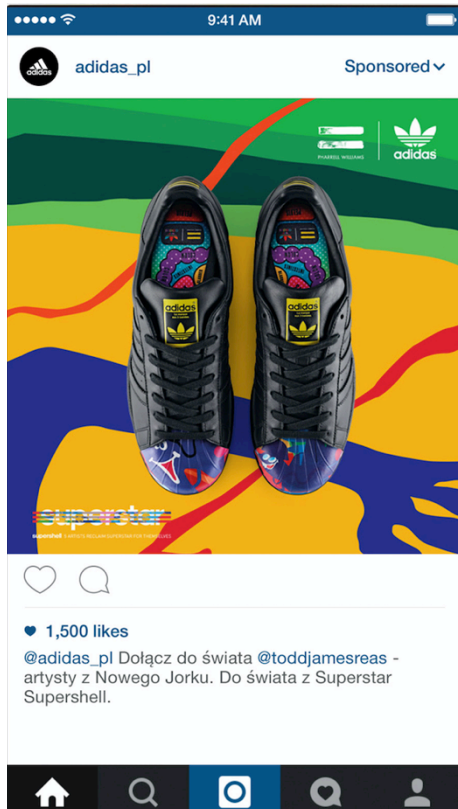


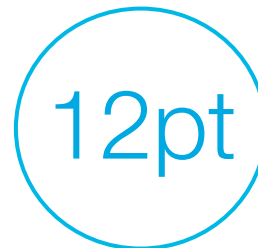


Super Sneakers

Adidas worked with Instagram to raise awareness in Poland of the Supershell, an awesome update of the brands iconic Superstar trainer.



lift in ad recall



lift in campaign awareness

STORY

A legend, reborn

The Adidas Supershell series takes the legendary **Adidas** Superstar, and lets some of the worlds most inspiring artists remix it in their own individual way. Curated by Pharrell Williams, these are the latest sneakers in the Adidas Originals Superstar collection.

GOAL

The right steps

Adidas wanted to launch the Supershell collection in Poland and become one of the first brands to use Instagram, cementing its place as an innovative and forward thinking company in the process.

SOLUTION

Fine art for your feet

Adidas in Poland wanted to deliver the Supershell idea to young creators who live and breathe music, style, and fashion. To do this the brand worked with media agency Carat, PR agency Tailor Made and Instagram to launch the trainer using a four week campaign featuring both video and link ads.

Instagram is one of the most creative and inspiring platforms in Poland, so the opportunity of being first to market with a launch campaign was an opportunity the always innovative Adidas was not going to miss. Adidas worked with handpicked artists to create bespoke designs to adorn the iconic toe of the Superstars.

The combination of colourful, eye-catching creative, and the desirability of the sneakers themselves proved irresistible. A Nielsen Brand Effect study showed that the month long campaign delivered uplift in ad recall of +24pts, and an lift in campaign awareness of +12pts. Adidas now considers Instagram a key communication channel going forwards into 2016.

“ There is always a lot of buzz around the qualitative KPI's. But for us, what was equally important was how the first campaign on the local market would be perceived by the people we are talking to – the young creators. We were encouraged by the positive feedback we received – it's a clear sign for us that we should follow this way and explore other possibilities. ”

Szymon Michalik
Group Brand Activation Manager
Adidas