

**MARKETING POLICY FOR
THE EUROPEAN MARKET**



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Adidas group is a **global leader** in the sporting goods industry and offers a broad portfolio of products. Its mission is “To be the leading sports brand in the world”

Based in Germany, the europium market represents 42.4% of the companies sales, specially in **France, Italy and the UK**.

Although it is not the market leader in Europe, it is the **second following Nike**.

VALUES OF THE COMPANY

Consumer focused

**Intends to be innovation
and design leader**

Help athletes performance

**Being socially and environmentally
responsible**

Committed to strengthening brand products

Top Line:

Running, football, basketball, training and
Originals.

ATHLETIC SHOES MARKET

There are two sides to the athletic shoes market, the **leisure side** and the **performance side**.

“Buying sporting apparel doesn't necessarily mean doing sports”

Athletic shoes market is more and more **fashion oriented** each day.

Which results in companies moving to a **product - centered strategy** to a **brand-centered** strategies

which means-**controlling design** and production to better **match consumer needs** and **fashion trends**.

Athletic shoes have been called “**the jeans for the feet**”, where people are **seeking comfort**.

Also, in the athletic shoes market, each **specific sport practice** implies **buying a specific footwear**, so the user expects the product to be **perfectly reliable**, so they can achieve the **best performance** in each discipline.

The Running Footwear Market

65 euros-average
price

Adidas is behind
Nike in European
leadership

People who
practice running
are divided into 4
groups-

intensive, regular,
occasional, very
occasional runner

CONCERNS

Facing this scenario, Adidas as a brand, is **facing a challenge in the Athletic Shoes Market**, because their research indicates that **they aren't perceived as an a running brand**.

So they are looking to differentiate the offer to meet the requirements of more specific market segments.

OBJECTIVE

POSITION ITSELF AS A RUNNING BRAND

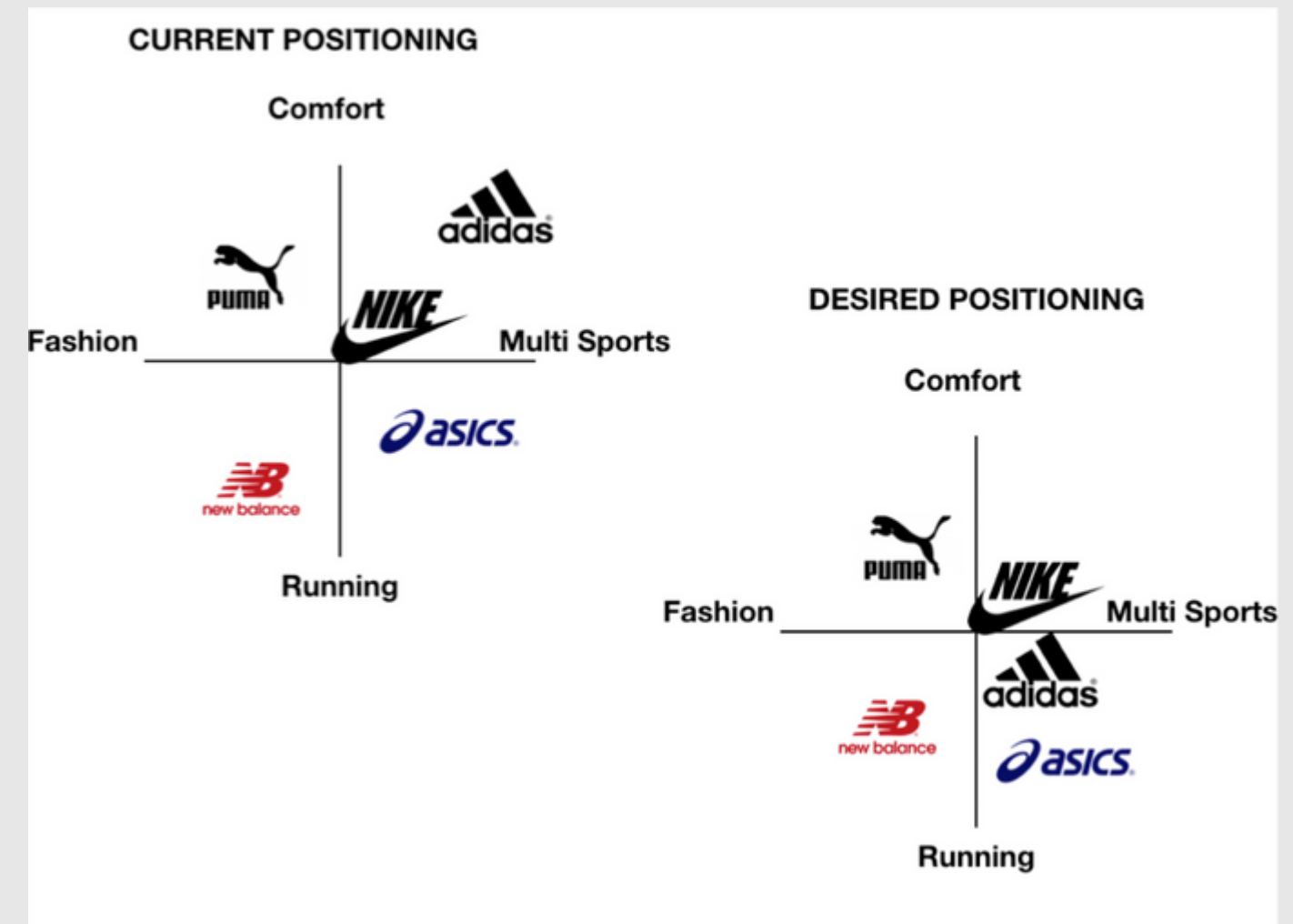
The company has decided to **intensify its marketing activities** to convince runners to choose Adidas running shoes

Running footwear can be a key market to **regain leadership** over the athletic shoes market.

DEFINE A MARKETING STRATEGY FOR THE ADIDAS BRAND FOR THE EUROPEAN RUNNING SHOES MARKET, INCLUDING MARKET SEGMENTATION, TARGET DEFINITION AND PRODUCT POSITIONING

MARKET SEGMENTATION AND TARGET DEFINITION

Consumer	Market Share	Regularity	Age	Value Most	Price	Usage
Intensive	30%	More than once a week	30 - 55	Footwear Quality & Brand	100/120 Euros	Running
Regular	38%	Once a week	25 - 45	Footwear Quality	80/90 Euros	Multi Sports
Occasional	25%	One to three times a month	25 - 45	Innovation	80/90 Euros	Comfort - Multi sports
Recreational	7%	Less than once a month	18 - 50	Innovation	50 Euros	Comfort - Fashion - Multi Sports



- The **main challenge** for Adidas is to make consumers value the technical dimension of the shoe when consumer faces a selection problem.

Product	Running Shoes
Price	90 - 120 euros (Competitive Prices)
Distribution	Adidas Stores Specialized Stores Sports Clubs Pop up stores in running events E- COMMERCE
Communication	Emphasize technical features for better informed consumers.

**Elaborate the marketing mix
(product-price-distribution-
communicatio) for the
Adidas brand in the
European running shoes
market**

- Running **Athletes Partnerships and Sponsorships**
- Partnering** with world's most famous **marathons** to do **pop up stores**, where people can live the marathon experience with Adidas + get to know the **technical aspects** of Adidas running shoes
- Online Specification** of Running Shoes through experts.
- Online filters** for running shoes
- In store distribution** of the running shoes enhancing their **main characteristics** to make it easier for the consumer to select the product.

FIND THE RIGHT RUNNING SHOES FOR YOU



LIGHTWEIGHT

Ultralight for marathons and performance training.



NEUTRAL

Energize everyday runs with spring and support.



STABILITY

Adjust for overpronation with the right support.



WALKING

Casual comfort and style for everyday wear.



TRAIL RUNNING

Run rain or shine with a stable, waterproof grip.



Click the video to get experts opinions on the performance of shoes