



adidas
rewear the classics





#Reweartheclassics campaign brings the old school back to the present day, creating circularity once and for all.

An omnichannel campaign which entices the Gen Z audience through engaging campaign imagery and moving image content as well as community based events.

Love, Trade and Rewear your classics.



Adidas Originals is the sports brand of the streets. Inspired by contemporary youth culture, the brand continues to utilise community and creativity with all its outputs.

The trust built through successful collaborations, classic and timeless garments, as well as their intertwining of cultures, has inevitably made them who they are today.

Brand Introduction





Development within the brand has shown they are trying to be more ethically conscious but issues surrounding green-washing has meant Originals have yet to gain the trust and loyalty with their younger demographic.

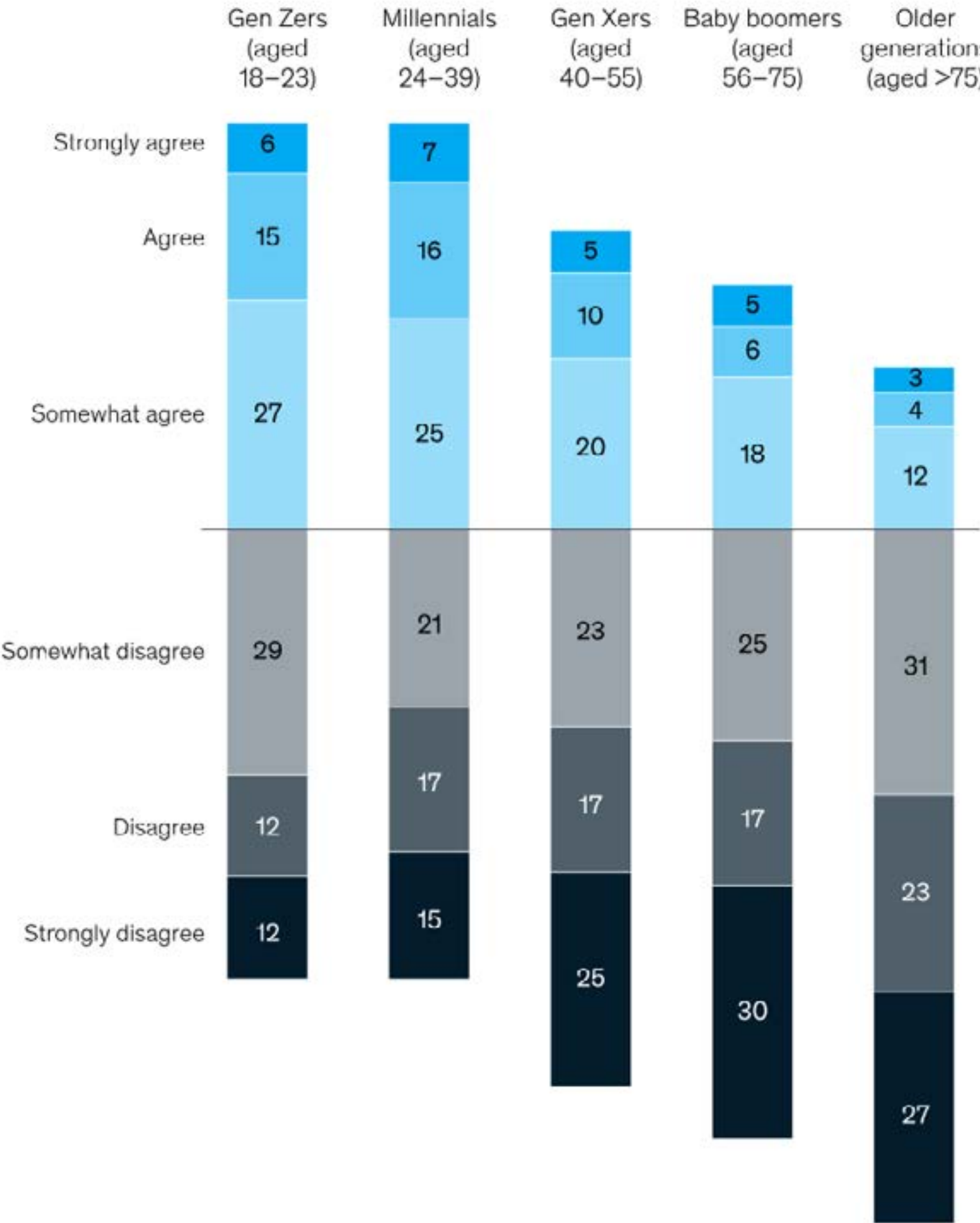
With no current Tik Tok account of their own and lack of interaction through other platforms, leaves the brand missing out on a strong digital community.

Problems



Particularly among younger consumers, there is a greater intent to purchase secondhand fashion items after the COVID-19 crisis.

Intend to buy more secondhand fashion items after COVID-19 crisis, % of respondents¹



- Key indicators show there has been a significant increase in second-hand shopping as well as buying from ethically conscious brands.
- Re-commerce has become a key market trend on the rise, especially for younger consumers

Insight





Deepen brand awareness and consumer trust by creating a platform that has a focus on circularity and the impact the brand has on the environment

Increase engagement on social platforms. Create a new Tik Tok account.

KPI - Measured through sales, in-store and Online interactions with the new platform. Shares and Online comments

KPI - Measured through likes, comments, followers and shares

Objectives





- A new re-commerce platform will be created directly through the website as well as in-store. Bringing in a Gen Z social-minded audience through second-hand shopping.
- Activation events and workshops surrounding the launch of the platform will inform a strong community.
- A new hashtag #rewearthe classics will enable the brand to measure the engagement with their social media accounts.

Strategy





#reweartheclassics campaign is one that re-imagines what the classics are, honing in on the values of community, joy and culture to create a new platform that gives the brand deeper awareness and larger engagement.

Idea





15-25 years old

All genders

Lives in a city

A community driven individual

Interests in music, art, youth culture and social issues

Values of sustainability

Audience





#rewearthe classics hero imagery brings in the aesthetic from previous Adidas Originals campaigns utilising their core values of community, joy and adding in a youthful aspect to direct to the Gen Z target audience. Using head-to-toe second hand garments to showcase the new Rewear platform.

Hero Imagery





Hero Imagery





Hero Imagery





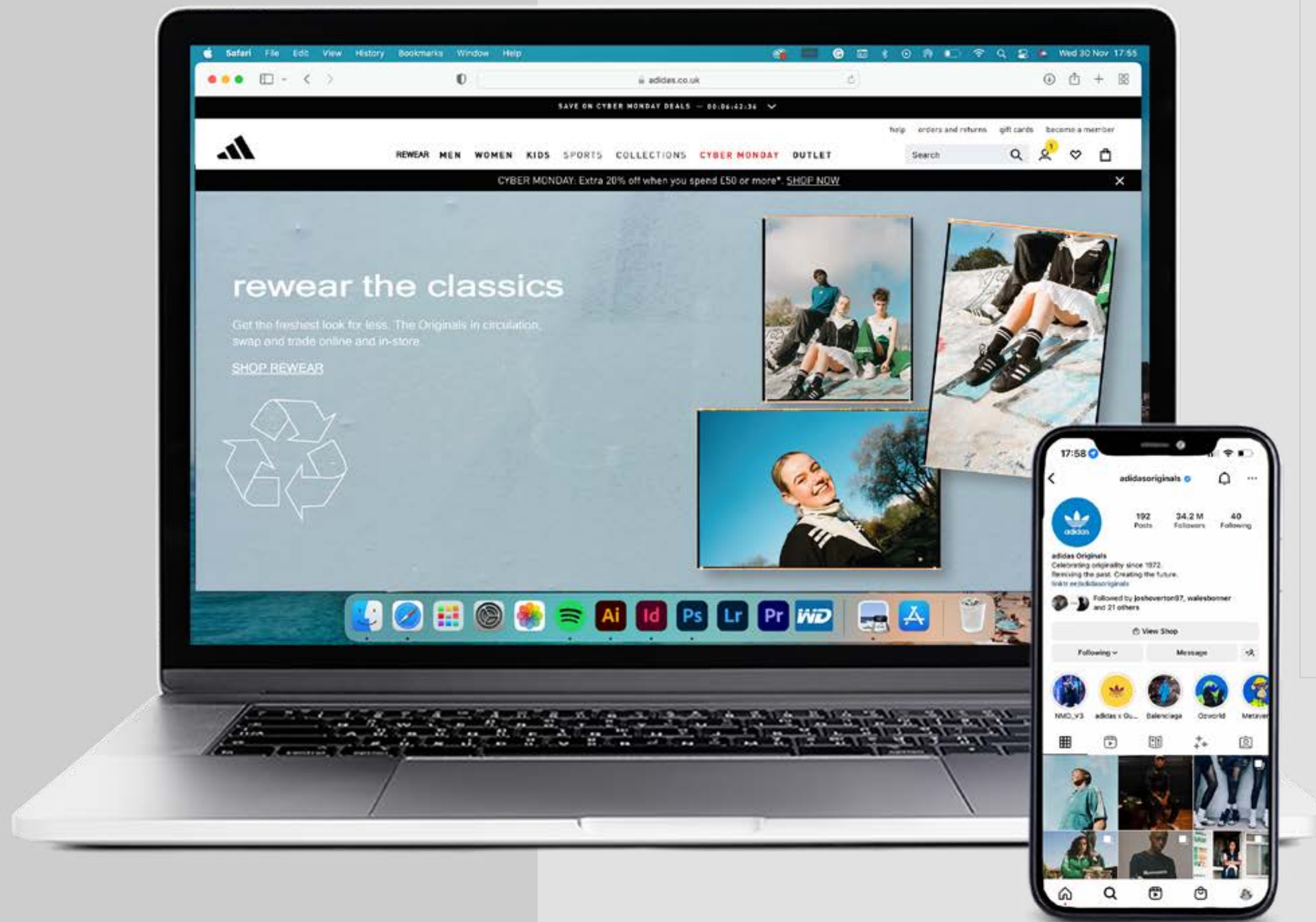
#rewearthe classics campaign film is an extension of the campaign imagery. Refining the ideas of community and joy through three individuals. Also wearing head-to-toe second hand garments from Adidas Originals.

<https://youtu.be/0A3OTzZXVTo>



Campaign Film





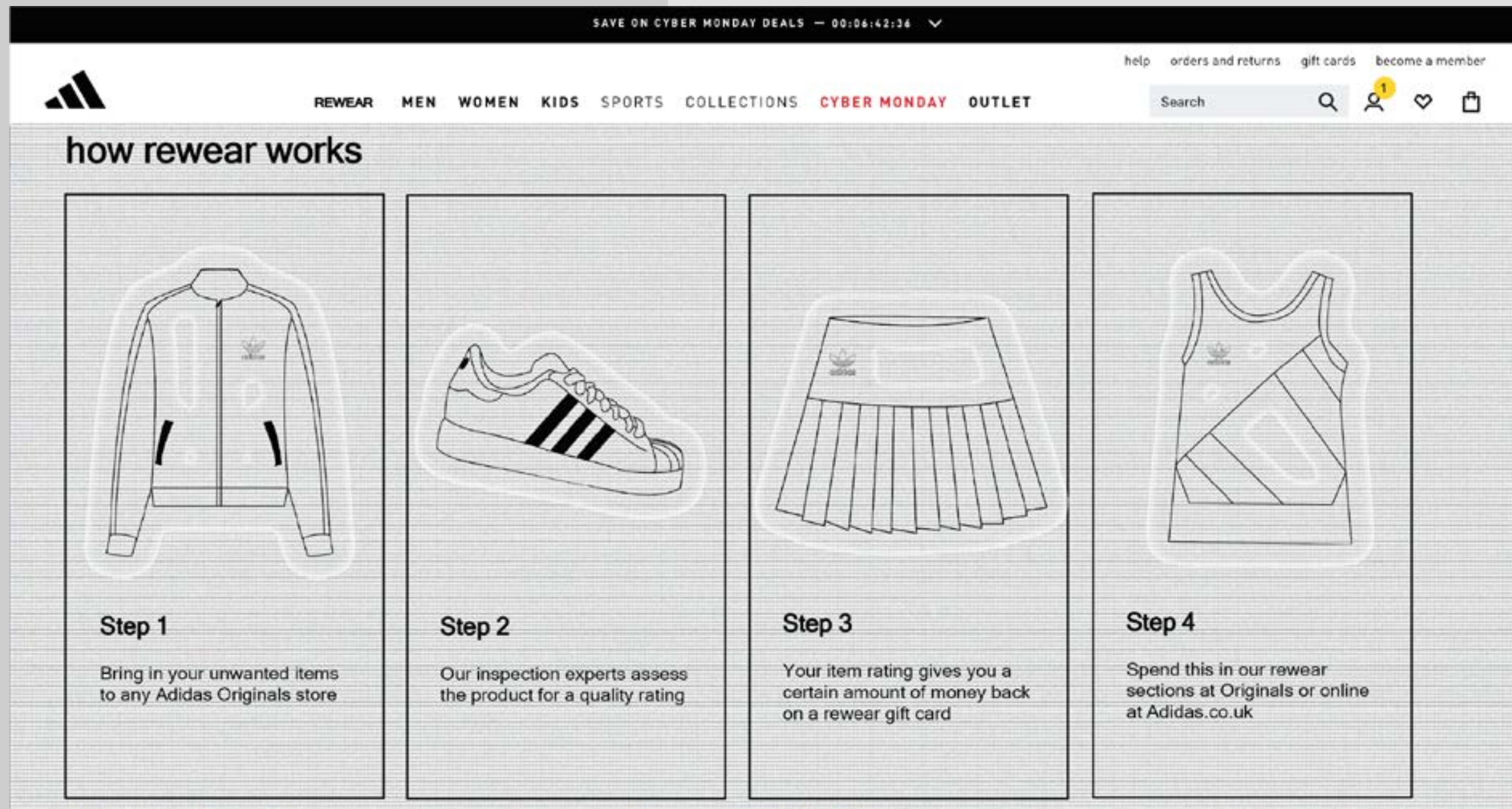
Adidas Originals Re-Commerce platform will be directly through Adidas.co.uk as well as in all flagship stores.

A platform to trade in unwanted Originals pieces in exchange for giftcards to spend on new second-hand pieces.

New website design (Owned)

Re-Commerce Platform





1. Bring in unwanted pieces

2. Garment assessment for a quality rating

3. Item rating allows for a certain amount of money to be spend on the rewear gift card

4. Spend in-store or Online



Re-Commerce Platform





Carnaby St. Originals flagship store (OWNED)

In-Store Interior





Susie Garvie

Launch Tik Tok styling and Instagram content



Eliza Rose

Festival stage takeover on Originals social media



Prince Charlz

Flagship store launch social media takeover



Zooev Gleaves

Festival stage takeover on Originals social media



Mia Regan

Launch Tik Tok styling and Instagram content



Rosie Kotcha

Sewing Workshop host and paid content to promote this event

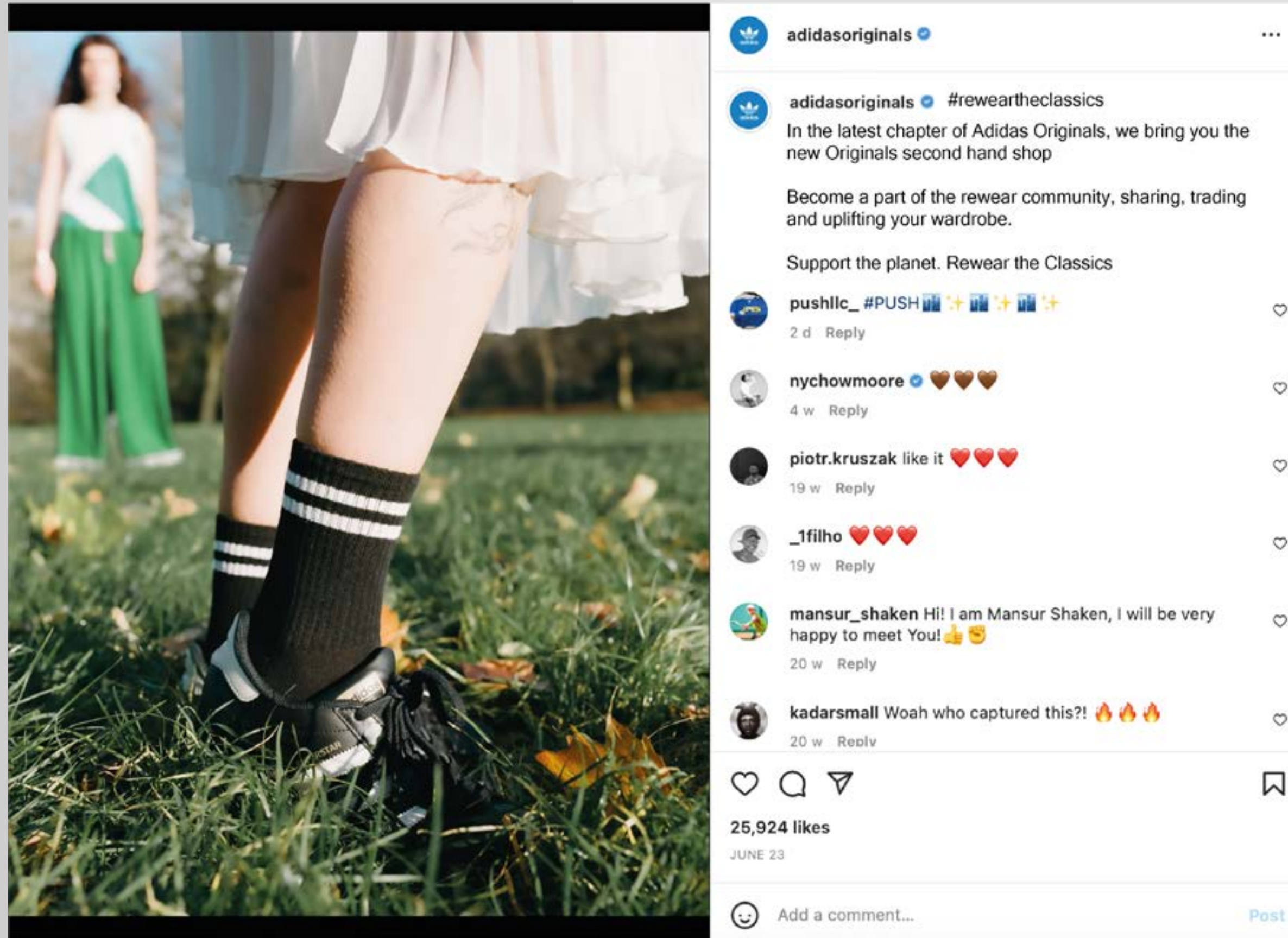
Throughout the launch and during the duration of the #reweartheoriginals campaign will bring a selection of influencers to promote the campaign as well as join the community based events and activations. These are people who share the same values as Originals.

This will be to help target towards the Gen Z audience.

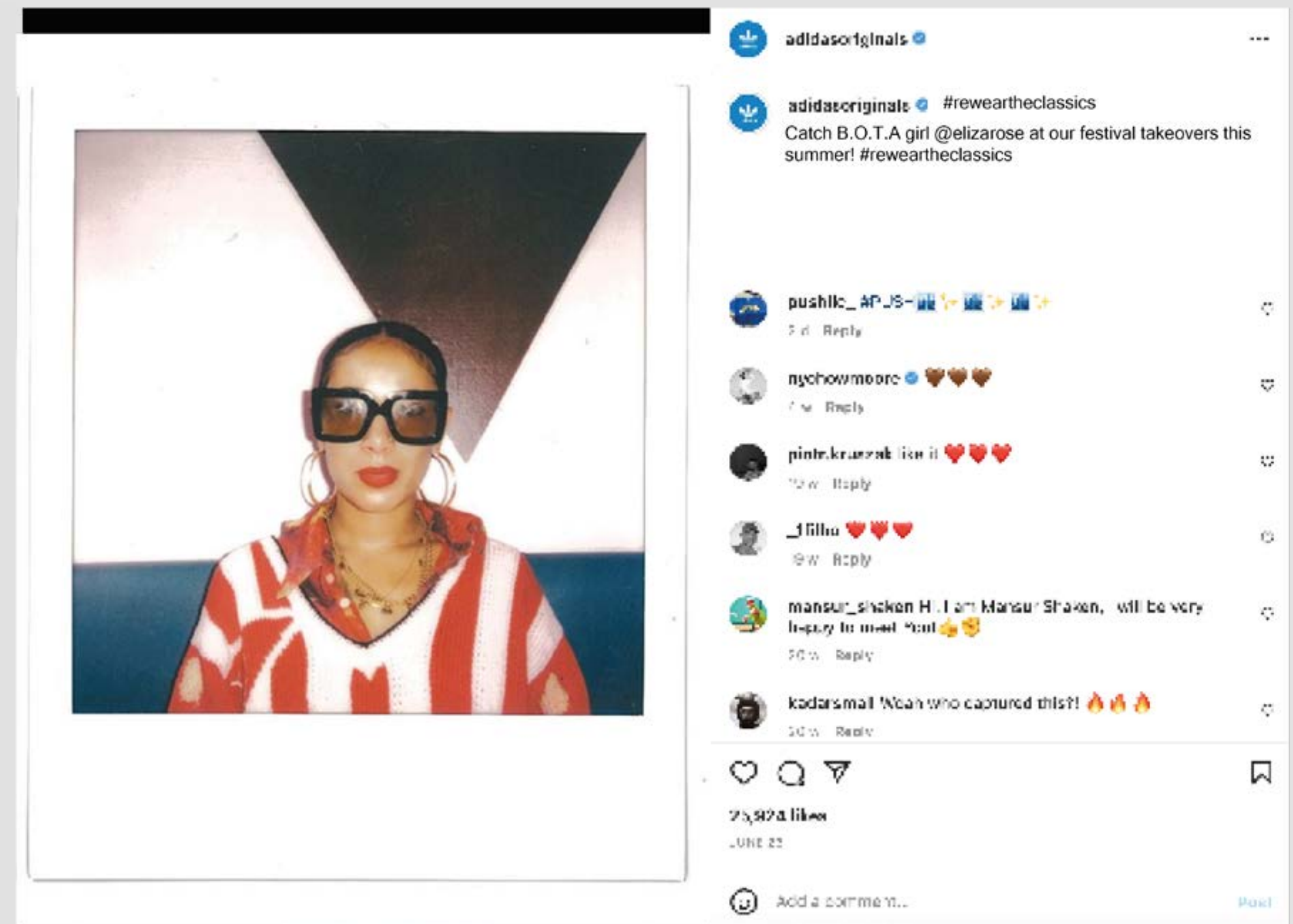
(PAID)

Influencers





(SHARED) Instagram Content

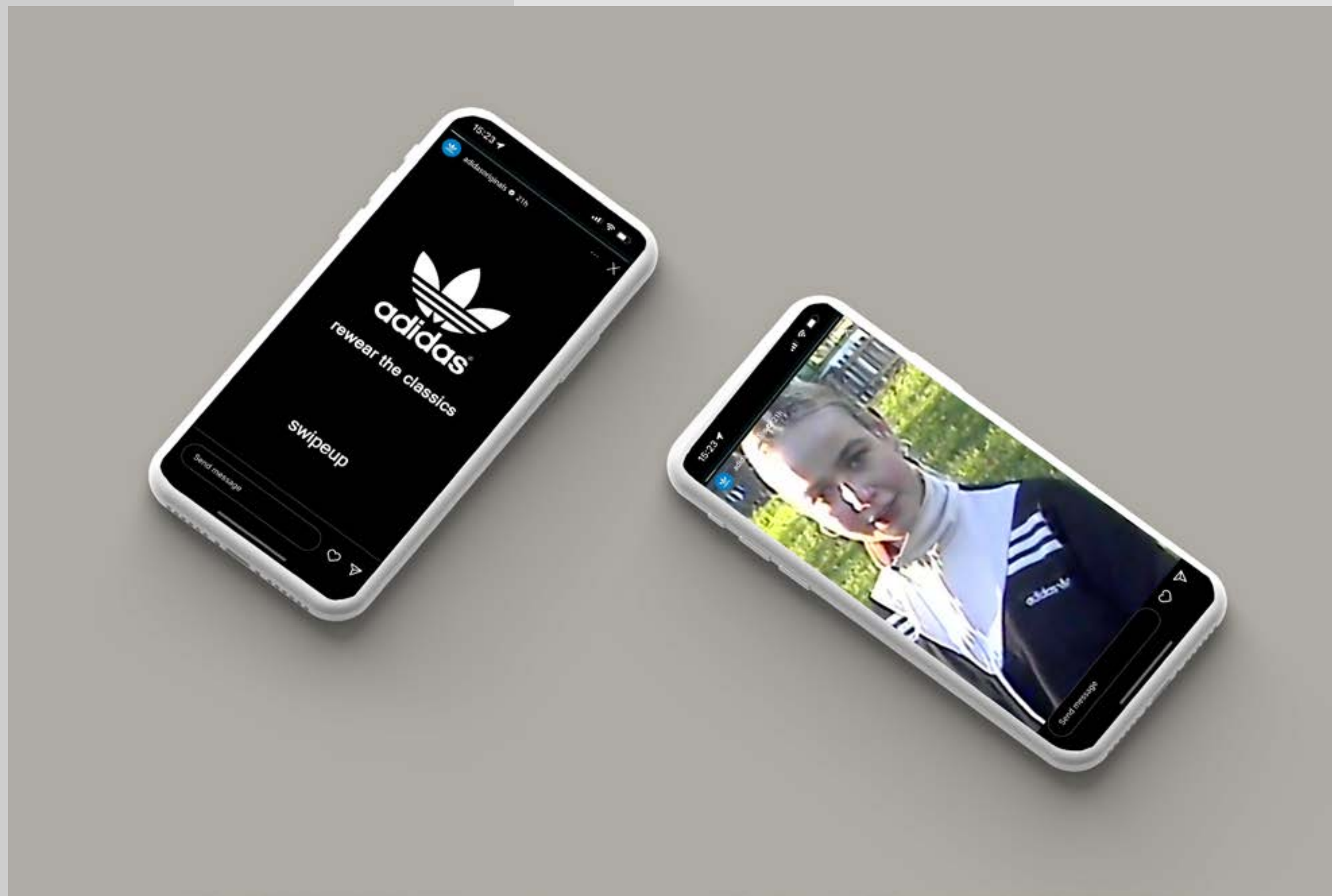
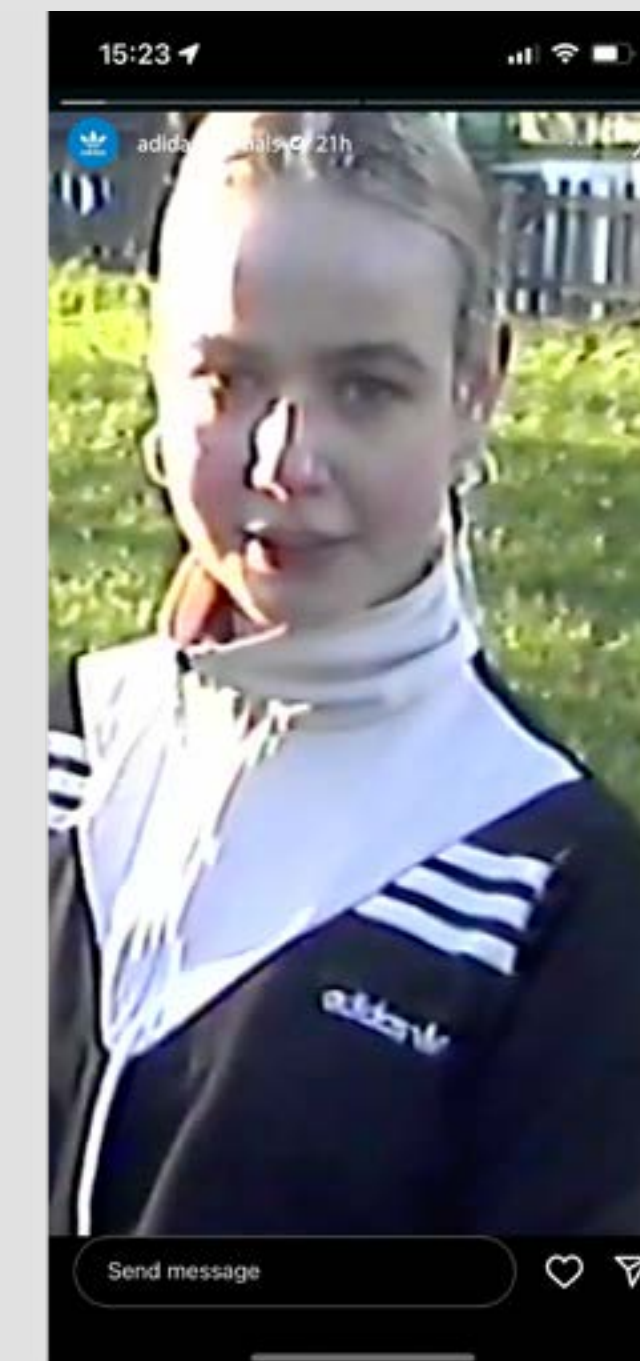


(PAID) Instagram Content

Content posted x2 a week over a 3 month long period

Instagram Posts

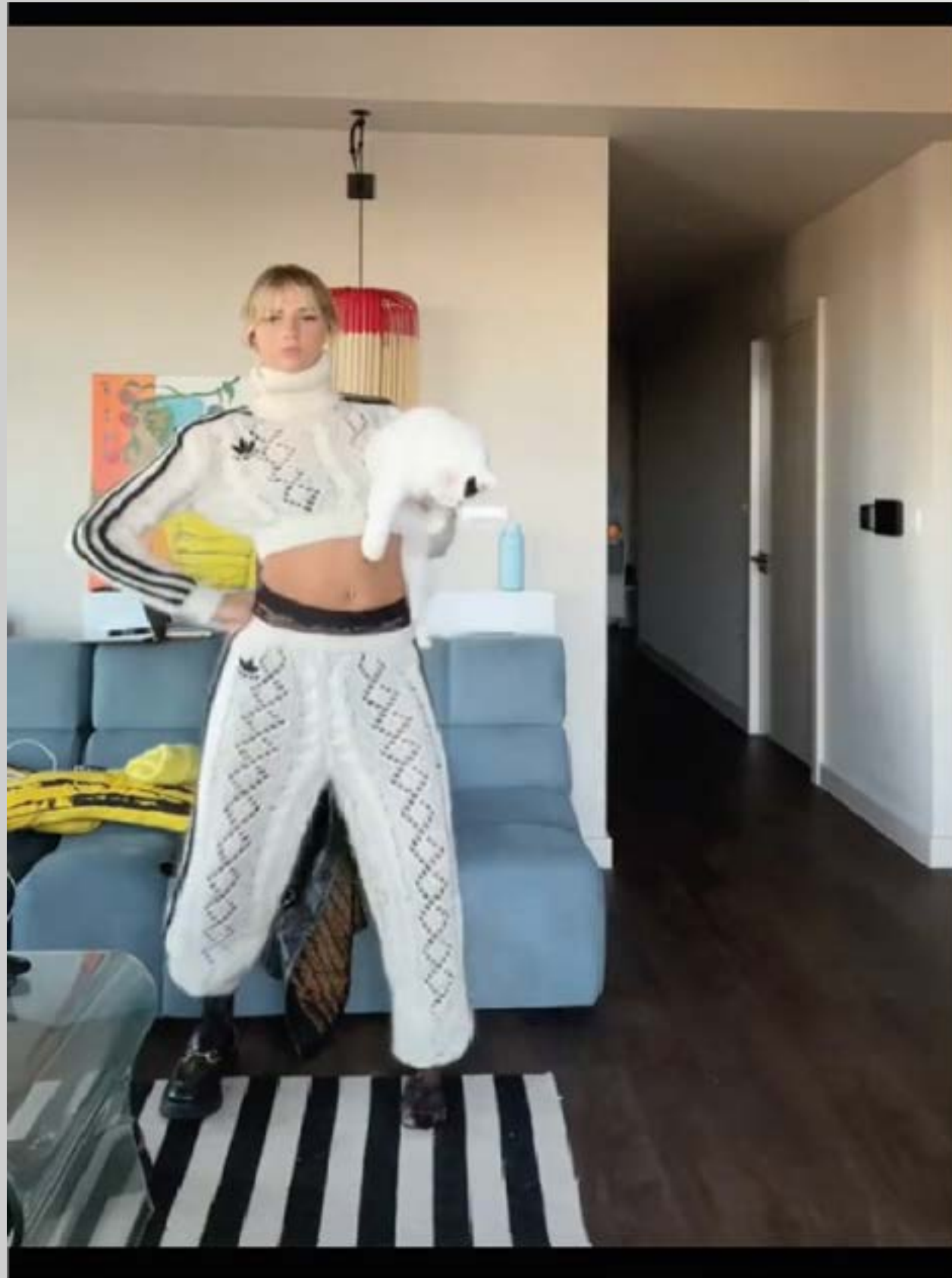
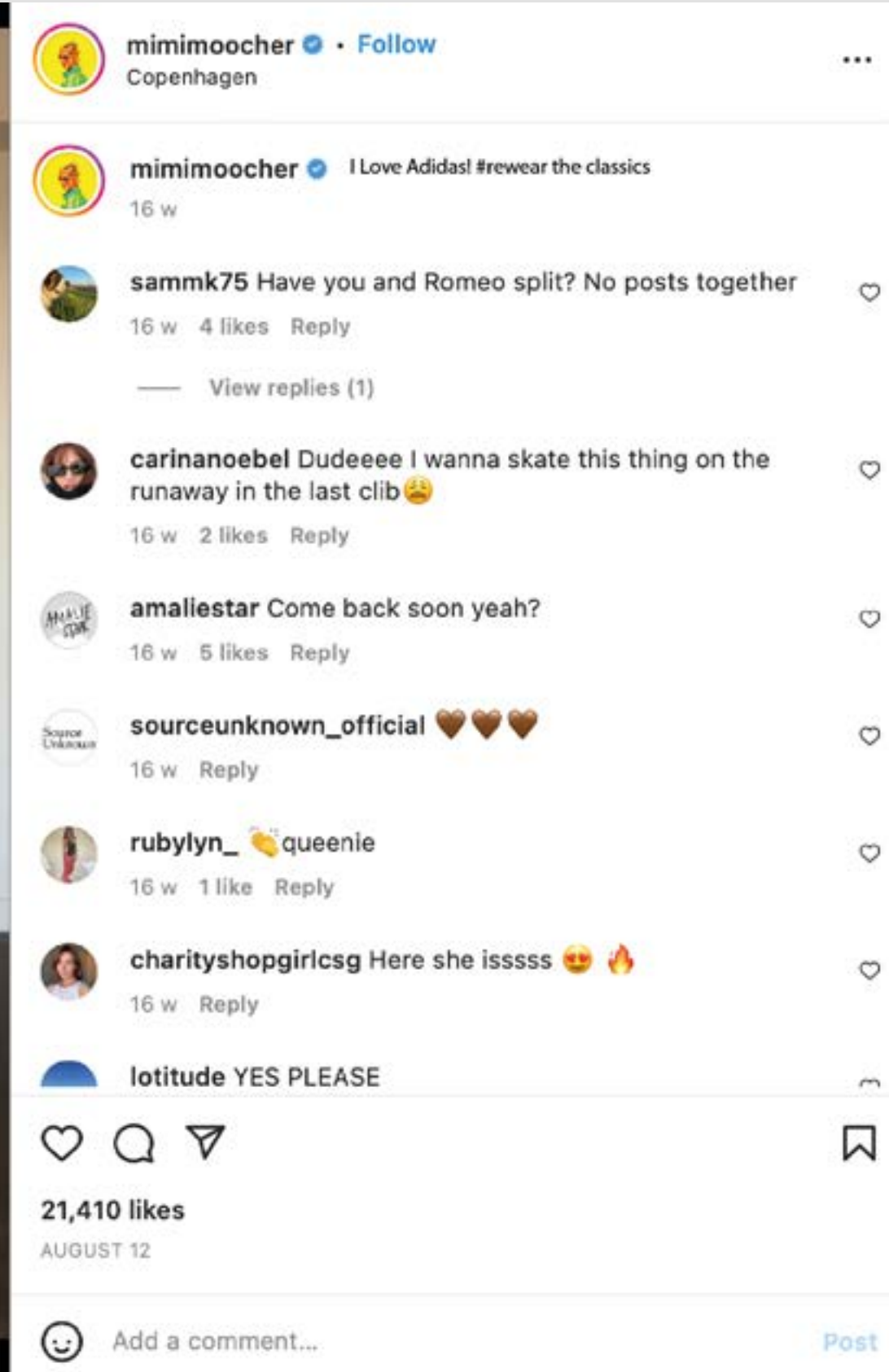




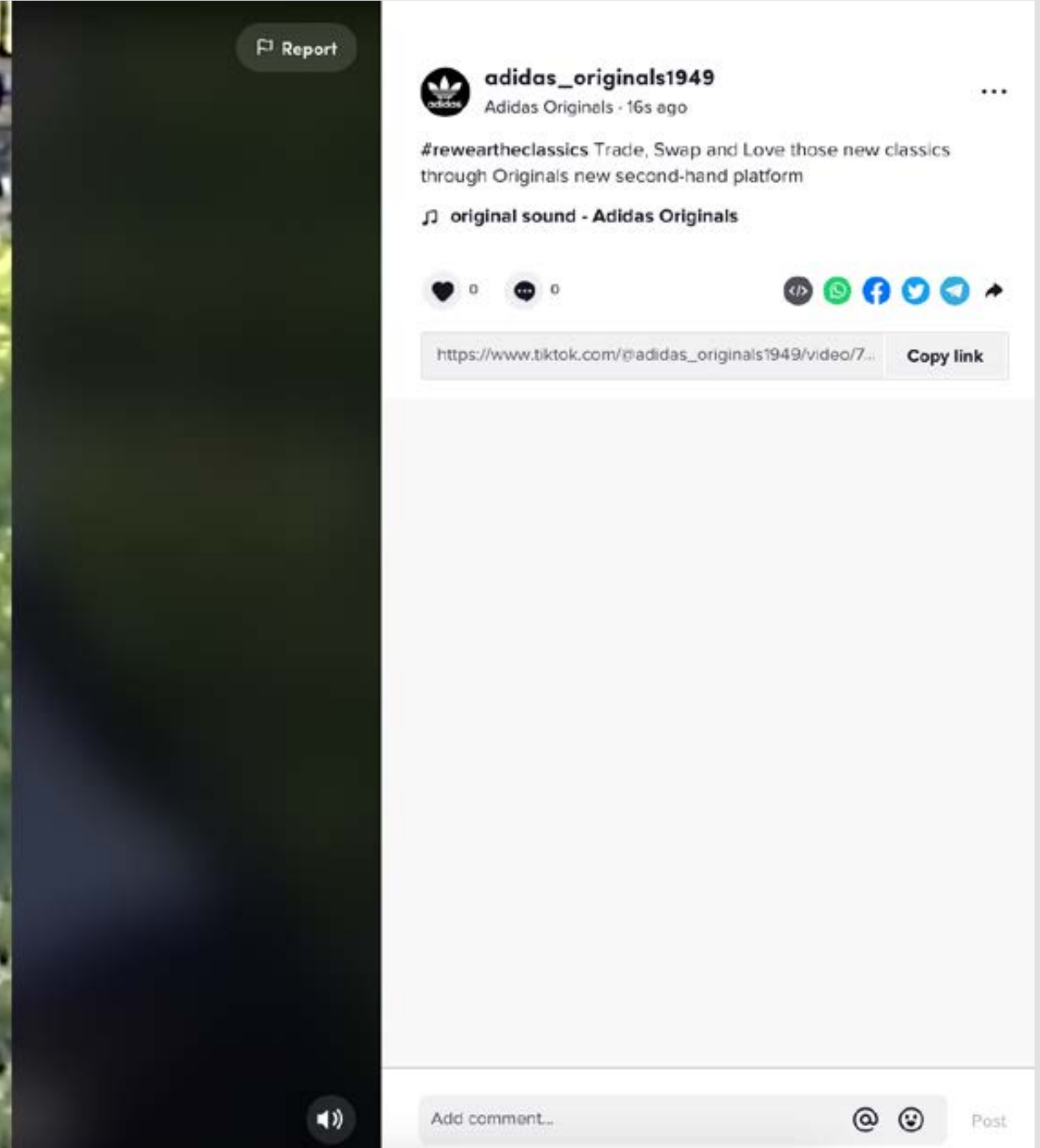
Content posted x2 a week over a 3 month long period

(SHARED) Instagram Stories





(PAID) Tik Tok Content



(SHARED) Tik Tok Content

Content posted x2 a week over a 3 month long period

Tik Tok Content





Up for 1 month during the initial launch of the campaign

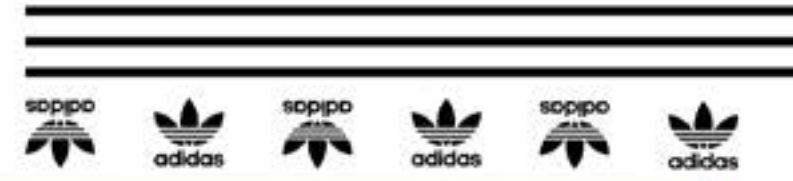
(PAID) OOH Advertising in London



SEWING WORKSHOP



FREE
WORKSHOP
FOR
ALL



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rewear the classics

8 FOUBERT'S PL, CARNABY, LONDON W1F 7PD
19TH APRIL 2023



To launch the new #reweartheclassics platform there will be community based events to deepen brand awareness. (OWNED)

At the Carnaby. St Originals flagship store will be a sewing workshop hosted by sustainability focused influencer Rosie Kotcha. (PAID)

Recycled branded tote bags will be given out to those who attended.

Sewing Workshop



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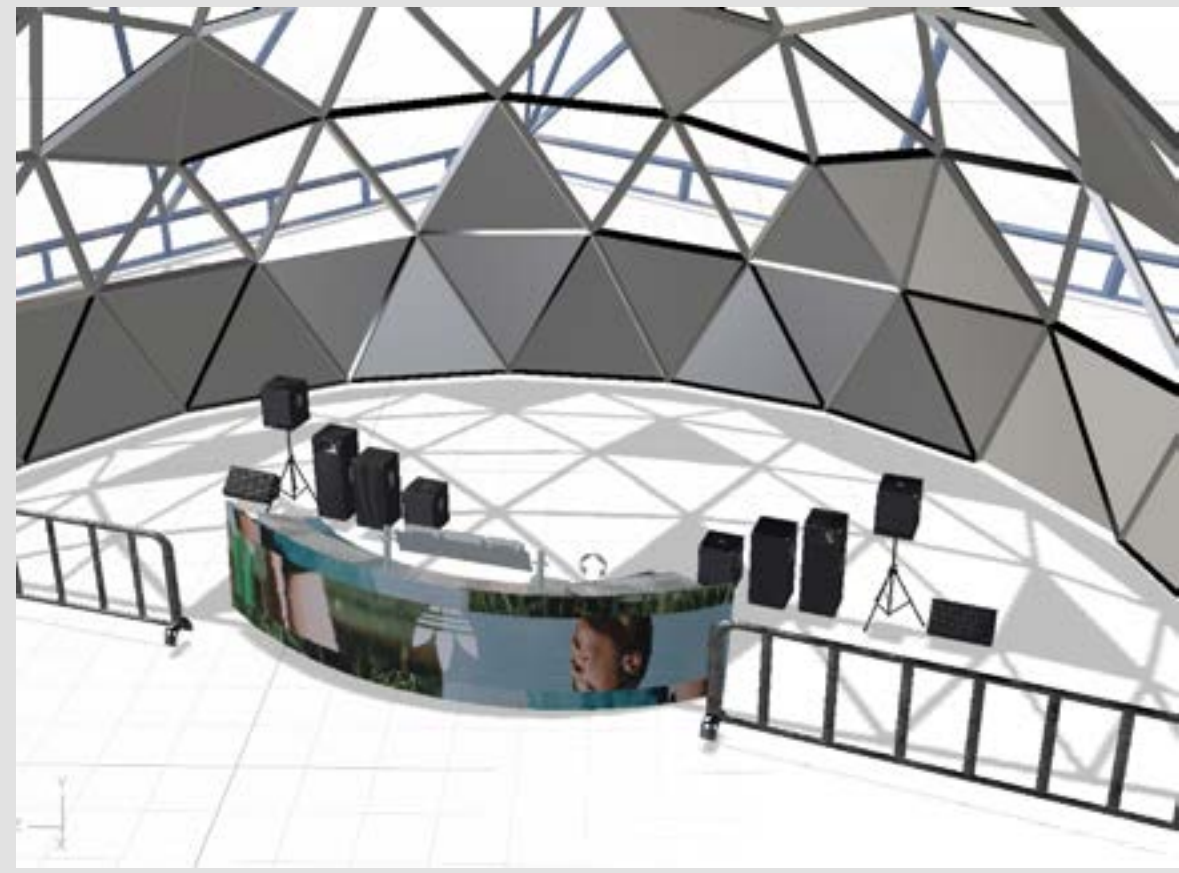
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(PAID) OOH Advertising for sewing workshop. Flyers posted around London prior to the event with a scannable QR code. Put up end of month 1 of the campaign.

Sewing Workshop

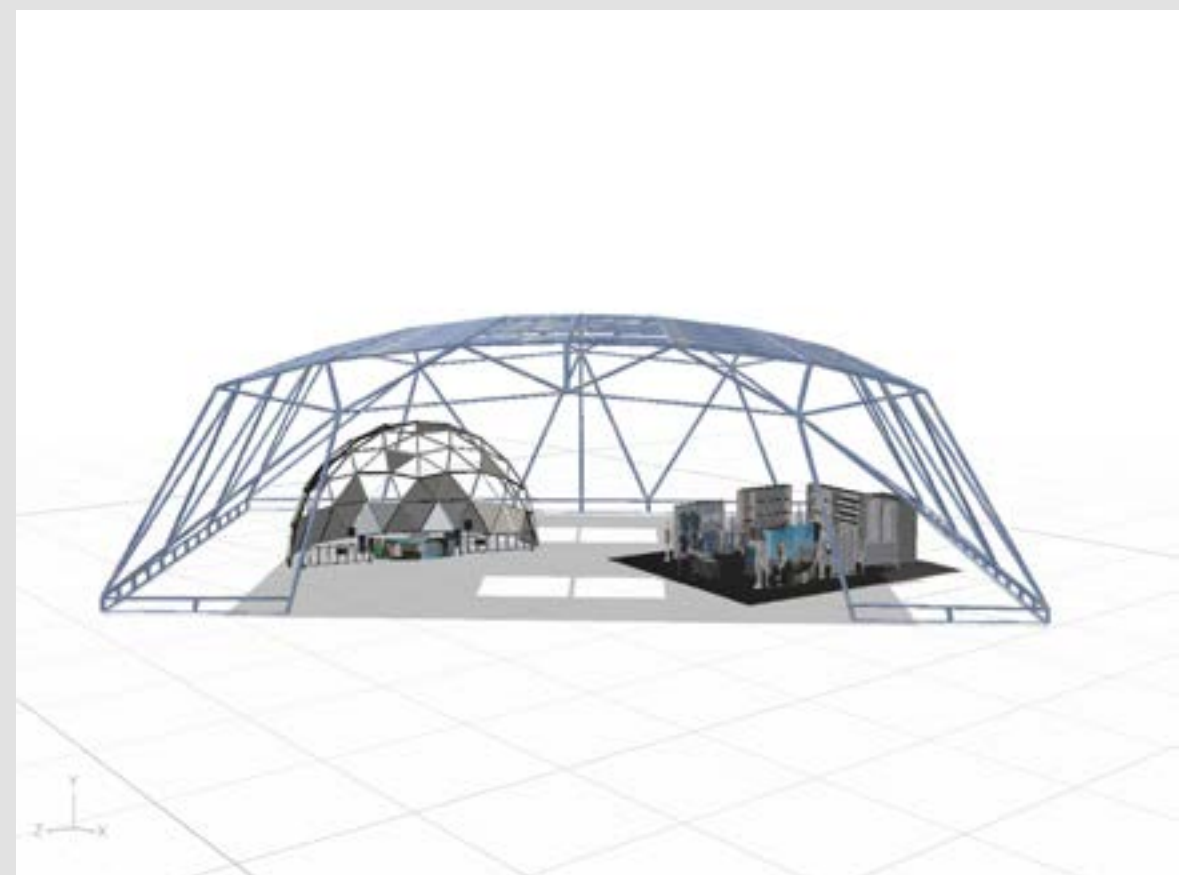




#rewearthe classics will have takeovers in festivals around the UK. With a designated Originals area that houses a pop-up second hand clothing store as well as a stage that puts on new and up-coming talent.

Content will be created during these events. Takeovers on Instagram and Tik Tok by DJs to promote the stage and showcase the days spent at the festival. (PAID)

Running during the last month of the campaign



Originals Festival





<p>PAID</p> <ul style="list-style-type: none">- OOH, 2 billboards and flyers to promote platform and community events- Influencer social media content to build Originals social media presence and bring in Gen Z audience.- Festival stage takeover at UK festivals during May	<p>EARNED</p> <ul style="list-style-type: none">- User generated content which can be found using the #reweartheclas-sics- Articles and features about the new platform and events- Influencer content trying the plat-form
<p>SHARED</p> <ul style="list-style-type: none">- New Tik Tok account with twice a week posting using the #rewearthe-classics- 2x a week Instagram content with hero imagery and reels- Campaign film on Youtube	<p>OWNED</p> <ul style="list-style-type: none">- Rewear platform on Adidas.co.uk and in-store- Hero imagery used on website and in-store- In-store sewing workshop events with free tote bags



#rewearthe classics campaign
establishes the meaning of community,
longevity and joy.

To build upon the brand and be apart of
the sustainability industry, Adidas
Originals will be the brand who are
transparent and long-lasting.

Summary





THANKYOU

