

ADIDAS MEMBERS WEEK FW22 Q3 CAMPAIGN PROPOSAL

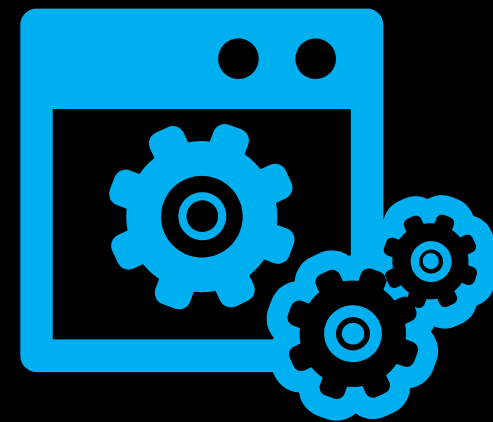
5.17 2022

LEO



Objective 1

Leverage Q3 global MW idea & assets to keep consistency, and implement local adaptation for market target achievement.



Objective 2

Design detail mechanism & cross-channel journey to show execution experiences and down to earth capabilities.

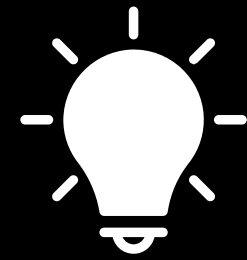


Objective 3

Result driven, make sure that we can meet campaign objectives (Recruitment, Participants and Sales Contribution) through user engagement.



1. GLOBAL IDEA ADAPTATION



2. CAMPAIGN ENGAGEMENT & MECHANISM



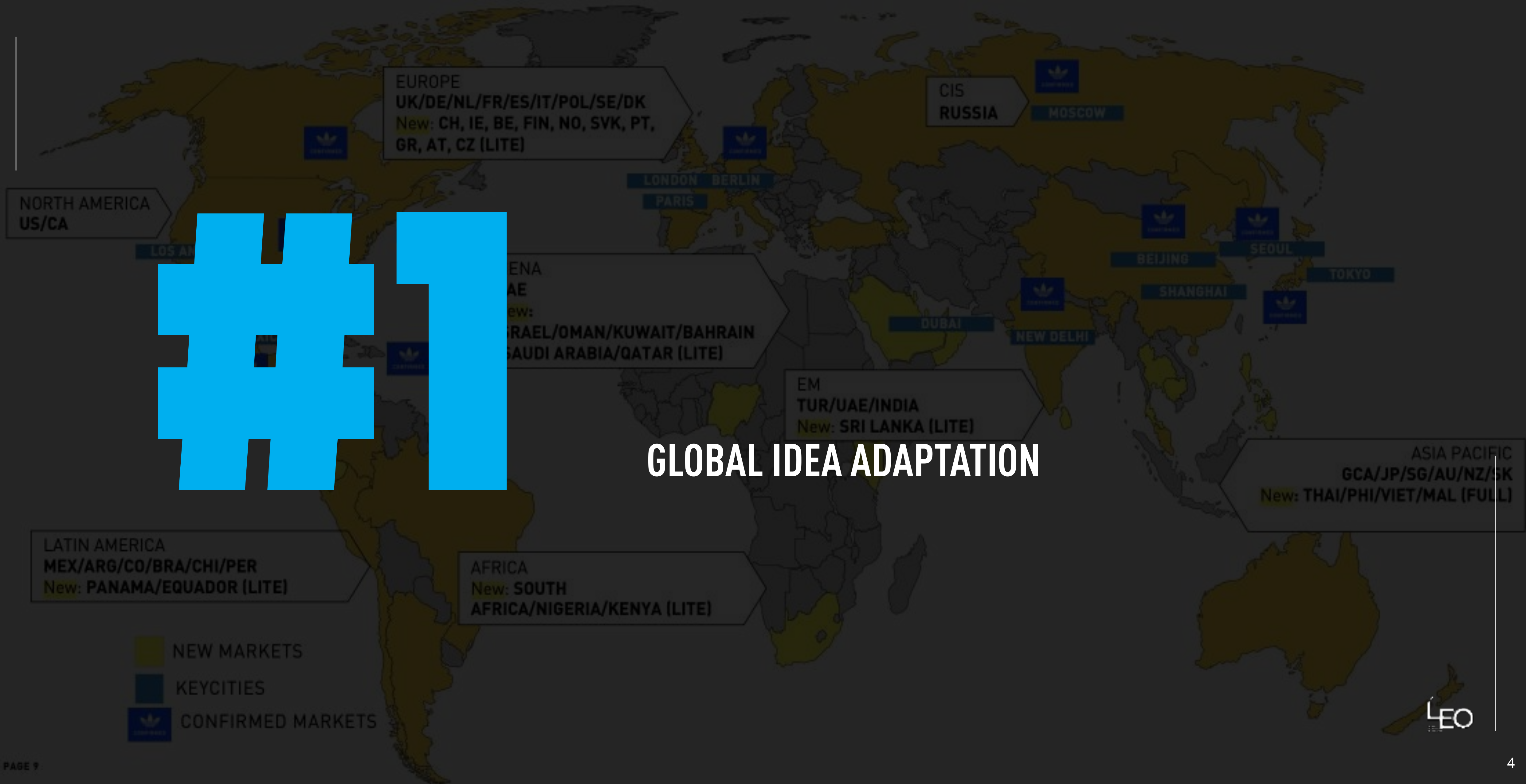
3. OMNI-CHANNEL CUSTOMER JOURNEY



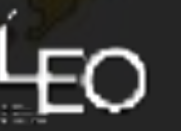
4. IMC COMMUNICATION



MARKETS IN SCOPE



GLOBAL IDEA ADAPTATION





Executive Summary

3 principles to follow global idea framework

01

Focus Area: INCLUSIVITY

Inclusivity in genders and groups, continuing to grow the female share of our members across levels, diversity of the groups of consumers we engage with and the talent we work with. We'll invite people to level up by making inclusivity as easy as opening doors for yourself and others.

02

Creative Idea: THE PLAYS

Members Week is all about experimenting, trying new things and celebrating our differences. So, we like the idea of calling our activations 'Plays'. The word 'Plays' infuses a feeling of rebellious optimism. It works as a call to action with personality and spirit.

03

5 Content Pillars & Asserts

1. 'GET WAKANDAN READY'

POTENTIAL/BLACK PANTHER

2. 'OWN YOUR FLOW'

BODY/AUTHENTIC BALANCE

3. 'BE ODD TO BE NUMBER 1'

ENTERTAINMENT /EIM

4. 'BE A DEFENDER OF DIVERSITY'

SPOMA /ATHLETES

1. 'ALWAYS WEAR IT YOUR WAY'

GENDER/EMBROIDERY





Connect with local consumer insights

Nowadays, in the fast-moving and diversified China
Those young people are accessing to sports without traditional format

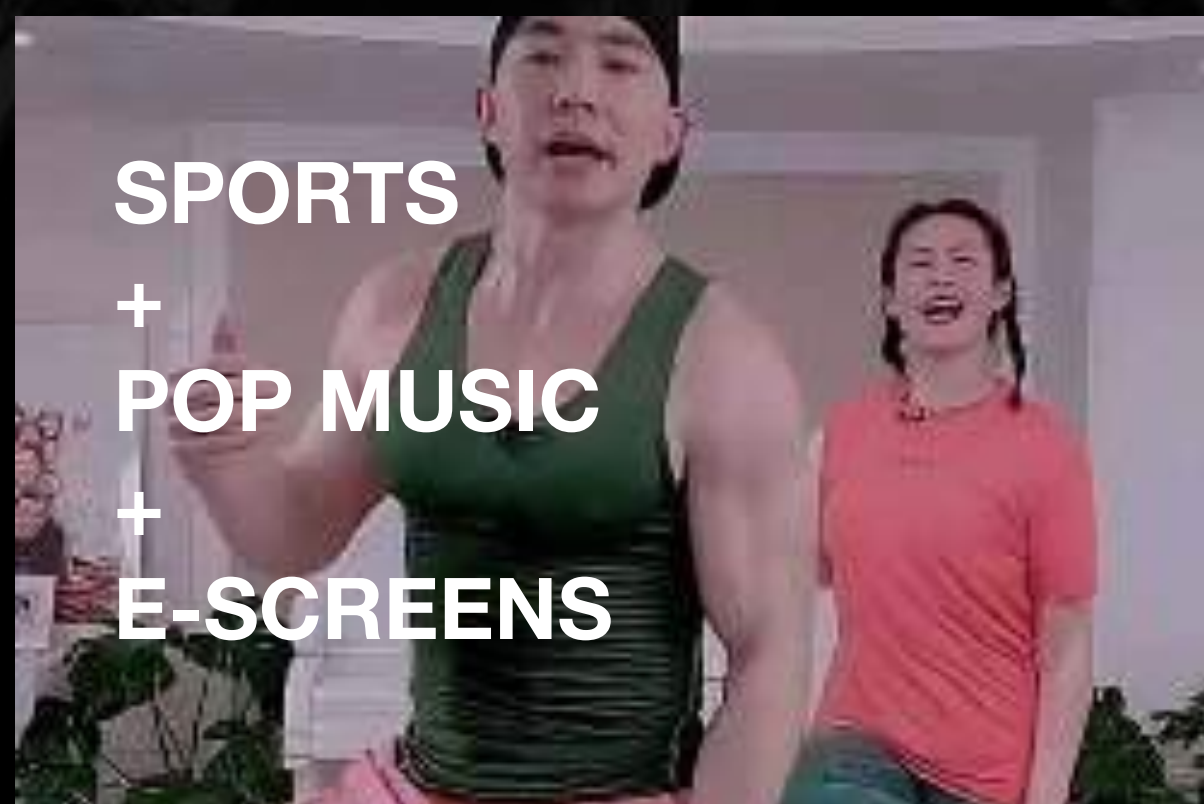
“Play” Sport

For the Urban new middle class group, the gender, the competitive level can't stop them from playing together as social animals.



“Against” Covid

In the Covid affected cities, the location, the rules, any boundary can't stop people from creating the new & joys .

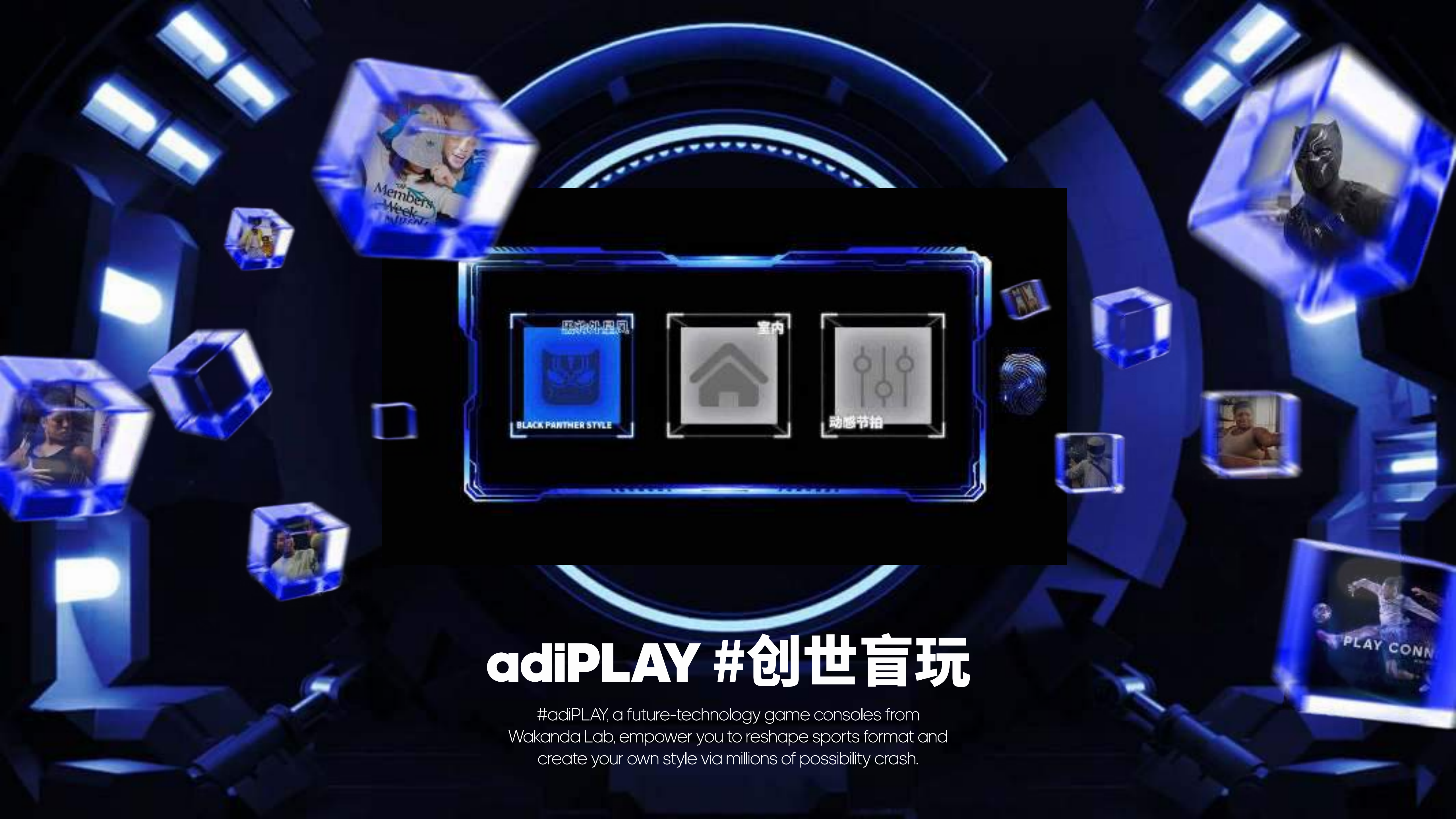


“Remix” Fashion

For the massive millennials, they are redefining sports and discussing sports as a hybrid of styles in Tiktok, Bilibili and other social medias.



**BREAK THE BOUNDARIES
& RESHAPE SPORTS WITH POSSIBILITIES CRASH**



adiPLAY #创世盲玩

#adiPLAY, a future-technology game consoles from Wakanda Lab, empower you to reshape sports format and create your own style via millions of possibility crash.

ADI CLUB MEMBERS WEEK

The Idea



Create it with #adiPLAY

When 3 adiPLAY possibility come together, they spark unexpected conversations, moments and experiences of sports.



WHERE

PLAYGROUND

WHAT

BASKETBALL

HOW

BLACK PANTHER STYLE



+



+



= PLAY fluorescent streetball

假扮黑豹上场单挑夜光篮球



WHERE
HOME

WHAT
/ SELF-FITNESS /

HOW
OWN YOUR FLOW STYLE



+



+



=PLAY Parent-Child Ballet

可爱萌萌风宅家旋转跳跃

@dollgames



WHERE

SHOPPING MALL

WHAT

/ PHONE CAMERA /

HOW

BE ODD STYLE



+



+



= PLAY fitting room catwalk

甜酷风试衣间走秀





The crash of any 3 #adiPLAY possibility
= UNEXPECTED SPORTS EXPERINCES

Ensure greater inclusivity of sports & players

Spark cross-category consumption to increase sales



#2

CAMPAIGN ENGAGEMENT & MECHANISM



- SINGLE PLAYER MODE

Play Crash to **SPARK —PGC**

用户将获取系统随机匹配的地点(where)、随机运动(what)、随意风格(how),组成惊喜海报而后用户自己选配产品, 获取单品折扣。

- MULTIPLAYER MODE

Play Crash to **CREATIVE— UGC**

用户将与系统推送的另外两位adi会员一同填写完成 where/what/how的任务句式继而获得任务, 参与挑战

挑战的用户将照片/视频上传后, 可选配产品, 获取单品折扣。

5 global asserts to lead the #adiPLAY sports style



BLACK PANTHER STYLE
黑豹外星风



OWN YOUR FLOW STYLE
JESSAMYN节奏风



BE ODD TO BE No.1 STYLE
KK 搞怪风



Defender Diversity
梅西 攻气风



Always wear it in your way
BAYC 自我风

HOW

WHERE

WHAT



BLACK PANTHER STYLE
黑豹外星风



OWN YOUR FLOW STYLE
JESSAMYN节奏风



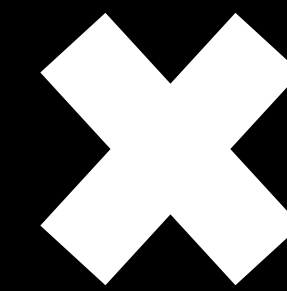
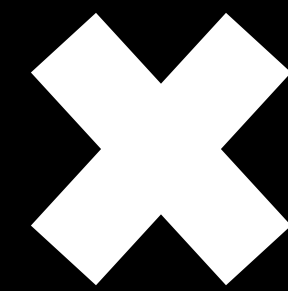
BE ODD TO BE No.1 STYLE
KK 搞怪风



BE DEFENDER DIVERSITY STYLE
梅西 攻气风



ALWAYS WEAR IT IN YOUR WAY STYLE
BAYC 自我风



室内



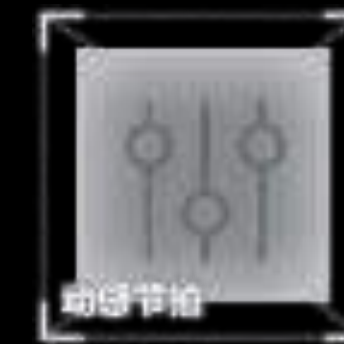
商场



场上



街区



动感
节拍



脱离
地表



切磋
切磋



平衡
身心

Single player mode

- Game mechanism

STEP 1

PLAY CRASH TO MIX
DIFFERENT POSSIBILITIES
(WHERE, WHAT & HOW)



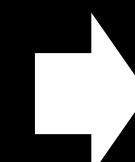
STEP 2

UNLOCK YOUR PGC IDEA !



STEP 3

SELECT THE OUTFIT FOR
YOUR IDEA,
AND *PURCHASE



STEP 4

UNLOCK MORE
VIA INVITING FRIENDS

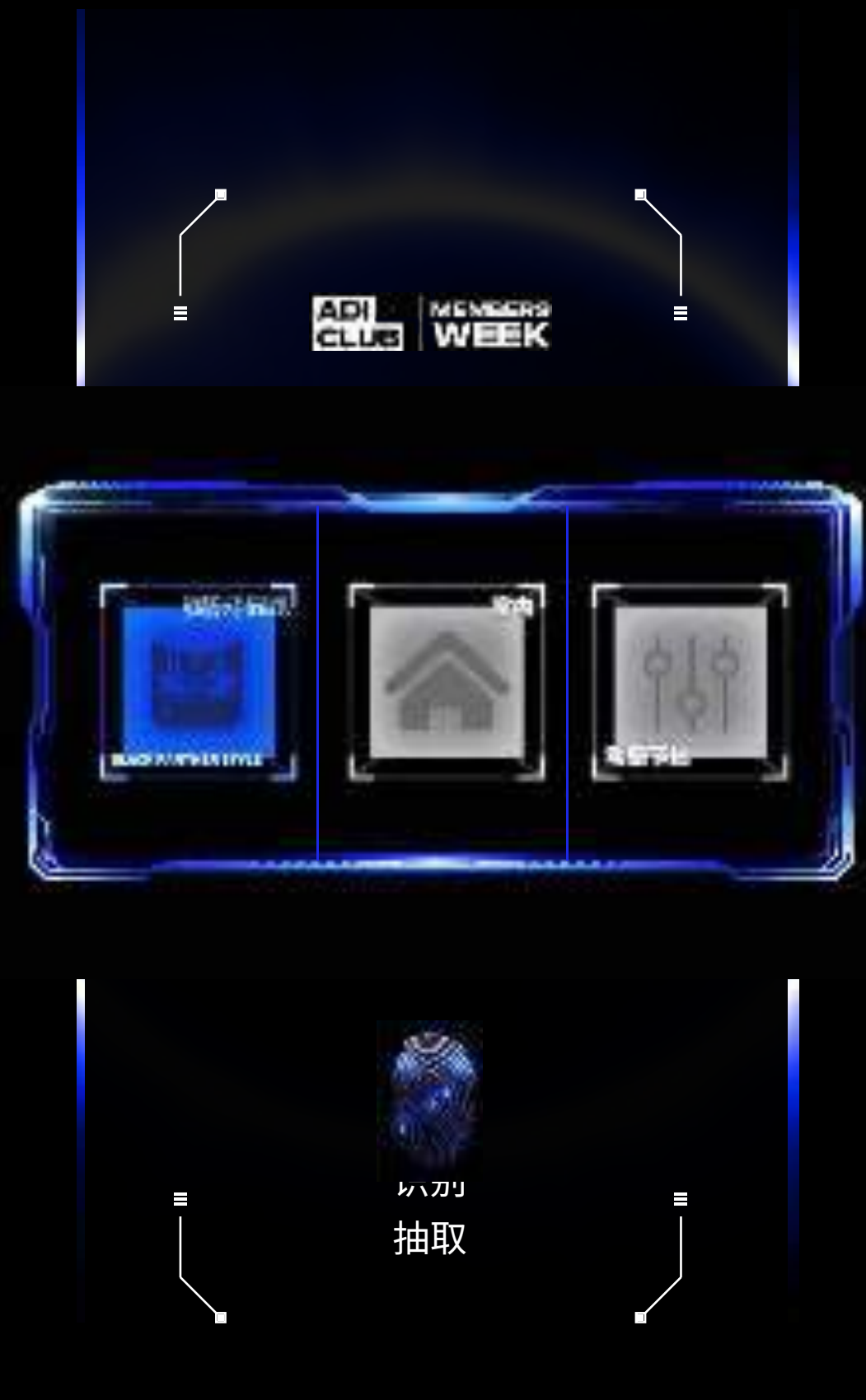


RANKING
&
REWARDS

*Purchase is optional

Single player mode

- PGC idea demo



5 x 4 x 4 = 80 unexpected results

Single player mode

WHERE

/ 在场上

WHAT

/ 脱离地表

HOW

/ 梅西攻气风



+



+



= 攻气十足跳脱地表

Creator

PLAYER ID - Stacy爱热汗



MEMBERS WEEK

LEO

Single player mode

WHERE

/ 在场上

WHAT

/ 切磋切磋

HOW

/ 黑豹外星风



+



+



= 魂穿黑豹暗夜神命中

Creator

PLAYER ID - 安息教练



Single player mode

WHERE

/ 在街区

WHAT

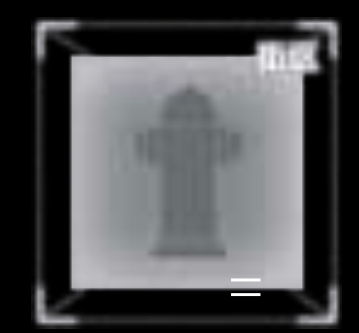
/ 平衡身心

HOW

/ JESSAMYN节奏风



+



+



= 让身体凹出流线体

Creator

PLAYER ID - Milet



Single player mode

WHERE

/ 在商场

WHAT

/ 切磋切磋

HOW

/BYAC自我风



+



+



= 就地取材创造blingbling战袍

Creator

PLAYER ID - 栗子酱



Single player mode

WHERE
/ 在室内

WHAT
/ 平衡身心

HOW
/ KK搞怪风



= 在水下飙速50迈

Creator

PLAYER ID - 羊驼驼不秃头



MEMBERS WEEK

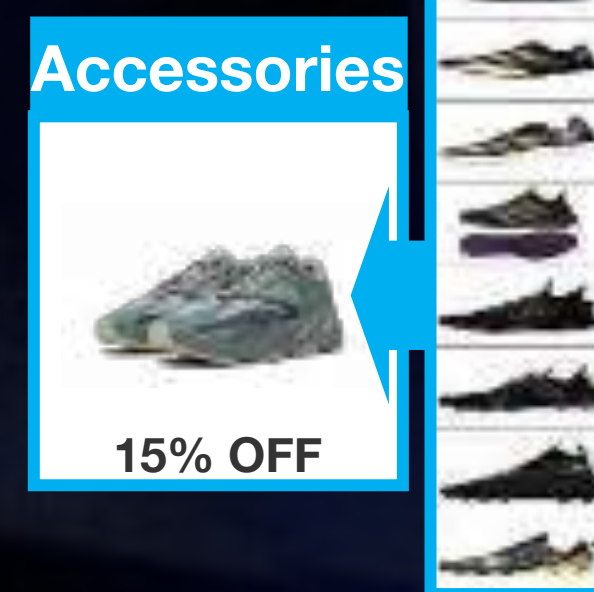
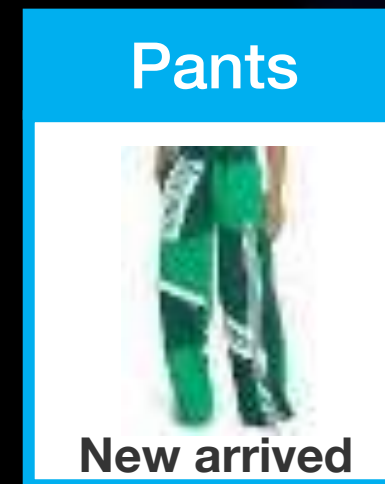
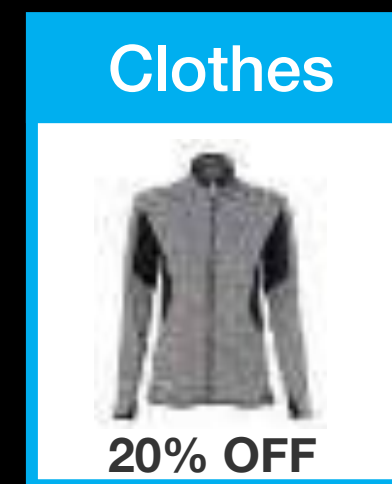
LEO

Single player mode

- Select the outfit for your PGC result, get the corresponding product discounts



• Select the outfit



• Get discount accordingly



Purchase based on
on
15% OFF



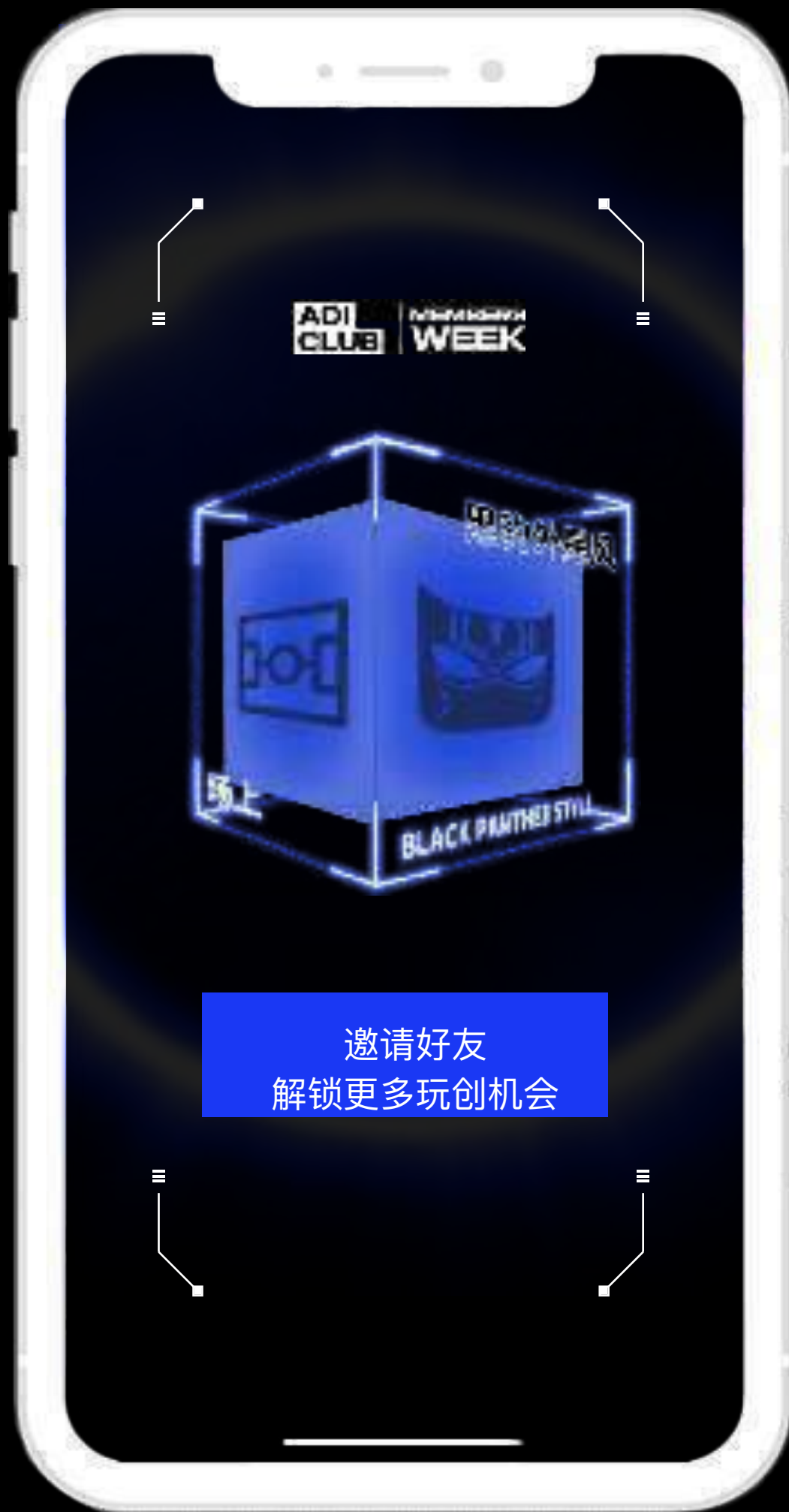
The Product Selection Range Is according to different PGC results

FW22 MEMBER'S WEEK PRELIMINARY PACKS
TABLE BY SPORTS

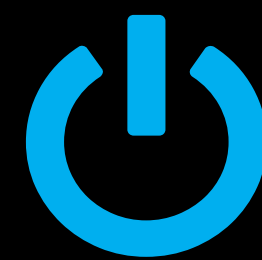
SPORTS	PRODUCTS	DISCOUNT
...
...
...

Single player mode

- Invite friends to get the opportunity for unlocking more PGC results



-Was not satisfied the result?
-Would like to explore more?
GET MORE CHANCES VIA INVITING FRIENDS



Participants would play 3 times each day



Earn 20 more opportunities for each friend they invite



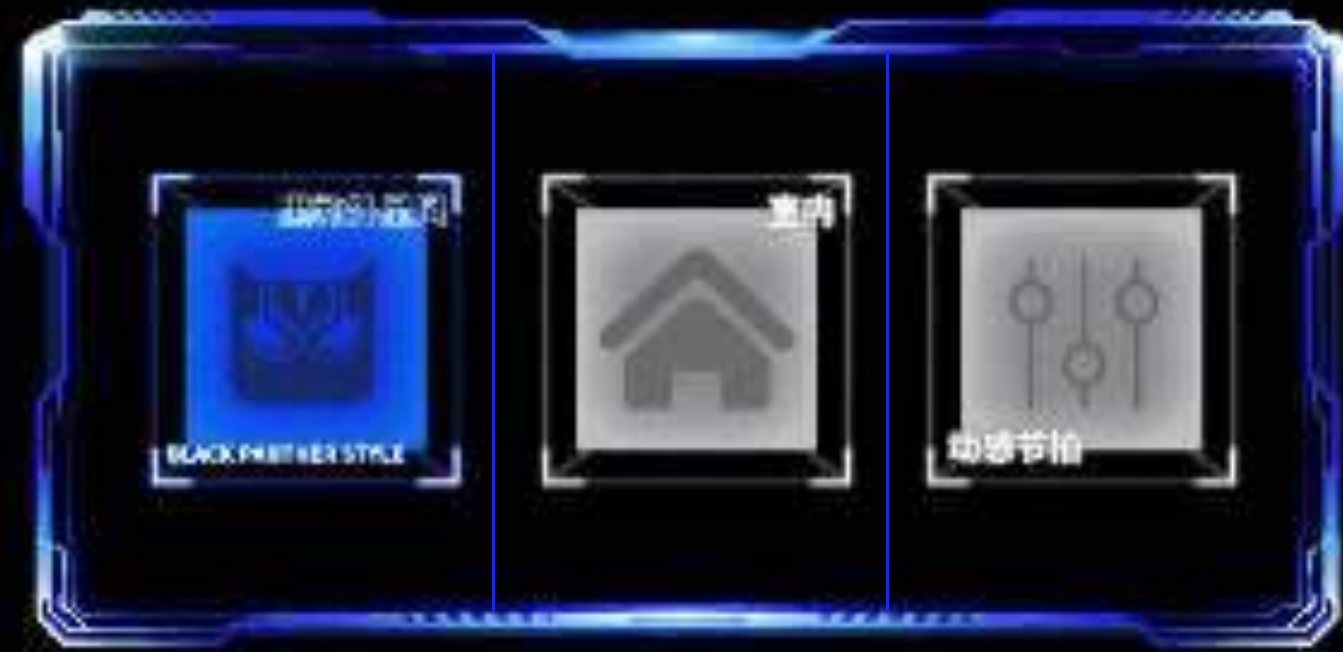
Unlock more kinds of discounted product



Collect more PGC results to win the MCBP

Multi player mode

-Play crash to CREATE your own special sports idea!



Where
player1 自创

What
Player2 自创

How
Player3 自创



一位adi会员 自选决定任务句式
where /what/ how中的一项
与系统推送的另外两位会员
一同完整任务句式



3位玩家共同完成任务句式
开启挑战。完成任务后
获得积分，解锁装备

所有上传成功的作品将进入作品池，根据作品的点赞量进行排名，点赞top30将会获得额外的大奖。

Multi player mode

- Game mechanism

STEP 1

RANDOM TEAM TO CO-CREATE UGC IDEA

STEP 2

UPLOAD UGC BASED ON IDEA

STEP 3

VOTING



(OPTIONAL)
SELECT THE OUTFIT FOR
YOUR IDEA, AND
*PURCHASE

 Multi player mode

- UGC idea demo

WHERE



街上

WHAT



滑板

HOW



躺平风

= 用躺平风在街道上滑滑板



 Multi player mode

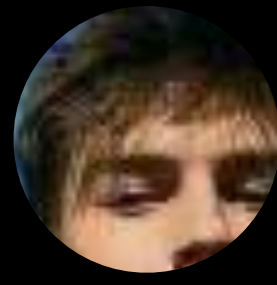
- UGC idea demo

WHERE



竹林

WHAT



扇扇子

HOW



异常夸张的

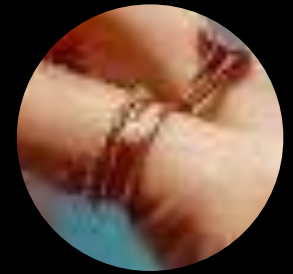
= 异常夸张地在竹林扇扇子



Multi player mode

- UGC idea demo

WHERE



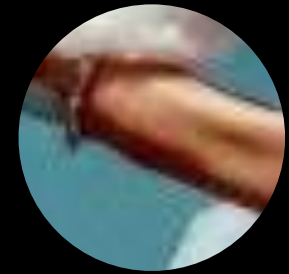
广场

WHAT



蠕动

HOW



肆无忌惮

= 肆无忌惮在广场蠕动



Multi player mode

- UGC idea demo

WHERE



地铁

WHAT



跳舞

HOW



躁动

= 躁动地在地铁跳舞



 Multi player mode

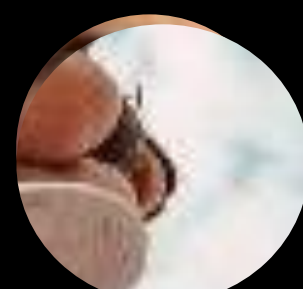
- UGC idea demo

WHERE



镜子前

WHAT



换衣服

HOW



快速地

= 在镜子前快速换衣服



Multi player mode

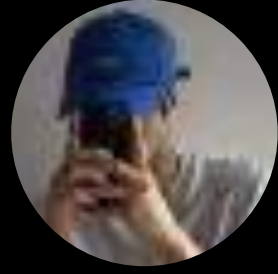
- UGC idea demo

WHERE



家里

WHAT



走秀

HOW



高定风

= 在家里高定风走秀



Multi player mode

- Select the outfit for your UGC idea and enjoy discounts accordingly!



Select the outfit without limit !

Three categories are shown with their respective discounts:

- Clothes**: 25% OFF (Image of a white t-shirt)
- Pants**: 20% OFF (Image of black pants)
- Accessories**: 30% OFF (Image of a pair of sneakers)

A vertical list of various sneaker models is shown to the right of the Accessories category, with a blue arrow pointing to the selected pair of sneakers.

Get deep discount !

(Compared with PGC model)

Purchase based on **30% OFF** →

Available to select all categories' product!



Multi player model

- UGC Voting Contest, Win the final prize according to the ranking



MEMBERS
WEEK

- Online—Retail



- 引导用户到线下进行打卡挑战

到店畅玩继续

除了获得Store Gift，更不定时会有飞行嘉宾闪现

给用户更多进店理由与激励

Multi player mode

- Store check in mode

STEP 1

ONLINE
SELECT STORE
GET QR CODE



STEP 2

OFFLINE
AUTHENTICATION
QR CODE



STEP 3

UNLOCK
GET GIFTS



- 1、获得In-store gift eg运动毛巾
- 2、参与下线UGC

Multi player mode

- Store check in mode



ONLINE CONSUMER

STEP 4

Extra TASK
In-store Machine



STEP 5

UGC
BASED ON TASK



STEP 6

UPLOAD UGC
BASED ON TASK



RANKING X MCBP

如有飞行嘉宾助力
则可获得额外惊喜

SCAN H5 CODE & PERFORM STEP 4 to 5

线下自然客流扫二维码
领取礼物，参与店内活动UG

OFFLINE CONSUMER

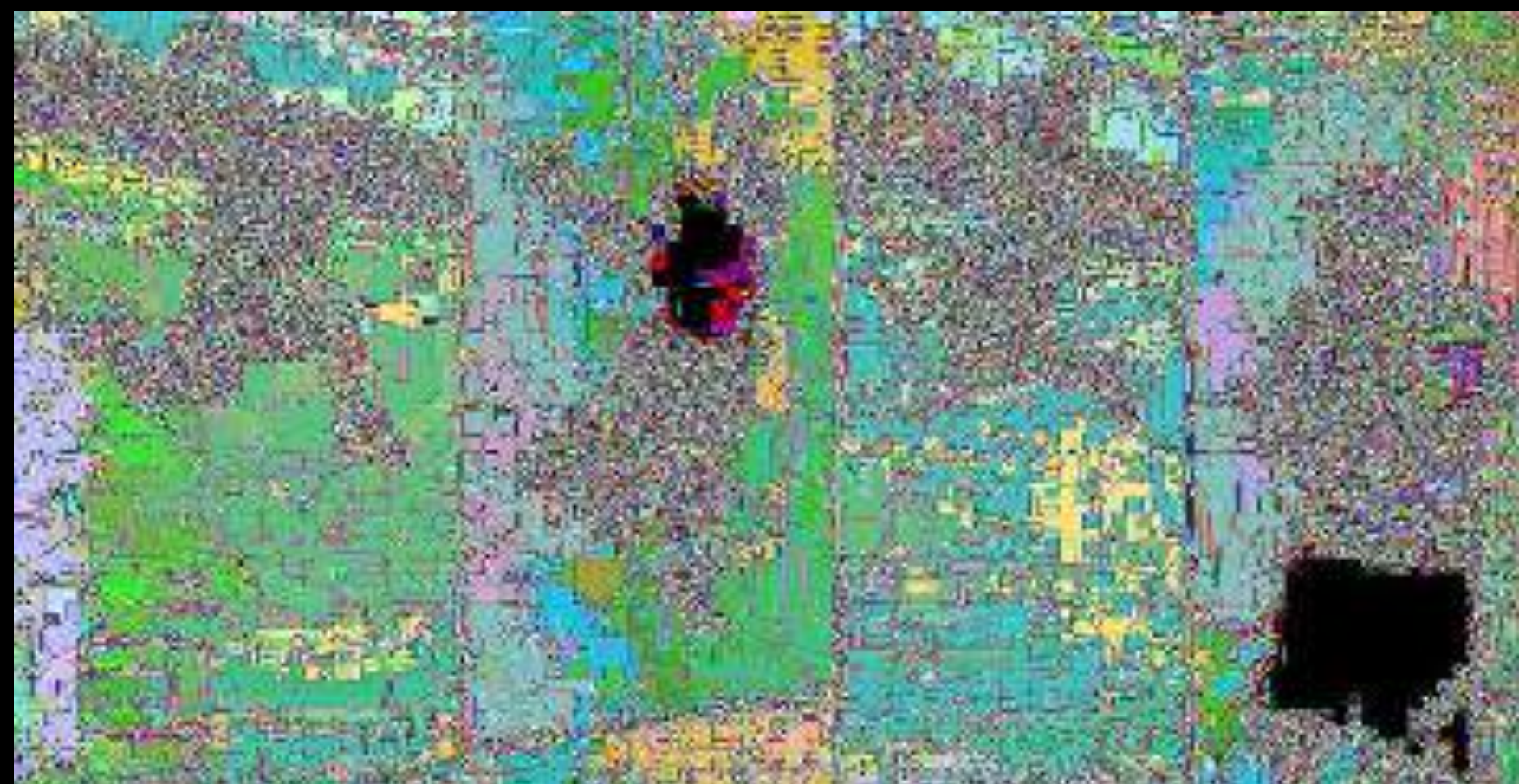
- In-Store UGC



执行考量：
 自营旗舰店是这个machine, 经销商网络门店可以用抽奖箱

店内任务句式

Where	What	How
试衣间	自拍	新款叠穿风
试衣镜	摸高跳跃	当季新品风
adi logo旁	隔空投篮	情侣风
nothing字样旁	波比跳	街头复古风
店员的背后	平板撑2分钟	女团风

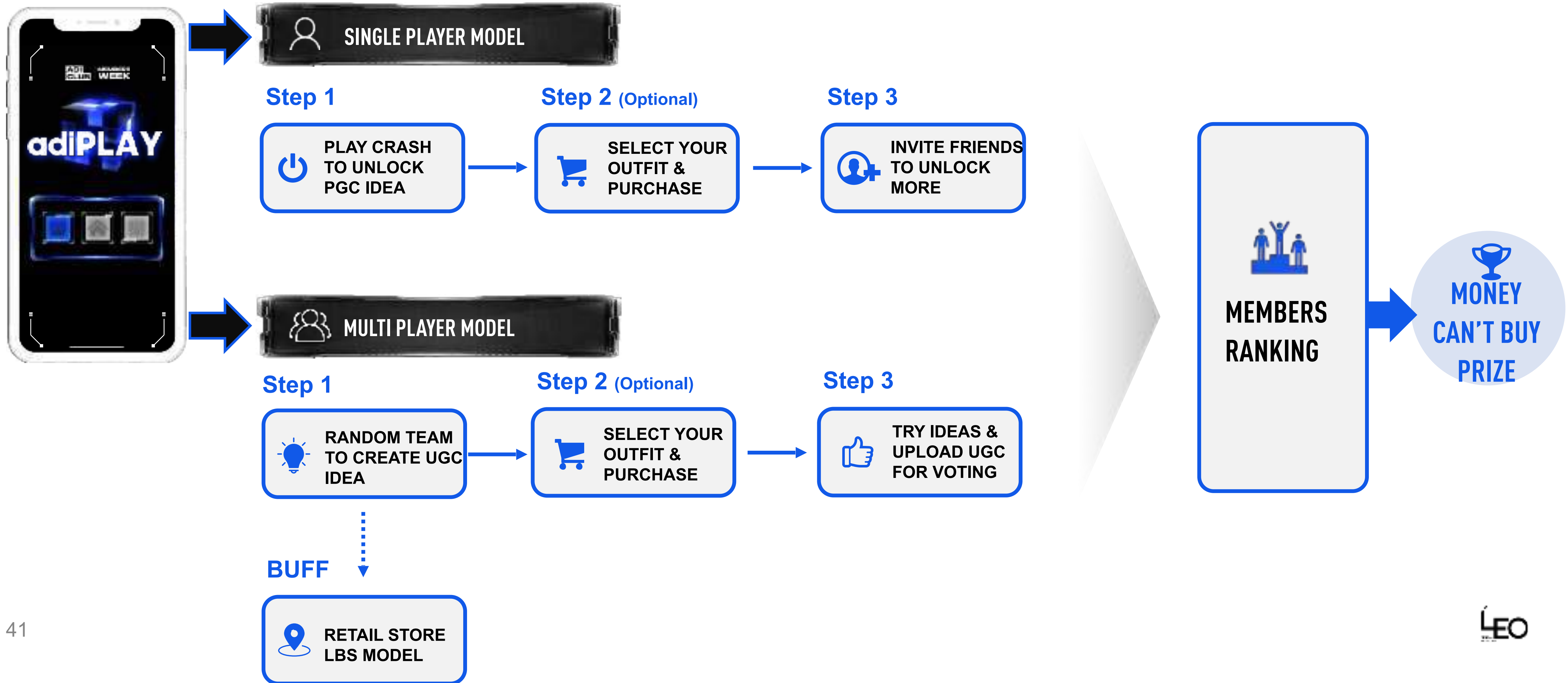


adidas
 用户上传任务图片
 穿着当季新品
 在adi logo旁
 摸高跳跃

店内UGC与销售联动：
 用户玩出的运动越好，就能得到更多优惠。
 eg. 用户在“摸高跳跃”总跳得越高，折扣越多；
 平板撑时间越长，折扣越多。

Overall Game Mechanism Recap & Incentive Systems

Overall Game Mechanism Recap



Activation Overall Game Mechanism & Incentive System

INCENTIVES TO MOTIVATE ACTION:

PARTICIPATION

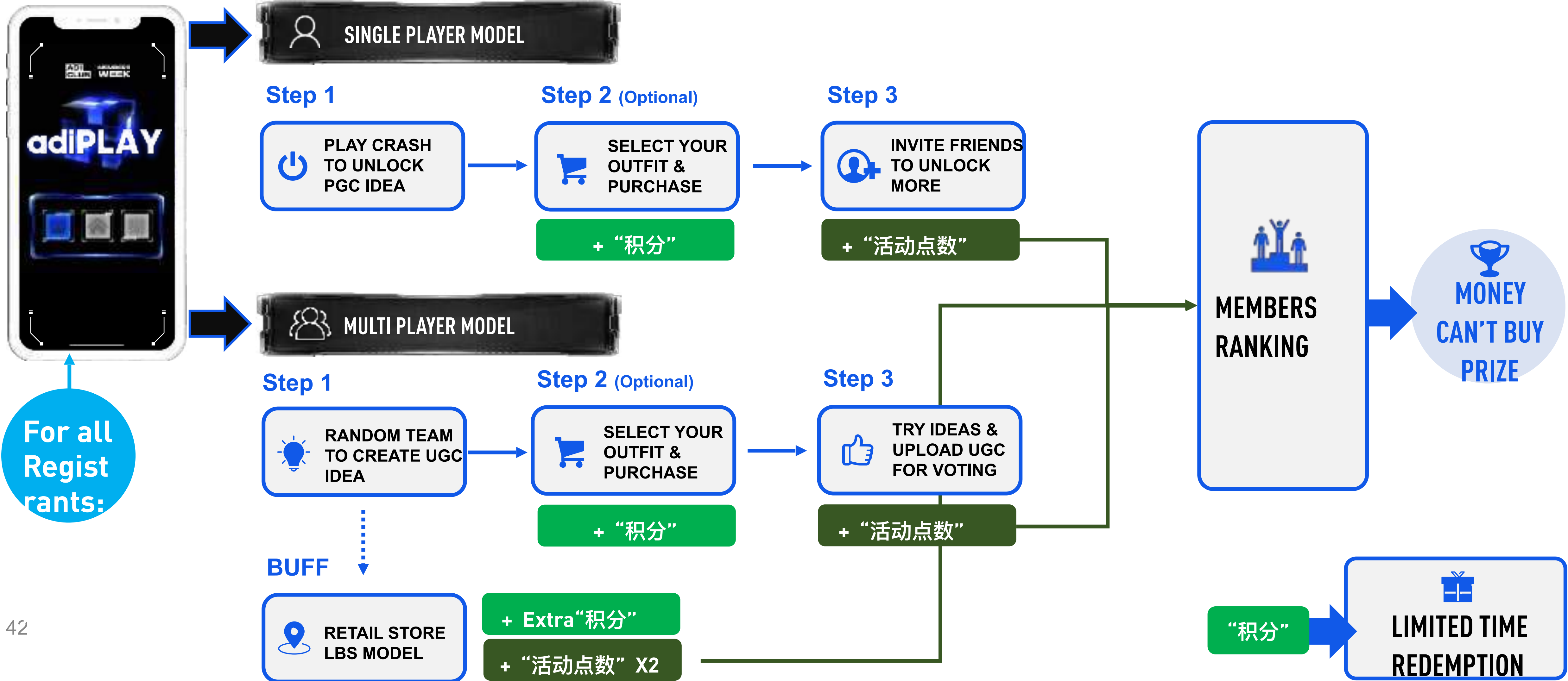
= Money-off coupon 满减券

CONSUMPTION BEHAVIOR

= CRM points 会员积分

ENGAGEMENT BEHAVIOR

= Campaign engrey 活动点数





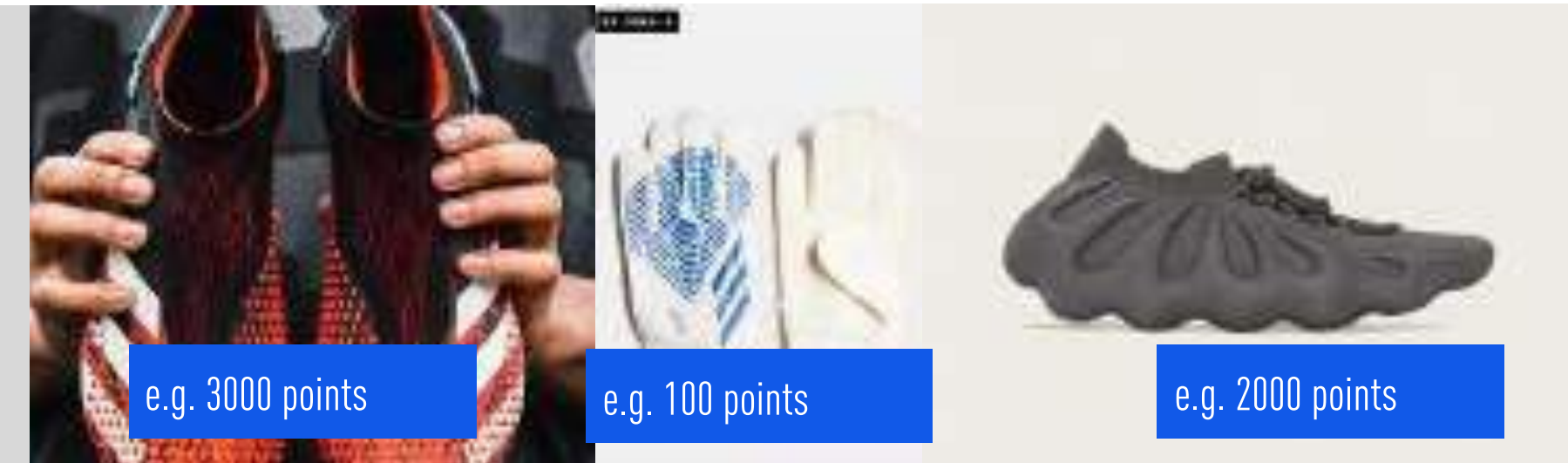
Limited-Time Redemption (POP-UP)



• Available on #adiPLAY Limited-Time Redemption:

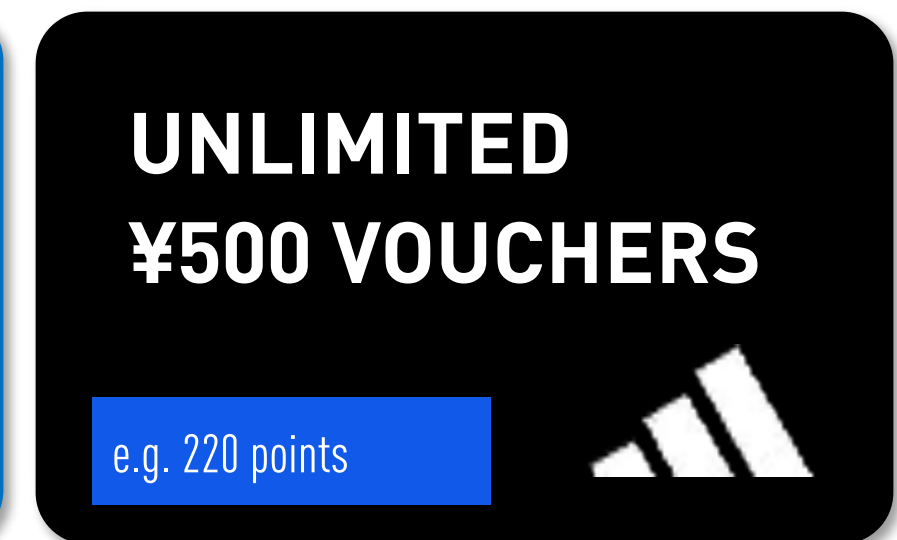
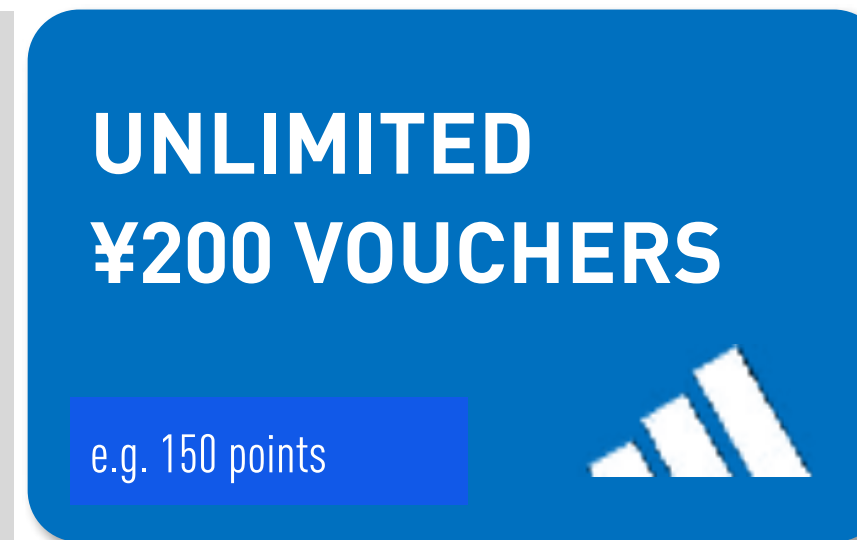
Points X

- WOW Products
- Signature Products
- Limited Accessories



Points X

- Special Vouchers



• Raffles via small points:

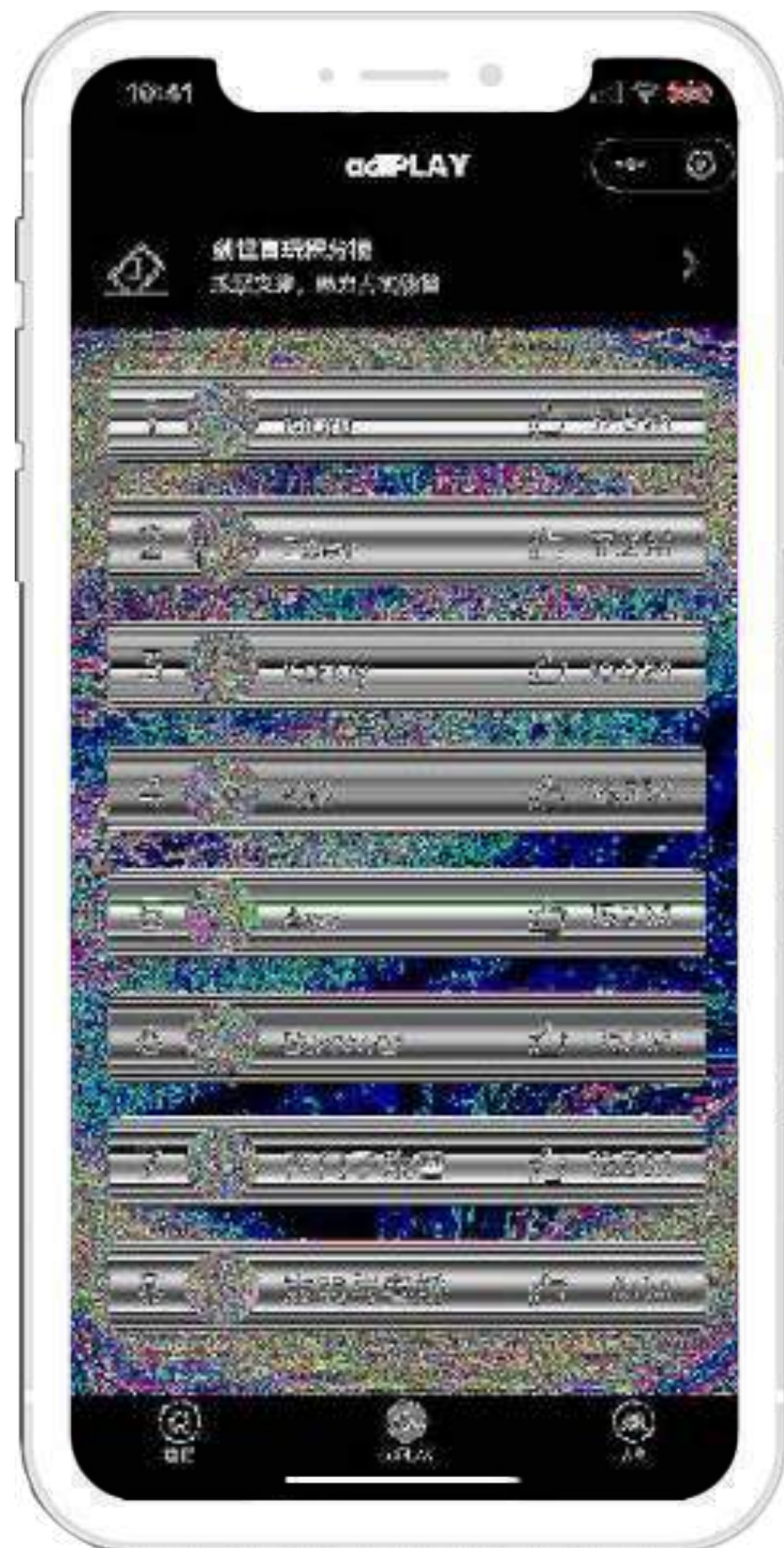
Spend small points for raffles
e.g. 50 points/time



- ✓ WOW products / Signature Products
- ✓ Limited Accessories
- ✓ Special Vouchers
- ✓ Thanks for Playing



Road to adiNova: Ranking X Money Can't Buy Prizes



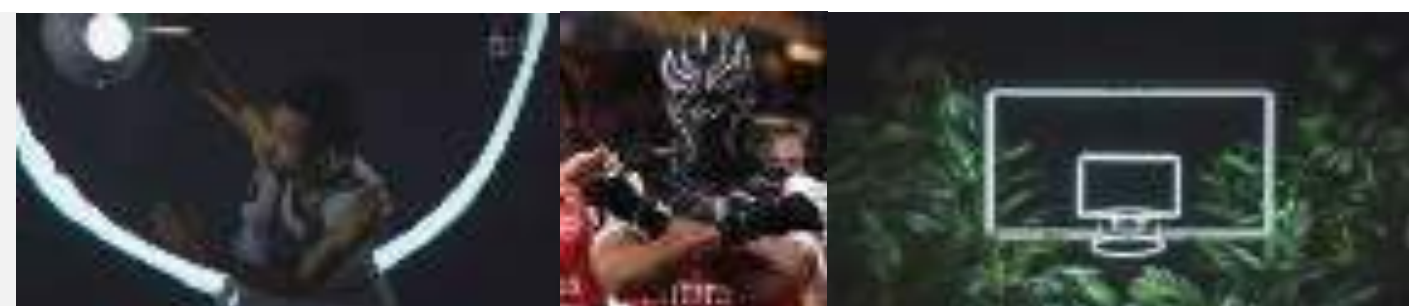
- **TOP 3:**

World Cup VIP Journey



- **TOP 10:**

Co-create fashion sports film with celebrity



- **TOP 50:**

Celebrity signature products



- **TOP 150:**

Get #adiclub NFT



INCENTIVES TO MOTIVATE ACTION:

PARTICIPATION

= Money-off coupon 满减券

CONSUMPTION / ENGAGEMENT

= CRM points 会员积分

*打通CRM积分系统



SINGLE PLAYER MODEL

Step 1

PLAY CRASH TO UNLOCK PGC IDEA

Step 2 (Optional)

SELECT YOUR OUTFIT & PURCHASE

+ “积分”

Step 3

INVITE FRIENDS TO UNLOCK MORE

+ “积分”

MULTI PLAYER MODEL

Step 1

RANDOM TEAM TO CREATE UGC IDEA

Step 2 (Optional)

SELECT YOUR OUTFIT & PURCHASE

+ “积分”

Step 3

TRY IDEAS & UPLOAD UGC FOR VOTING

+ “积分”

BUFF

RETAIL STORE LBS MODEL

+ “积分” X2

MEMBERS RANKING

MONEY CAN'T BUY PRIZE

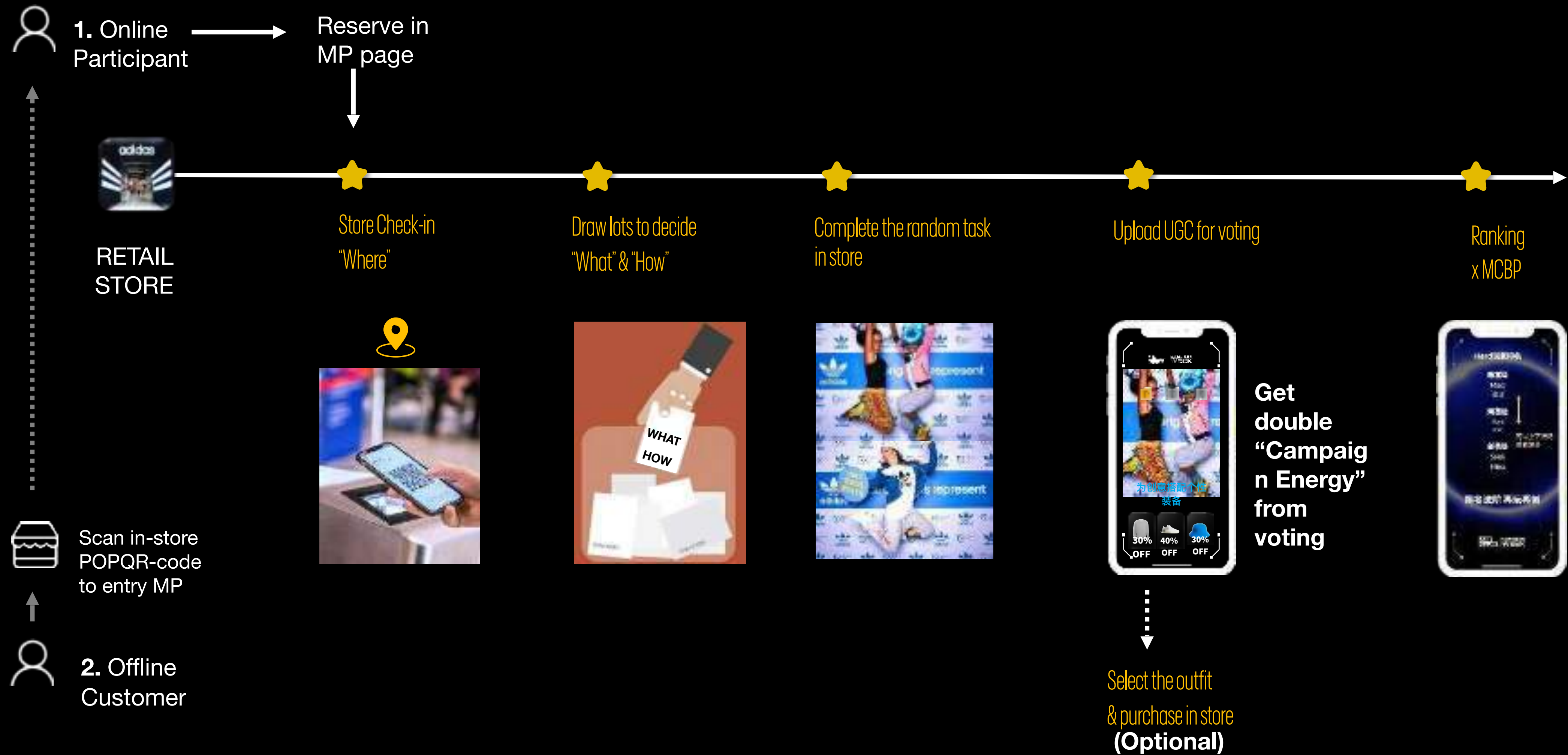
LIMITED TIME REDEMPTION

For all Registrants
: 满500减XX
代金券

#3

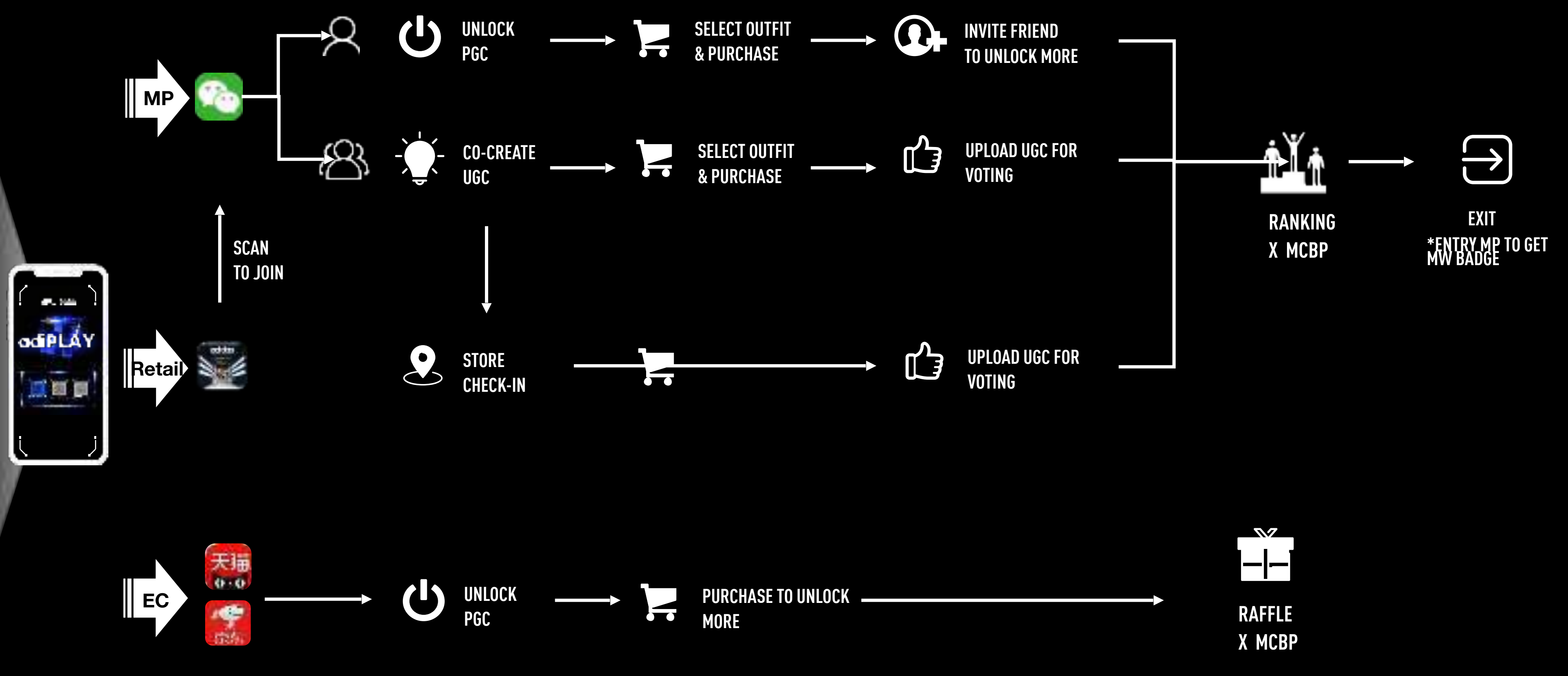
OMNI-CHANNEL CUSTOMER JOURNEY

(Need to discuss with Retail & Dealers to check the feasibility)



(Simple Version / Need to discuss with EC dept. to check the feasibility)





#4

**IMC COMMUNICATION
(INFLUENCERS, MEDIA ASSERTS)**

PHASE/DATE	EDUCATE	LAUNCH	CONTINUE
OWN SOCIAL	<p>Celebrity short clips (Messi/胡明轩/苏翊鸣)</p> 	<p>Adidas小程序Banner 主画面露出，点击直接跳转至H5小游戏</p> 	
PAID SOCIAL	<p>KOL (运动/时尚/穿搭/娱乐……) 参与活动创造出趣味好玩的# adiPlay创世盲玩#</p>		
PAID MEDIA	<p>1. 微信朋友圈广告-视频广告-内链H5链接。 2. KEEP小程序Banner-针对KEEP创造运动向创意挑战内容，点击查看趣味挑战。</p> 		
OUT DOOR & RETAIL	<p>1. 大型商超户外LED大屏 2. Adidas in-store货品展示Display 3. Adidas in-store Machine</p> 		

Celebrity Shout out call to Action

Video Idea 概述:

由梅西发起挑战, 将where/what/how句式传送给胡明轩

胡明轩读懂任务, 完成任务后, 又把脑洞大开的where/what /how 传递给了苏翊鸣...



Mesi Starts #adiPlay

梅西拿起他的足球形状电话, 拨通越洋电话, 在地球的另一头 还在睡梦中的胡明轩接起电话;

胡: 喂?

电话另一头的梅西: hey man,

地点- 球场

任务- 空心入筐

风格- 像黑豹一样果断

“啪”电话卦掉了

切, 梅西神秘对镜头说:

“敢接受挑战吗? 快来参加adiPlay! 完成任务! 解锁装备! 更有金不换大礼 等着你!”





胡明轩 - #adiPlay accomplished and pass it to Su

胡明轩快速开动脑筋，他的头上掉落下老虎机效果
where 球场 — what 空心入筐 How-黑豹
拼出任务后，黑豹风的他出现在夜光球场让，一记远投命中，完
完成任务。

他拿起手机，对苏翊鸣发信息：

地点：下坡路

任务：划滑板

风格：躺平

随后对镜头说：

“敢接受挑战吗？快来参加adiPlay！完成任务！解锁装备！更有
金不换大礼等着你！”

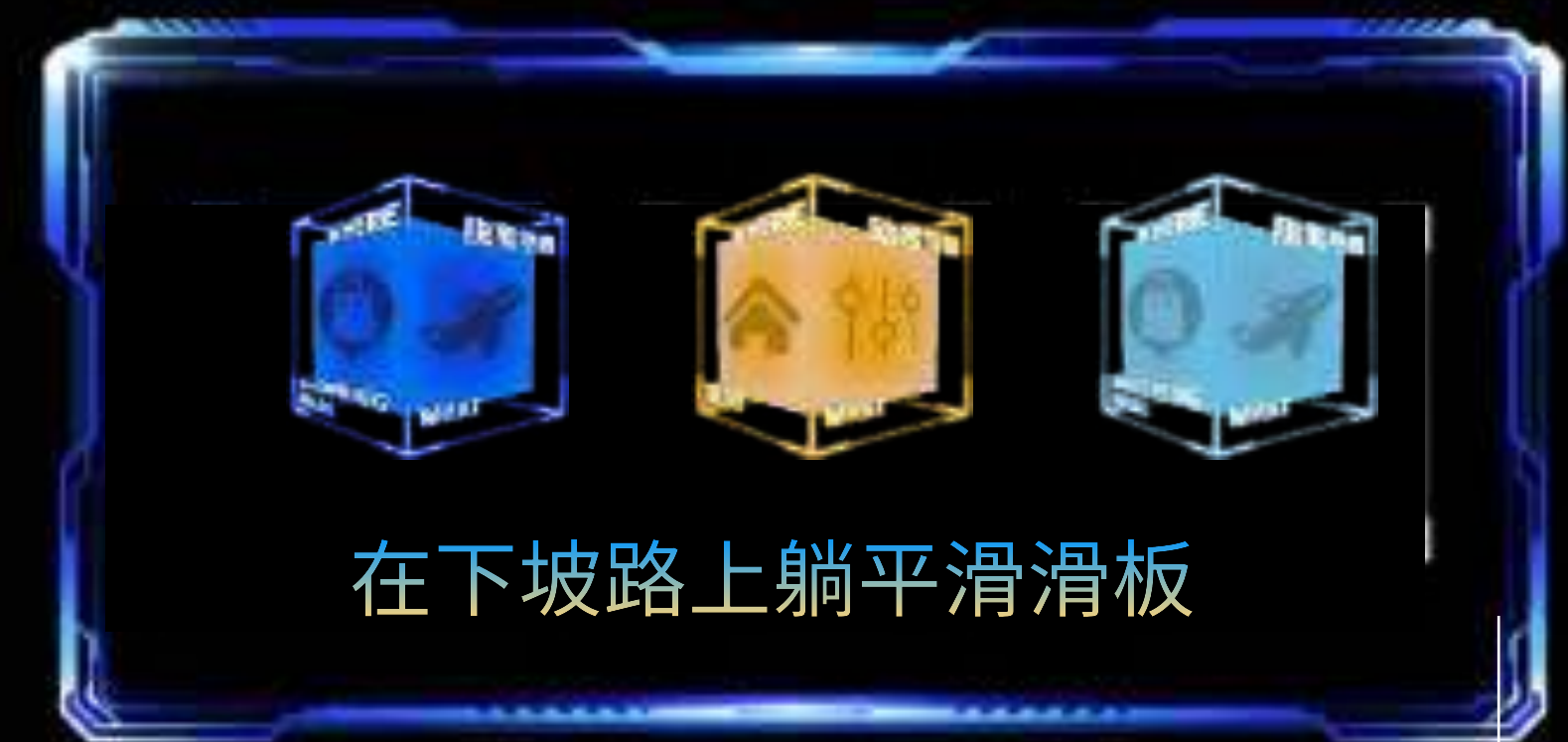




苏翊鸣 - #adiPlay accomplished and pass it
to adiClub Members

训练中的小鸣接到信息后，立刻拼出任务
用躺平的方式滑滑板
自信的他轻松完成任务

随后对镜头说：
“加入adiClub 成为会员，
与我一起完成盲玩任务，
解锁装备！更有金不换大礼 等着你！”





时尚类KOL =

用高级定制礼服风斗舞



娱乐类KOL = 全身心投入的方式洗车





店内陈列秉承

where / what / how玩法, eg

影院 / 联络感情 / 情侣风

以有趣的方式对不同场景、不同需求推荐产品，
吸引用户混搭服装



THANK YOU

