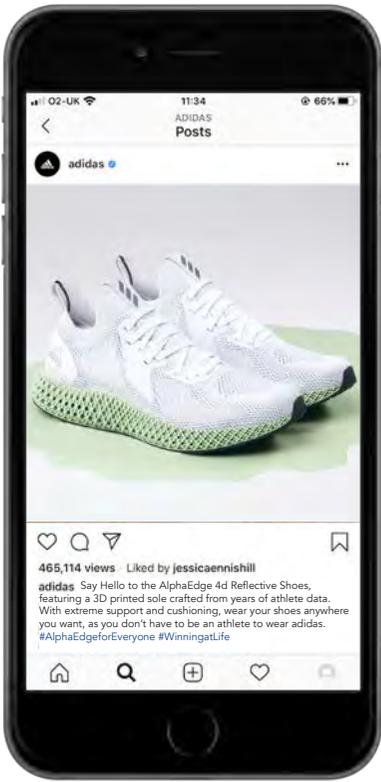
Caption: The AlphaEdge 4d Shoe with a 3D printed lattice-structure sole can be enjoyed by everyone, not just athletes. Get your new sole mate now www.adidas.co.uk/alphaedge #AlphaEdgeforEveryone #WinningatLife

ADIDAS INSTAGRAM FEED LAYOUT AND POSTS



(All Images: Adidas, 2020)

This is a visualisation of what the Instagram grid would look like for the re-launch of the Adidas AlphaEdge shoes. The feed includes the campaign imagery for the re-launch, as well as other images for other products or events. Just because there is a re-launch, this does not mean that the Instagram feed will just feature the AlphaEdge shoes - there should be a mixture of old and new content. However, all the new imagery for the campaign will be connected through the green footprints, giving cohesion to the feed and representing that the shoes can be worn anywhere, for anyone, for anything.



Caption: Say Hello to the AlphaEdge 4d Reflective Shoes, featuring a 3D printed sole crafted from years of athlete data. With extreme support and cushioning, wear your shoes anywhere you want, as you don't have to be an athlete to wear adidas. #AlphaEdgeforEveryone #WinningatLife



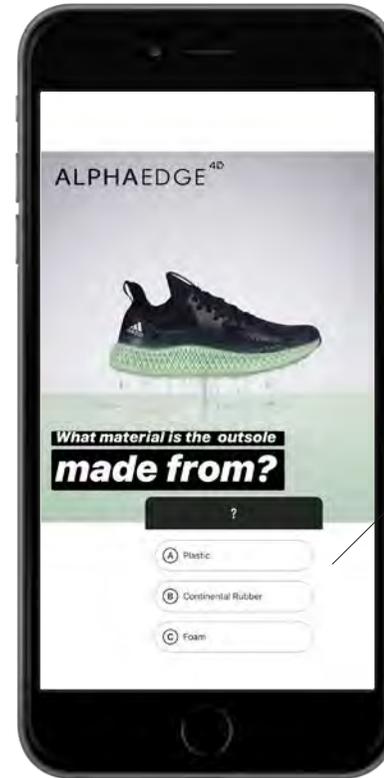
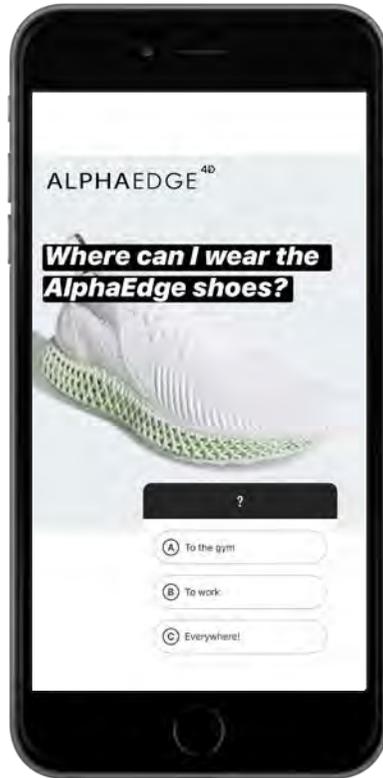
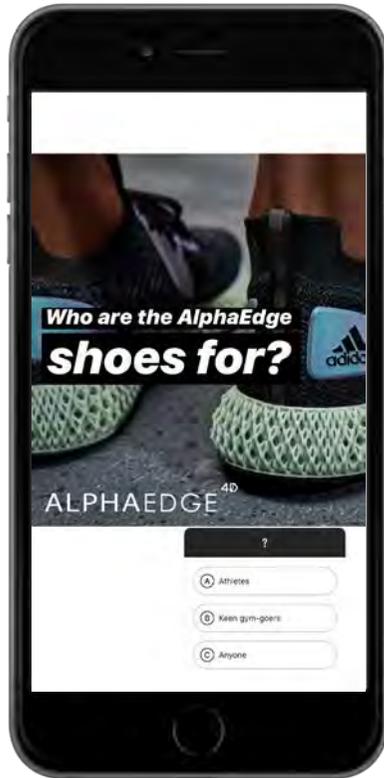
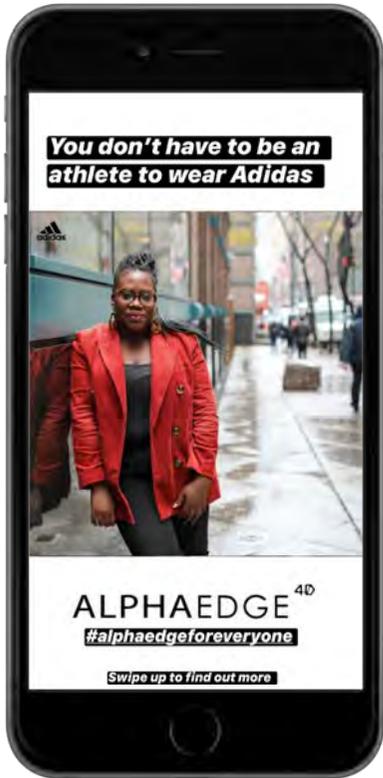
Caption: @juliashaun showing us how she wears her AlphaEdge shoes. Due to the comfort of the 3D sole, she can keep going from morning to night. How do you wear your AlphaEdge? #AlphaEdgeforEveryone #WinningatLife

INSTAGRAM STORIES

Interactive Instagram Stories will be used to increase the customer and brand relationship and to familiarise customers with the AlphaEdge shoe in an engaging way.

The 'Quiz' feature on Instagram will be used to enhance the User Experience whilst also promoting and educating people about the product benefits.

(Humans of New York, 2020).



Correct answers are highlighted green

This story will be displayed as a GIF, showing a range of different people communicating that anyone can wear the AlphaEdge shoe

(All Product Images: Adidas, 2020)

LIFESTYLE

Lifestyle content will be key for the 'AlphaEdge for Everyone' campaign, showing that the AlphaEdge shoes can be worn by anyone, anywhere.

Examples include:

- Walking down the street
- Public transport shots
- Wearing them in urban and rural areas
- Wearing them whilst doing activities, including sport so the original target customer doesn't get left behind
- This could include User Generated Content



PRODUCT

Content of the AlphaEdge shoe itself is a great way to show off the product benefits. Examples include:

- Explanation of the technology in the shoe
- Talking about the lightweight materials the shoe is made out of
- How the soles are made from Continental Rubber
- How the reflective strips are good for after dark



STORY

To fulfill the 'AlphaEdge for Everyone' campaign objectives, social media content must tell the new story around the shoe. It is important that the stories around the shoe are relatable to the target customers.

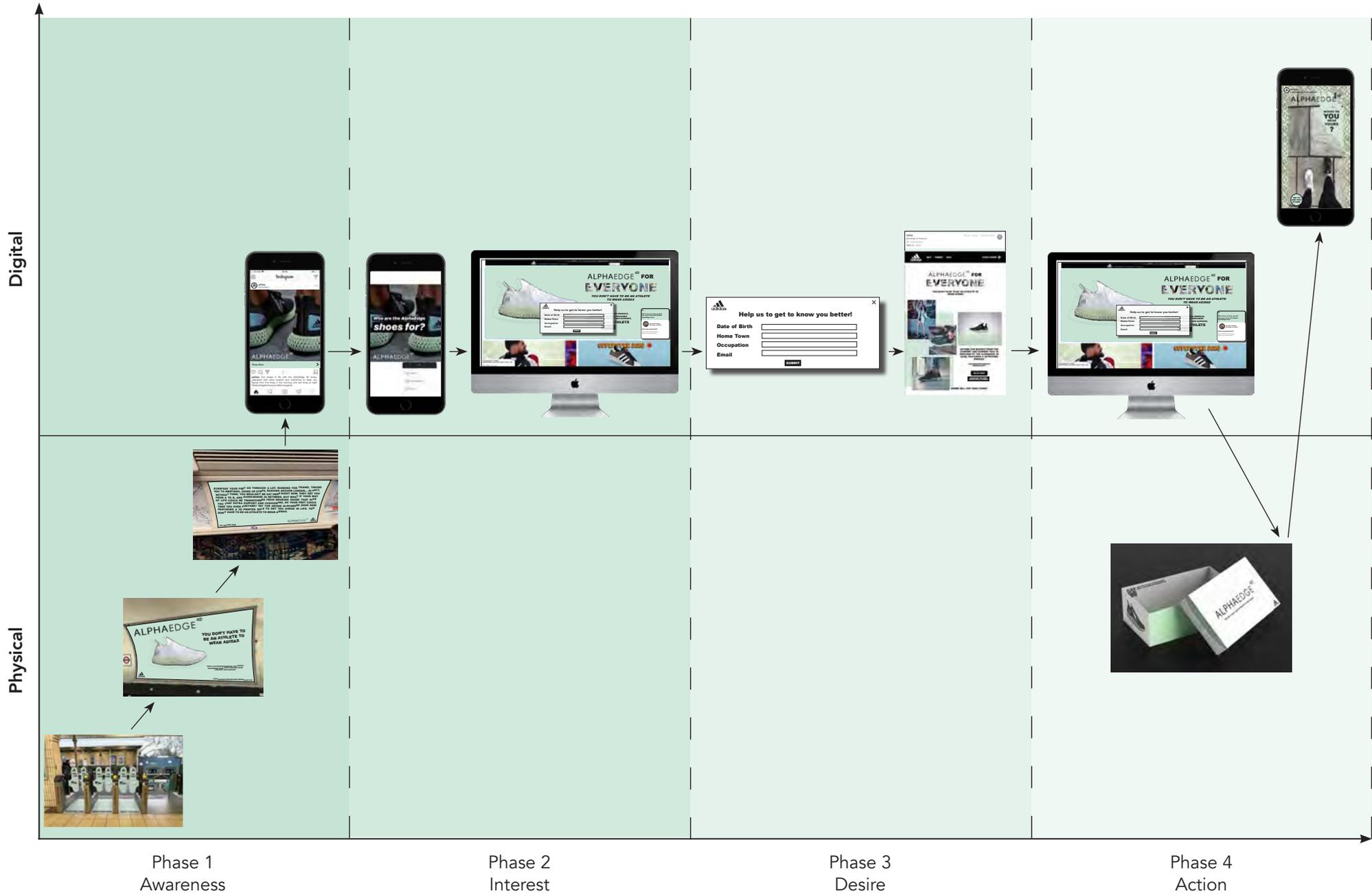
Examples include:

- How this shoe can benefit the customer
- Where the customers can wear the shoe
- The USP and ESP of the shoe
- Presenting Adidas as an inclusive brand
- Real life stories of customers reviewing the shoes and how they have benefitted their life
- User Generated Content can help to tell meaningful stories (earned media)

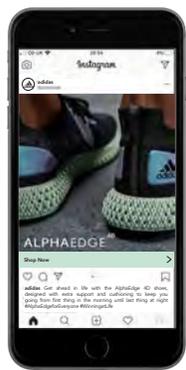


Examples taken from proposed Instagram Stories, Instagram Posts and Facebook Posts

VISUALISING A POTENTIAL CUSTOMER JOURNEY



DIGITAL CUSTOMER JOURNEY EXAMPLE FOCUSING ON THE USER EXPERIENCE



Sponsored Instagram Ad (geofenced)



Instagram Post



Instagram Stories

adidas Help us to get to know you better!

Date of Birth

Home Town

Occupation

Email

SUBMIT



Hi

We're here to help you find out more about the Adidas AlphaEdge shoe.

 I'm Luke, Product Developer at Adidas

Have any questions?

*How will this shoe benefit me?
Where can I wear this shoe?*

Website



Email Marketing



Filter

Awareness

Interest

Desire

Action

The following metrics will be used on **Instagram** to help measure and determine the success of the campaign:

- Likes
- Comments
- Saves
- Impressions
- Brand mentions
- Hashtag performance
- Reach
- Conversions
- Use of Instagram Filter

The following metrics will be used on **Facebook** to help measure and determine the success of the campaign:

- Likes
- Comments
- Shares
- Brand mentions
- Hashtag performance
- Facebook Pixel to track searches, add to cart and purchases

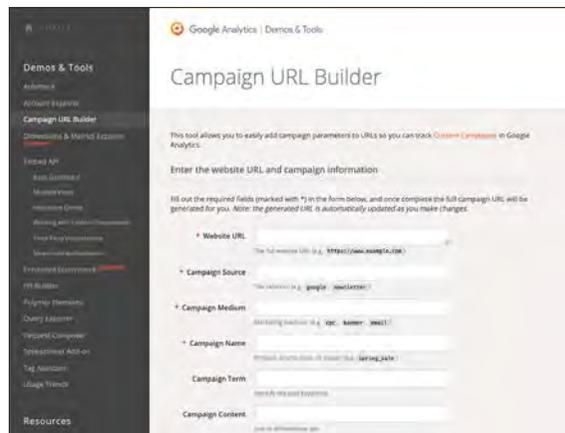


Google Analytics will be used to:

- Track the Adidas website, such as traffic
- What websites customers are coming from
- What tactics are proving to have the highest click through rate
- Capture audience demographic and behavioural data
- Success of key words and SEO

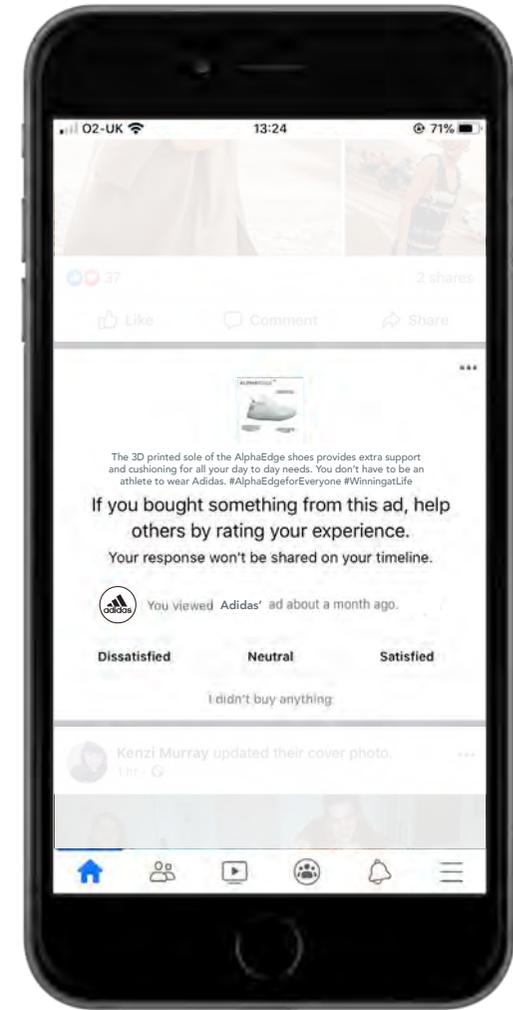
All of this information should be reviewed and analysed in order to help improve future campaigns. The data collected will show how customers are engaging with Adidas and the campaign and what channels have the highest return on investment.

Google Analytics Campaign URL Builder



(Google Analytics, 2020)

All campaign tactics, such as Instagram posts, sponsored Facebook advertisements, emails and the website will incorporate UTM Tracking, where each URL will be unique. This will allow Adidas to further understand the performance of its marketing activities and performance, a way to continually enhance its campaigns.



Customers who have seen the Adidas sponsored advertisement on Facebook will be prompted a month after to share their opinion on it, as shown above. This will help Adidas to understand how successful it was.

**'ALPHAEDGE FOR
EVERYONE' CAMPAIGN
MEDIA PACK**



ALPHAEDGE FOR EVERYONE

THE REIMAGINED ADIDAS ALPHAEDGE SHOE

1st June 2020

Adidas is pleased to announce the re-imagined AlphaEdge 4D shoe featuring a 3D printed sole that encompasses unparalleled comfort and stability. Currently, the range of technologically advanced products available in the sportswear market are targeted to athletes only, missing out a whole sector of potential customers who can benefit from the shoes in everyday life. The re-launch will strongly consider this new target audience, re-positioning the shoe to non-athletes who are looking for a technologically advanced shoe in order to meet the pressuring and fast-paced needs of day to day life. These include the everyday commuters and the older generation who are increasingly requiring more supportive footwear.

The AlphaEdge 4D shoe, priced at £249.95, available in 2 colourways is one of a kind, using Carbon Digital Light Synthesis™ with light and oxygen to create a unique 3D printed sole that is pushing the boundaries of innovation. The lattice structure gives ultimate comfort able to support day to day activities, giving that extra energy boost. The AlphaEdge shoes are not limited to where you can wear them; on your commute, walking the dog, at work or even just down to the corner shop. The possibilities are endless.

Marco Kormann, Director Platform Innovation, adidas, said:

"We are proud to target and reposition the AlphaEdge 4D range to a new set of customers, highlighting the key message of 'You don't have to be an athlete to wear adidas'. We believe that our technologically advanced products don't have to be enjoyed by just athletes; these shoes can be enjoyed by and benefit a range of customers to help them get further every day, allowing them to win at life"

The AlphaEdge 4D shoes will be available online and in-store, where you can experience a new wave of comfort and an introductory offer of 10% discount for the week of the launch. Where will you take yours?

Follow us for updates on:

Website: [adidas.com](https://www.adidas.com)

Instagram: [@adidas](https://www.instagram.com/adidas)

Get involved with the conversation by using:

[#AlphaEdgeforEveryone](https://twitter.com/AlphaEdgeforEveryone)

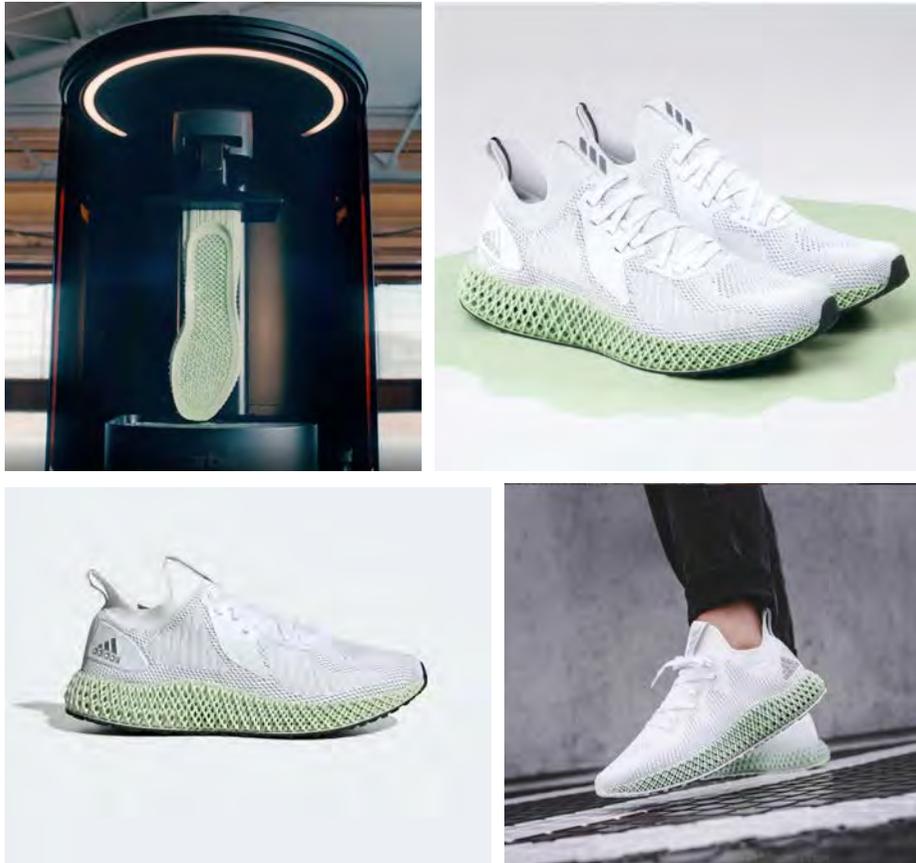
[#WinningatLife](https://twitter.com/WinningatLife)

For further information and enquiries: press@adidas.com

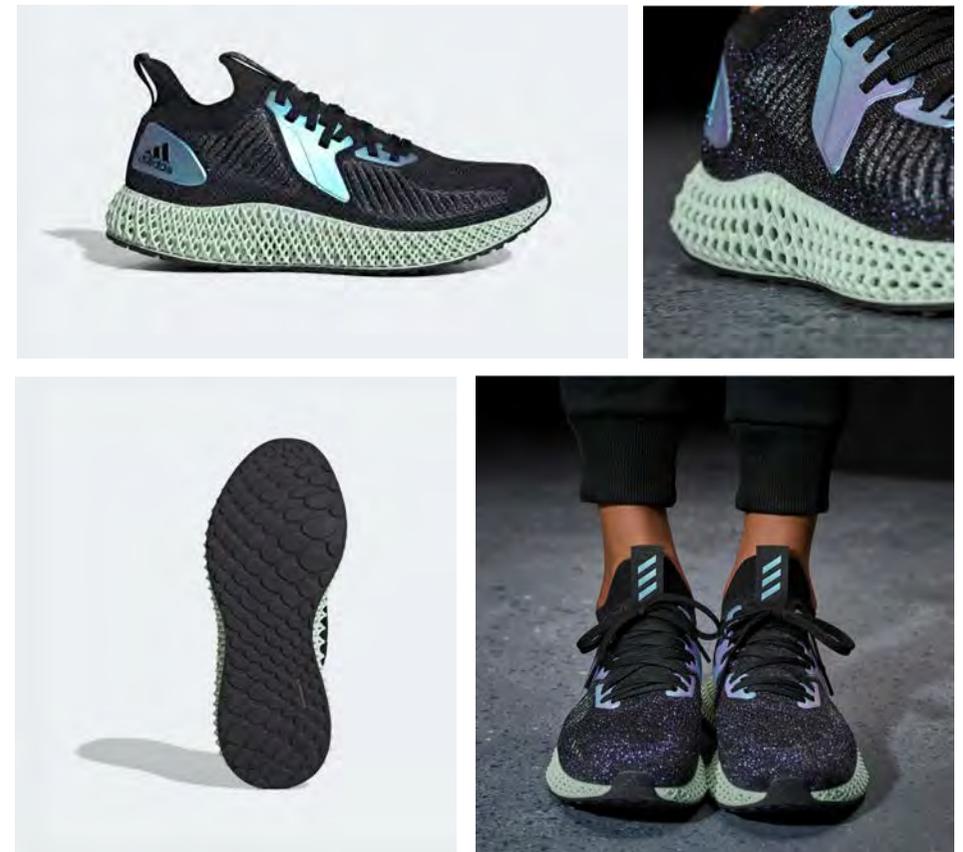


ALPHAEDGE 4D SHOES PRODUCT DETAILS

CLOUD WHITE / SILVER METALLIC / CORE BLACK



CORE BLACK / GLORY BLUE / COLLEGIATE PURPLE



These images are royalty-free

3D PRINTED MIDSOLE | PRIME KNIT TEXTILE UPPER | CONTINENTAL RUBBER OUTSOLE

RRP £229.95 | AVAILABLE IN STORES AND ONLINE

PRESS PACKAGE AND MEDIA CONTACTS

All media contacts will receive the shoes to test out and to make use of the exclusive Adidas AlphaEdge Filter.



Key Contact Information:

Website: [adidas.com](https://www.adidas.com)

Instagram: @adidas

Email: press@adidas.com

London Office: 6 Langley Street, London, WC2H 9JA

PR Director Europe and London: Sebastian Bell

Evening Standard newspaper

Editor: George Osborne

Preferential approach: position in the Lifestyle section

ES Magazine

Editor: Laura Weir

Preferential approach: Back Cover

Highsnobiety

Editor in chief: Pete Williams

Preferential approach: feature in the Style section

Vice

Editor in chief: Ellis Jones

Preferential approach: In the Life: Work section

Grazia

Digital Editor: Rebecca Reid

Preferential approach: Shopping Page feature

The Guardian Weekend Magazine

Editor: Melissa Denes

Preferential approach: Feature in the Lifestyle section

Financial Times

Editor: Roula Khalaf

Preferential approach: Feature in the Technology section

Country Homes and Interiors Magazine

Editorial Director: Rhoda Parry

Preferential approach: Outside back cover

House and Garden Magazine

Online Editor: Emily Senior

Preferential approach: Inside cover

Conde Nast Traveller

Digital Editor: Becky Lucas

Preferential approach: City Break advertorial

Womens Health Magazine

Digital Editor: Amy Lane

Preferential approach: In the health section

Targeted at
the primary
consumer

Targeted at
the secondary
consumer

Key Messaging that should be used throughout:

- You don't have to be an athlete to wear Adidas
- The Adidas AlphaEdge 4D Reflective shoes will help you win at life, not just in sport
- Trust in technology
- Don't just win on the track, win at life too

'AlphaEdge for Everyone' Campaign Hashtags:

- #WinningatLife
- #AlphaEdgeforEveryone

Social Media Handles:

 adidas UK

 @adidas

	Month and key messages/themes/stories											
	May	June	July	August	September	October	November	December	January			
External Events of importance		Pride Month - the new story focuses on inclusivity, showing that the shoes can be worn by anyone	Summer and travelling		22nd September - National Car Free day, London Fashion Week			Christmas	New year			
Internal Events of importance	One month before release	Release of the AlphaEdge Shoe and Press Release										
Instagram Posts	Teasers before the release	AlphaEdge for everyone - shoes being inclusive and can be worn by everyone	Lifestyle and User Generated Content - people wearing the shoes abroad/on holidays/on city breaks showing that the shoes can be worn anywhere for any activity	'These shoes were made for walking' - wear the Adidas AlphaEdge shoe which provide extreme support and cushioning to make you win at life. Street style shots of people wearing the AlphaEdge shoes at LFW - helping them to get around.								
Instagram Stories												
Facebook posts												
								Gifting with purpose - gift the AlphaEdge shoes to allow someone to win at life	New Year, New Me!. Get a head start in the new year with the Adidas AlphaEdge shoe.			

RESEARCH SUMMARY

KEY RESEARCH DATA

11

MILES



THE LONGEST DISTANCE RECORDED BY AN NHS WORKER IN ONE DAY (FORD, 2016)

59

MINUTES



THE AVERAGE COMMUTE TIME (GALLAGHER, 2019)

MARKET LEADERS



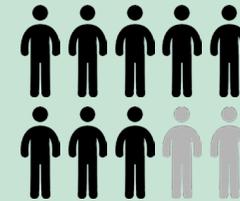
(O'CONNELL, 2020)

500

MILLION

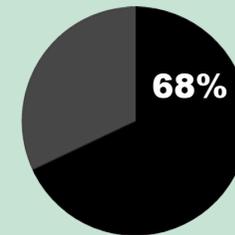


THE NUMBER OF ACCOUNTS THAT ENGAGED WITH INSTAGRAM STORIES DAILY IN 2019 (OLAFSON, 2020)



8 IN 10

PEOPLE IN THE UK ARE AFFECTED BY BACK PAIN AT SOME POINT IN THEIR LIFE (NHS, 2020)



68%

THE % OF 50-68 YEAR OLDS WHO USE FACEBOOK (CHEN, 2020)

2

MILLION



THE NUMBER OF PEOPLE WHO USE THE LONDON UNDERGROUND EVERYDAY (LONDON.GOV, 2020)

THE UK SPORTSWEAR MARKET IS EXTREMELY CROWDED



(SEE BRAND POSITIONING MAP)



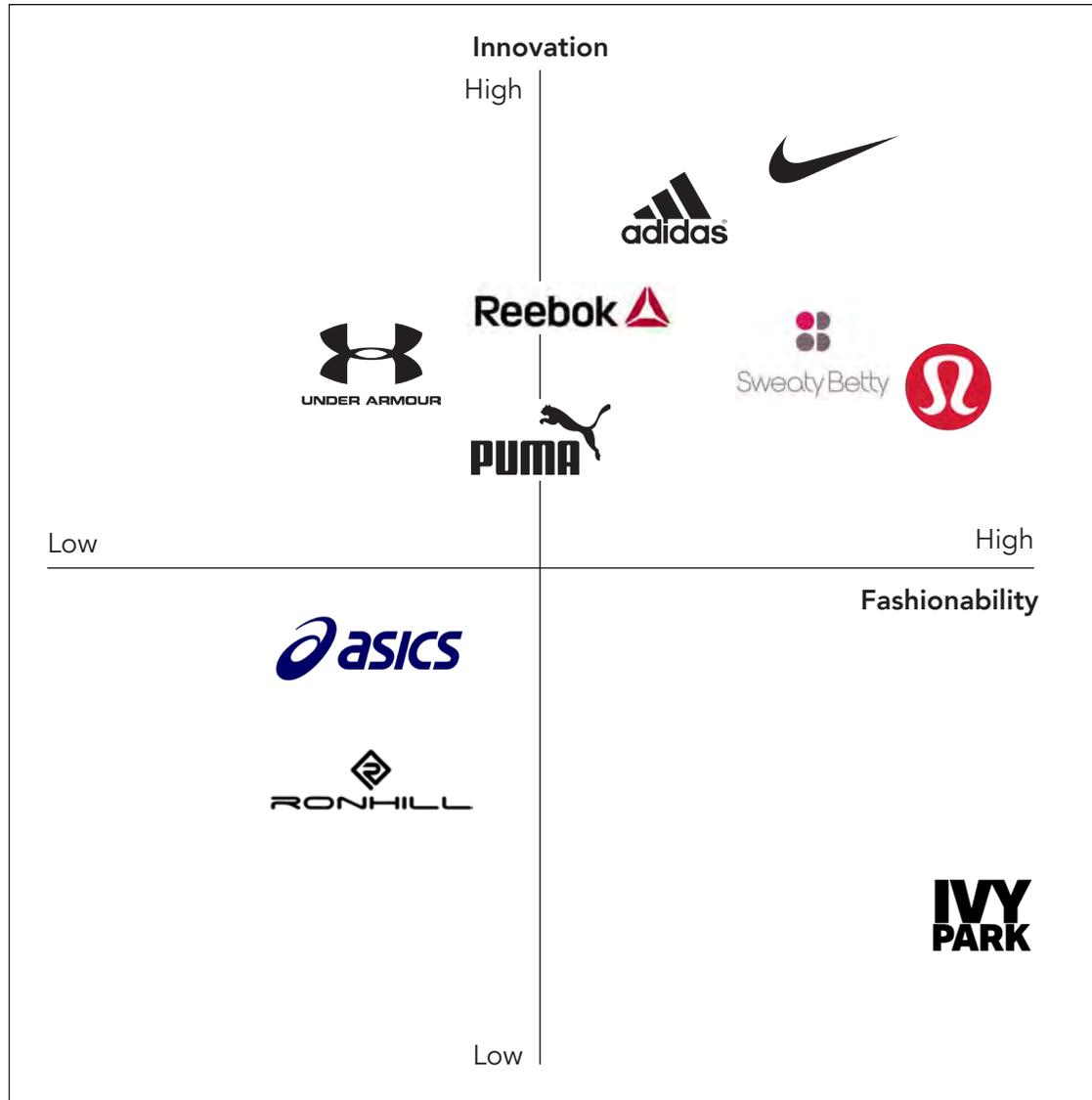
\$64

BILLION

THE TOTAL REVENUE OF THE GLOBAL SPORTSWEAR MARKET (O'CONNELL, 2020)

ADIDAS BRAND POSITIONING MAP

Visualising the UK Sportswear market in relation to Innovation and Fashionability



This brand positioning map evidences how crowded the UK sportswear market is, populated with a range of brands that sell and promote their products in different ways. Adidas is positioned next to its closest competitors including Nike and Reebok, all of which are striving for high levels of innovation and fashionability.

Key Takeaways:

- The sportswear market is extremely crowded and therefore PR and Marketing efforts need to be unique to stand out
- Adidas has a good balance between innovation and fashionability and therefore this should be filtered down into everything they do

The Olympics

The Olympics is the key sporting event every 4 years, with many athletes training to compete at this prestigious event.

The Olympics in 2020 will undoubtedly have a positive impact on the UK sportswear market, with the 2012 Olympics resulting in increased sales of 15% for Adidas (Bryant, 2012), contributing to the booming market, which is expected to grow by 20% in the UK by 2023 (Global Data, 2023).

Rise and Awareness of Health and Well Being

The wellness industry, which encompasses nutrition and fitness is now worth up to £2.8 trillion worldwide, according to the Global Wellness Institute (Telegraph Media Group, 2018). There is also evidence that the sector is growing rapidly. GlobalData analytics firm suggests that by 2022, UK consumers are expected to spend £487 per head annually on “wellness” (Telegraph Media Group, 2018). This growth will trickle down and have impacts on the sportswear market, as people are now more interested in looking after their body.

Technological Advancements

Technological advancements are fuelling innovation within the sportswear market, bringing a range of new concepts and ideas that are disrupting the way we shop. The Adidas AlphaEdge 4D shoe, crafted from Carbon Digital Light Synthesis™ to form its 3D printed midsole is an example of advanced technology being utilised in the sportswear market (Adidas, 2019). Other technological advancements include wearable electronics, such as in tops to feedback important data, and self cleaning clothes due to special structures in the clothes fibres (Griffiths, 2018)

The Rise of Inclusivity

The concept of inclusivity is bigger now than ever, with many people calling out others and brands for their lack of inclusivity. Gen Z, the upcoming generation prioritize social activism, fuelling the idea of inclusivity even further (Deloitte, 2020). The widespread use of social media is making it much easier for people to call out brands, and is forcing them to become more transparent.

The Nike Hijab is an example of a sportswear brand meeting this rise and need for more inclusive sportswear.

Key Takeaways: External events and the current zeitgeist can have major impacts on internal factors within the business. Brands should therefore adapt to these changes in order to not get left behind.

(Bloomberg News, 2012)



(Wingenfeld, 2018)



(Adidas, 2020)



(Nike, 2017)



Brand	Product name	Image	Features	Pros	Cons	Key advertising messages	Targeted audience
Adidas	Adidas AlphaEdge 4D Reflective Shoes		3D printed mid-sole, textile lining made from continental rubber	An extra supportive shoe providing a great amount of cushioning and stability	Limited colours available and not as reflective as they promote it	An innovative shoe that is backed up by years of collected athlete data, proving its quality	Athletes, specifically runners
Reebok	Nano 9.0 Shoes		Includes a Flexweave woven textile upper and Polyurethane NanoShell to prevent abrasion	Great stability and support	Gym use only	These shoes will give you the stability and support you need when lifting heavy weights in the gym	Avid gym-users
Puma	LQDCELL Hydra Women's Training Shoe		Integrates LQDCELL technology - using liquid cell hexagons for stable cushioning	Utilies a unique technology	Limited colours available	This technology will give you "unparalleled athletic performance"	Athletes
Asics	Gel-Kayano 26 LITE-SHOW		LITE-SHOW reflective detailing, I.G.S technology, DUOMAX technology	Prevents poor visibility stopping your training	Not too dissimilar from the regular GEL-KAYANO shoes, and not many in the range	Wearing these new Asics shoes, nothing can stop you going out running	Keen runners who often run in the dark
New Balance	FuellCell Echo		Made with a translucent upper and has a FuelCell midsole	"Superior comfort and cushioning". The shoe is sleek and lightweight.	Limited colours available and lack of product description	"Fast shoes, fast people"	Runners who have a fashion conscience
Under Armour	Women's UA HOVR™ STRT Sportstyle Shoes		UA HOVR™ technology and compression mesh energy web. No laces for ease	Zero gravity feel', breathable and good cushioning	No story to them	The technology used will give you a softer, more energetic ride (messages are limited)	Someone who does high impact training

Key Takeaway:

All these trainers are targeted at athletes and gym-users, and use innovative technology to ensure they reach their maximum benefits, such as stability and cushioning. However, this target market is not the only area where the benefits could be had. The Adidas AlphaEdge has great amounts of support and cushioning, which would greatly benefit people who are extremely busy, stand up all day and need extra supportive footwear, such as Doctors, Chefs and Builders.

Mission Statement: "To be the best sports company in the world"
Adidas believes that: "Through sport, we have the power to change lives"

Adidas Website

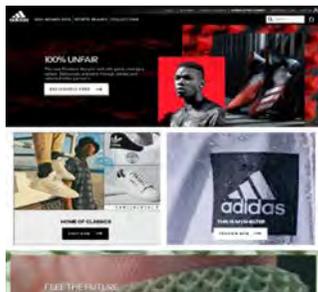
- Use Google Ads
- Easy to navigate

Pros:

- Release dates for new products are shown
- Free delivery over £50, to your home or store
- 30 days free returns and exchange for free
- Can pay in instalments with Klarna
- Adidas is transparent about it's labour, supply chain, sustainability, health and safety, and culture
- Student discount offering

Cons:

- Can't personalise shoes through colourways, only through added lettering
- Can't check what products are in stock in which store
- Not every product has a 'story'
- No AI chatbots to offer assistance



Adidas Social Media

- Social media presence: Instagram, Facebook, Twitter

Instagram:

- Extremely visual
- Selling platform
- Provides inspiration

Facebook:

- Not utilised as a shopping platform
- Page rarely updated

Twitter:

- Used for new product releases and sporting news

Pinterest:

- Used for inspiration and shopping

Potential opportunities:

- Move onto TikTok to enage customers through User Generated Content
- Move into podcasts and storytelling, such as on Entale
- Utilise Facebook more to create communities



(Adidas, 2020)

Adidas Apps

Adidas

- Product interaction
- In-app shopping
- Vouchers and deals
- Can sign up to the creators club and earn points
- Promotes events and experiences in-store
- E-commerce based

Adidas Runtastic

- Features the Runtastic Blog
- Can track running activity, add goals, take part in challenges and compete on a leaderboard
- Access to training plans and premium membership
- Connect with friends and form communities
- Sport based



Adidas In-Store Experience

- Product-led stores - promoted through interactive and experiential elements
- Good integration of physical and digital elements
- Allowed for engagement with products
- Wide range of products stocked, from trainers and socks to jackets and yoga mats
- Strong visual merchandising
- Staff members could of been more knowledgeable about the products

**From Research visit to the Oxford Street Store 8/2/2020*



(Primary Source Images)

Today's customer: *'The Running Enthusiasts'*



Demographic:

- 20-45
- Male/Female
- Gen X
- At university or working full time. Occupations could include: personal trainers, physiotherapists or doctors
- Medium/high income

Geographic

- Living in a suburban area with lots of running routes and a gym near by
- Likely to live just outside of medium-sized towns

Psychographic and Behavioural

- Good work/life balance, scheduling in time for exercise
- Purchase meaningful goods
- Has a positive outlook on life
- Keen runner/gym-goer
- Loves the outdoors

Usage and Benefit

- Strong brand loyalty to Adidas
- Low price sensitivity if the product is marketed correctly
- High value of Adidas purchases - would not buy from another sportswear brand

 **Bio:** The AlphaEdge customer is a keen runner who is always enthusiastic about the latest Adidas product launches

 **Personality:** Outgoing, positive, relaxed, motivated

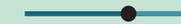
 **Motivations:** The AlphaEdge customer always pushes themselves to achieve the best sporting results, and always wants to be at the top of their game

 **Core needs:** Flexibility with work in order to fit in exercise, knowledge and updates on the latest sportswear technology

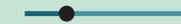
 **Pain Points:** When sports products don't do what they are supposed to do, especially when spending a lot of money on them

 **Questions:** How can I take my running to the next level? What shoe can I wear to support my feet when running?

Subjectivity to Marketing



Easily Influenced by peers



Importance of Health and Wellbeing



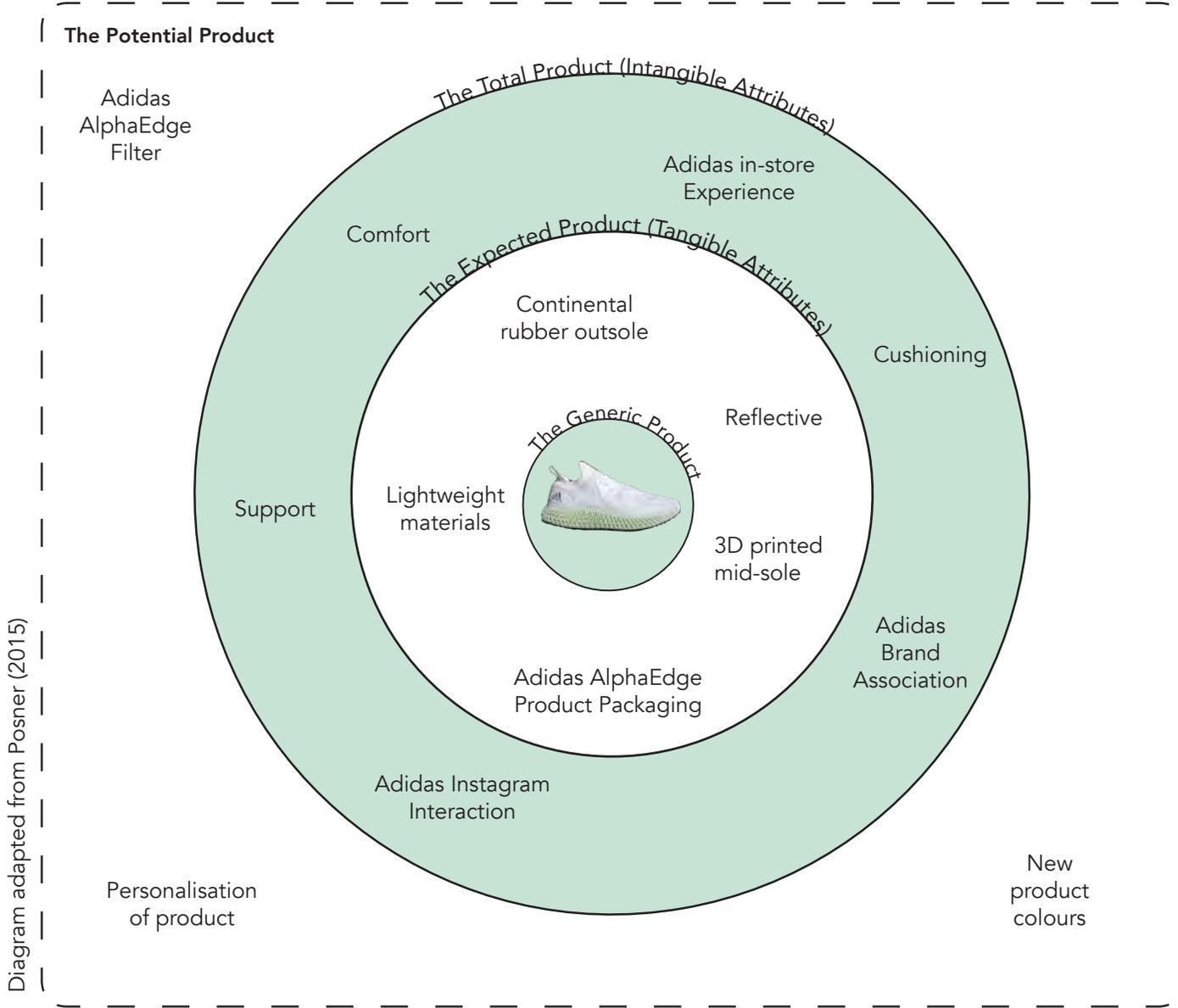
Most used social channel



Brand interests



ADIDAS ALPHAEDGE SHOE TOTAL PRODUCT CONCEPT



Key Takeaway:
 - The total product (intangible attributes) need to be promoted more clearly to the target customers, as these are key and can be used to help tell the product story.

Diagram adapted from Posner (2015)

Model devised by Theodore Levitt

APPENDIX

Brand in Action



In-store personalisation (Primary research image)



The Adidas Futurecraft.Loop (Adidas, 2020)



The Adidas X Stella McCartney collaboration (Stella McCartney, 2019)

Key Takeaways:

- Adidas is a key player in the sportswear market and clearly evidences its core values and personality.
- Adidas has strong core values that filter into everything they do

Diagram adapted from Posner (2015)

'Core values' taken from Adidas (2020)

'Personality' devised from the in-store experience visit, 8 February 2020

THE INSTORE EXPERIENCE

Oxford Street Store, 8 February 2020

Features:

- 1) Promoting all body types for sport by using more curvy mannequins
- 2) Using technology to analyse your stride
- 3) In-store running machine to test out new trainers
- 4) Restoring sneaker service, where they repair and restore your old trainers to make them feel new again
- 5) In-store table tennis
- 6) Simulation machine to 4D scan your hand when touching the new Predator football boots
- 7) Impressive and interactive visual merchandising
- 8) Personalisation station, where you can adapt any product with graphic patches and transfers

Other features:

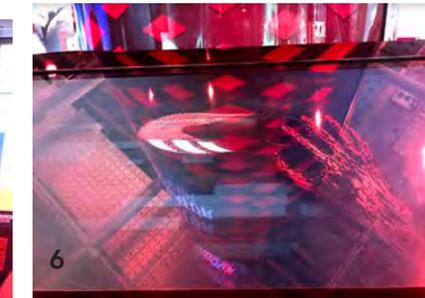
- Product breakdown and explanation signs
- Combination of physical and digital: using the app to order shoes so you can try them on, scanning QR codes that re-direct you to the Adidas Spotify running playlist

Key takeaways:

- Adidas aren't afraid to go all out with their in-store experience, making it an interactive space for its consumers to get to know the product
- The combination of physical and digital is key, using QR codes and the app to integrate and enhance the experience
- The Adidas store promotes customers to share their experience with their immersive features



(Primary Source Images)



TRYING ON THE ADIDAS RUN 1.0 SHOES, FEATURING THE 3D PRINTED SOLE

Oxford Street Store, 8 February 2020



Extra grip layer

3D Printed Sole

Padded cushioning at the heel



(Primary Source Images)

My review:

- The shoe felt incredibly lightweight and was soft to touch. The structure of the shoe allowed for thick padding at the heel, providing extra support. The 3D printed sole was quite thick and was hard to touch, but provided a soft cushioning when worn. They had a springy feeling to them and I felt like I could of worn them for hours due to how comfortable they were.
- The experience when trying on the shoe could of been improved - no explanation of the shoe was given by the staff member helping me and I wasn't encouraged to test them out on the treadmill. The staff member could of told me about the product benefits and story, explaining why the 3D sole has been used and how it could transform my running.

Key Takeways:

- These core benefits should be promoted in a clear way in the 'AlphaEdge for Everyone' campaign

RESEARCH INTO EMERGING TECHNOLOGIES AND BEST PRACTISE USE IN PR

- Artificial Intelligence, such as voice assistants and chat bots (Forbes Agency Council, 2020). These help to create highly targeted content and fine tune messages to different audiences, overall reducing wasted content

- Big Data and Analytics - this is becoming increasingly important and research by Rogers (2019) denotes that it will create "faster, optimized results that will in turn allow practitioners to meet their goals faster than ever".

- Increasingly personalised emails through big data. Emails can now be sent out through customer segmentation targeting specific people with specific messages - hyper-personalised and micro-targeted.

- Paid socials

- SEM, SEM, PPC and the use of key words

- Google Ads

- Video/moving image - The average user spends 88% more time on a website with video - therefore improving engagement (Mohsin, 2019).

- Virtual Reality

- Affiliate links

- AR resulting in advancements in communication, such as Instagram Filters

- Gamification

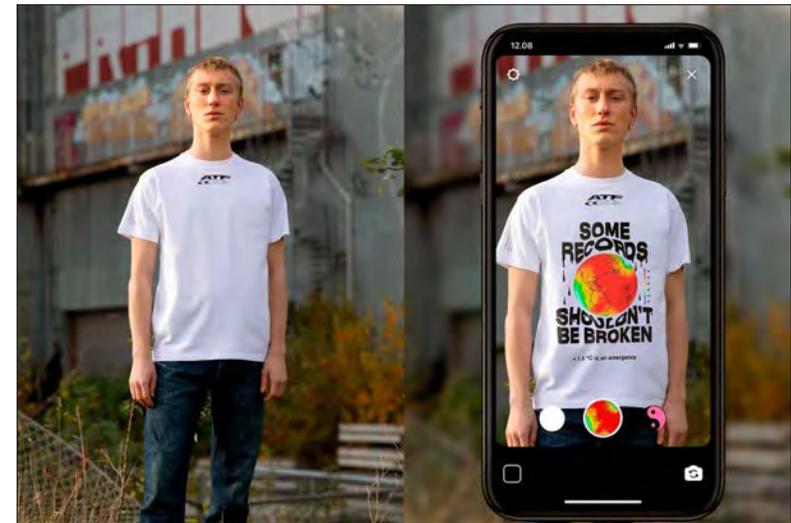
- Geofencing and geotargeting (Eckersley, 2020)

- Beacon technology (Eckersley, 2020)

- Scheduling apps for social media such as Hootsuite and Planoly

Key Takeaways: Research into these emerging technologies evidence the rapid changes and developments in PR. These are all potential technologies and PR techniques that could be applied to Adidas and used in my campaign, showing that it is forward-thinking and is adapting to the changing external landscape.

Using AR to project different slogans on t-shirts, a new way of communicating messages



(Carlings, 2019)

Bubbl are a tech company who have adopted geo-fencing to allow for hyper-personalisation and targeting



(Bubbl, 2020)

REFERENCE LIST

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