

adidas Football

Company Background

adidas is one of the leading sports brands in the world, with a broad and unique product portfolio spanning apparel and footwear for professional athletes, to authentic streetwear and premium fashion apparel. The global brand, headquartered in Germany, currently focuses on five global priorities: Football, Running, Training, Basketball and the Originals label. adidas Football is the brand that celebrates teams and individual players alike.

Objective

With the beginning of the World Cup in South Africa in 2010, adidas entered the tournament with two main objectives: To be the most talked about sports brand of the World Cup and to export the action digitally to football fans around the world. The brand was also seeking to raise awareness about the launch of its new F50 adiZero football boot ahead of the matches. What's more, the company was also committed to leaving a legacy behind in South Africa after the games had ended. As a result, it wanted to encourage adidas fans to contribute to the 46664 charity, which is Nelson Mandela's global HIV/AIDS awareness and prevention campaign.

As this was the first tournament in Africa, it was specifically important for adidas to show football fans around the world what it was like to experience the World Cup on African soil. "We needed the best platform to enable fans to consume and engage with all this incredible content that was being captured and created on the ground," says Gaetano Squillante, Head of Social and Digital Media, Sport Performance Division, adidas. "We felt that Facebook was the platform best suited to helping us reach our objectives."

Facebook Executive Summary

Client:



Objective:

adidas Football wanted to be the most talked about sports brand of the 2010 World Cup and to export the action digitally to football fans around the world

Solution:

A global campaign on Facebook that drove users to the adidas Football Page where they could interact with unique content from the event, watch original videos, play games and learn about new products

Key Lessons:

- A Facebook Ads campaign that drives users to unique content can dramatically increase engagement and connections as well as positively affect brand favorability as well as product awareness
- A brand's Facebook Page can serve as a dynamic hub to which consumers can be directed for unique digital content, news about new products, the ability to contribute to causes, as well as the ability to share information about the things that are important to them

During the 31 days of the World Cup, the brand centered its conversation around adidas Football's Facebook Page – the free public profile that enables companies to share their business and products with users on an ongoing basis. The sports giant also enabled the Page to be a place where fans of adidas Football could donate directly to the 46664 charity.

Approach

adidas began its World Cup campaign in May 2009 with the launch of its new F50 adiZero football boot and the roll-out of its “Every Team Needs” campaign. From start to finish, adidas Football's World Cup initiatives focused on highly engaging and interactive content and games. The Web-based “50 Days of Fast” application was built around a graphic novel campaign and was designed to showcase the product benefits through highly engaging content. The brand ran several “reach blocks,” which are ad buys on the Facebook Home Page guaranteeing that the brand would reach 100 percent of its target audience over a 24-hour period. One reach block that focused on the F50 adiZero launch featured Premium Page Ads and Premium Video Comment Ads to encourage users to connect with the adidas Football Page and view a video to see the boot “in action.”



The brand continued to build on its “Every Team Needs” narrative with Facebook, introducing applications such as “Player Type ID,” which encouraged users to select the types of

“With the arrival of one of the biggest events in the world in 2010, adidas choose to partner with Facebook to connect with football fans around the world and join the conversation. We wanted to deliver the fans of our brand a truly unique experience throughout the tournament through our players, teams and products. Facebook helped us in achieving this.”



Gaetano Squillante

Head of Social and Digital Media,
Sport Performance Division, adidas

professional football players they or their friends mostly resembled. When World Cup play began in early June, adidas Football ran reach blocks in all of its key markets to kick off “The Quest.” The video premiered on Facebook and showcased the different player types that would be participating in the world's biggest football event. In several markets, the Premium Video Comment Ads driving to the video featured top players from those markets.

Another Facebook app that adidas Football developed was called “Matchups.” These allowed people to put two players head-to-head, letting users predict outcomes of matches, share predictions with friends, and engage with other types of content. The various interactions with the app allowed users to earn points. At the end of the tournament, users with the highest scores received adidas prizes. “This again was supported through media using more targeted buys via Facebook cluster targeting to maximize efficiency,” Gaetano says. adidas used Facebook's anonymized and aggregated targeting data to direct its ads to its key demographic of males 18- to 24-years old who listed “football” among other keywords in the Likes & Interests section of their Facebook profiles.

adidas also used Facebook to share behind-the-scenes content from South Africa in order to really deliver a rich experience to football fans around the world. It was also hub for its partnership with the 46664 charity. People who connected to the adidas Football Page Facebook could give donate directly to the cause. “Through our players, products, teams and partners, we kept our fans engaged and up to date in real time,” Gaetano says.



Results

- Over the course of the campaign, more than 1 million people connected to the adidas Football Facebook Page. As of mid October 2010, nearly 2.3 million people had connected to the Page
- After the reach blocks, the average number of daily new connections increased to 16,975 (over a 31-day period), versus 4,002 before the reach blocks
- The number of interactions on the adidas Football Page reached more than 863,000 across the 31 days
- The number of daily impressions averaged 500,000
- Video views of videos including “The Quest” and F50 adiZero videos totaled over 1 million
- A brand tracker survey that polled Facebook users showed that awareness of the F50

boot rose by 21 percentage points in Spain, by 20 percentage points in the U.K. and by 15 percentage points in Germany two months after the campaign began on May 11 on Facebook and in other media. Brand awareness increased by 13 percentage points in Italy and by 8 percentage points in France

- A study by media research firm Nielsen showed that ad recall increased 4 percentage points in the U.K. and by 6 percentage points in France after a June 11, 2010 reach block

“Internally, everyone was very pleased with the kind of results we got,” Gaetano says. “Not just how we grew our fan base, but the kind of level of interactions. We definitely thought it was a success.”

The Future

adidas Football plans to continue to invest in Facebook as a platform and keep growing its fan base among active users who like its brand and want to get involved in the conversation. The brand says it is particularly interested in the possibilities around social commerce and how this will develop across Facebook and within the sports community specifically.

