



YOU CAN'T FAKE ORIGINALITY, YOU CAN ONLY MAKE IT

# CREATE YOUR MARK

By Amira Sahba & Mark Nicolas



# Brief Recap

- Adidas Originals
- Shoes

-The Goal of this mini campaign is to become the most influential & connected sportswear brand in street culture, we have to be driving the dialogue impacting today's creative culture. adidas' heritage is rooted in sport, but adidas Originals is about evolving relationship between how sport and street culture come together.



# Target Audience

- The target audience is confident forward thinking authentic creators.
- Real, alive, human, visceral, imperfect, proactive, authentic, inspiring, engaging, questioning, optimistic, lighthearted
- The problems they are facing are that they can't find shoes that fit their unique personality.
  - The consumers want to wear items that fit their personality not someone else's.

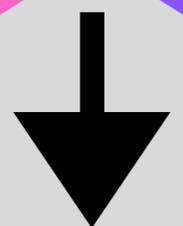


## BRAND'S BEST SELF

What makes this brand so special from others? This brand is special because it allows the consumers to participate in the customization of their shoes.

## TARGET AUDIENCE INSIGHT

What is the one thing they want but they can't in their life? What is the conflict? The target audience wants to feel their own personality is represented in what they purchase. But most companies only have a few colors or options of a design that doesn't fit everyone's different personalities.



# CREATE YOUR MARK



# Discussion Outline

## Topics to be Covered

Introduction

Advertising Concepts



# Create Your Mark

## An Introduction

At Create Your Mark, we wanted to create the company because we wanted our consumers to feel like they could customize an Adidas Original to fit their unique personality. Please browse our site to get a better idea of who we are and what we do.

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# Advertising Concepts

## Touchpoints

The three touchpoints we are using are an event, a microsite, and social media campaigns.





# Create Your Mark Workshop

**CREATE YOUR MARK**  
YOU CANT FAKE ORGINIALITY YOU CAN ONLY MAKE IT

A workshop organized by Adidas Originals and Hong Kong local artists

Alex Croft (Street Art)  
Rickubic (Illustrator x Designer)  
Zoie Lam (Illustrator x Fashion Designer)

You can purchase the pair of Adidas Originals shoes that you customized

ADIDAS ORIGINALS FLAGSHIP STORE

S FACTORY, CAUSEWAY BAY  
2019.09. 12.  
11 AM - 5 PM

## Marketing the Event on Social Media

11:37

Search Facebook

Event Insights

### MAKE YOUR MARK

Zoie Lam (Illustrator x Fashion Designer)

Purchase Adidas Originals shoes that you customized Workshop by Adidas Hong Kong Local Artists

SAT, OCT 12 AT 11 AM - 5 PM

### Create Your Mark

Create Your Mark

Promote Edit Share More

Public event by Create Your Mark

Create Your Mark  
Shop B, 6 Kingston Street · 11 mi

Tickets  
amirasahba22.wixsite.com

About Discussion

Posts

11:39

Create Your Mark's Post

Create Your Mark 11 mins ·

RSVP for the Create Your Mark workshop at <https://amirasahba22.wixsite.com/createyourmark>.

Like Comment Share

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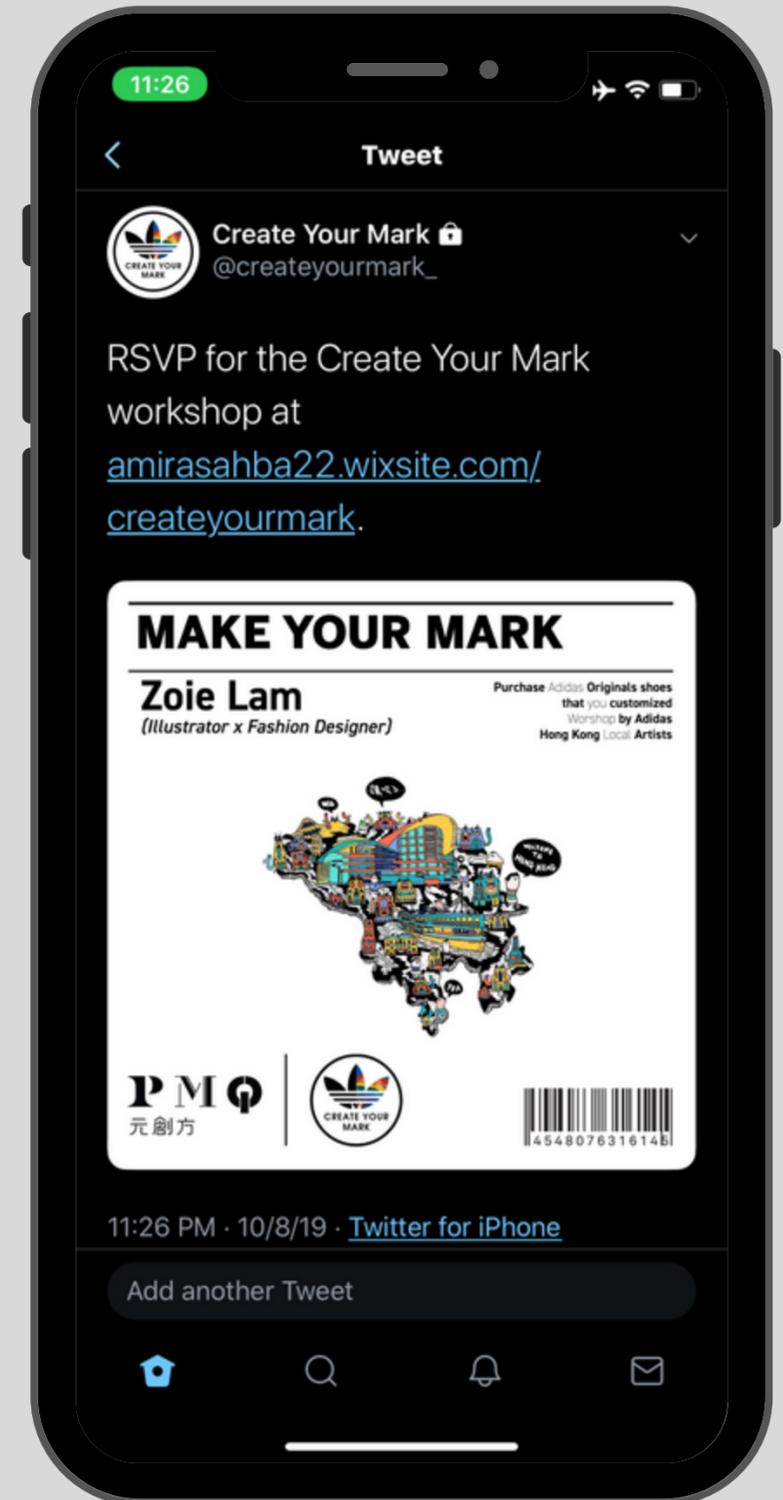
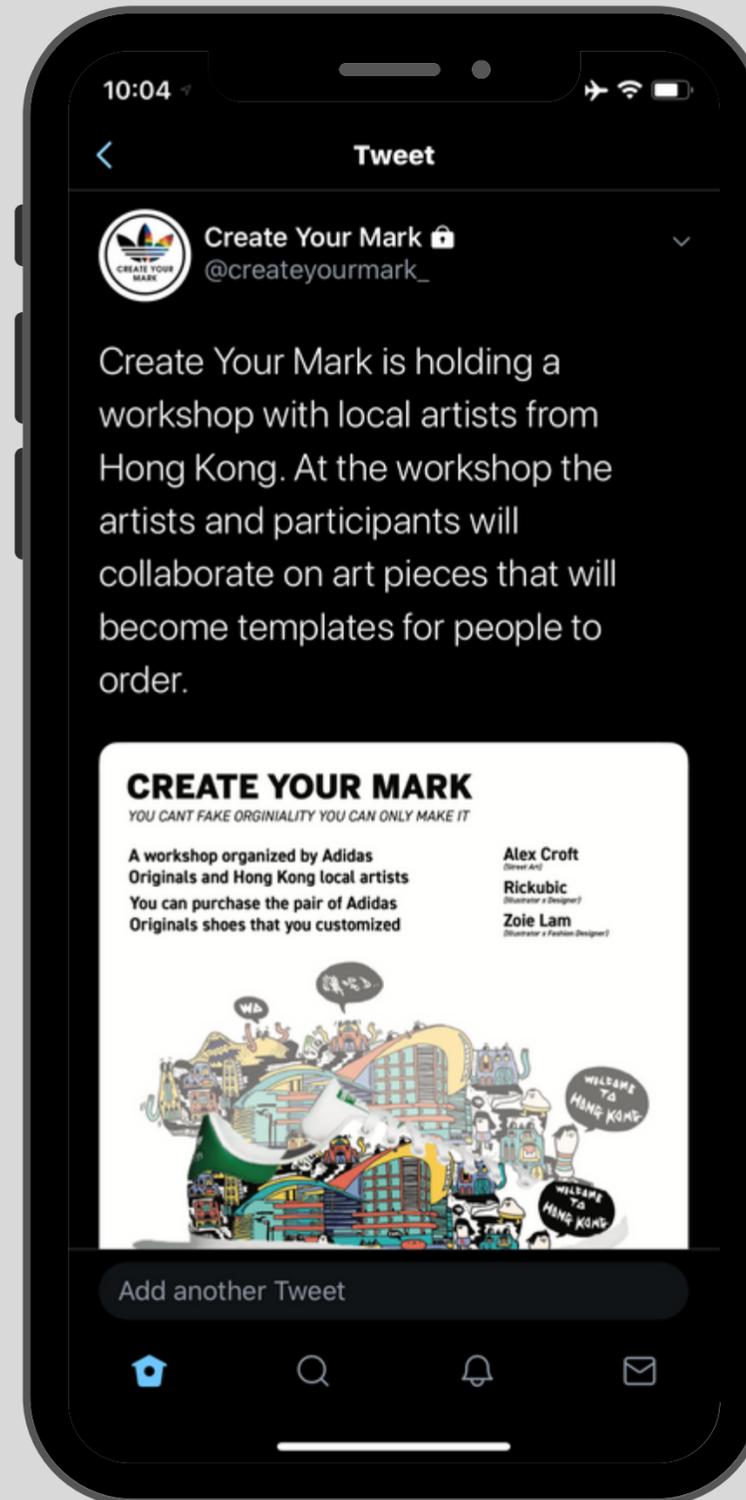
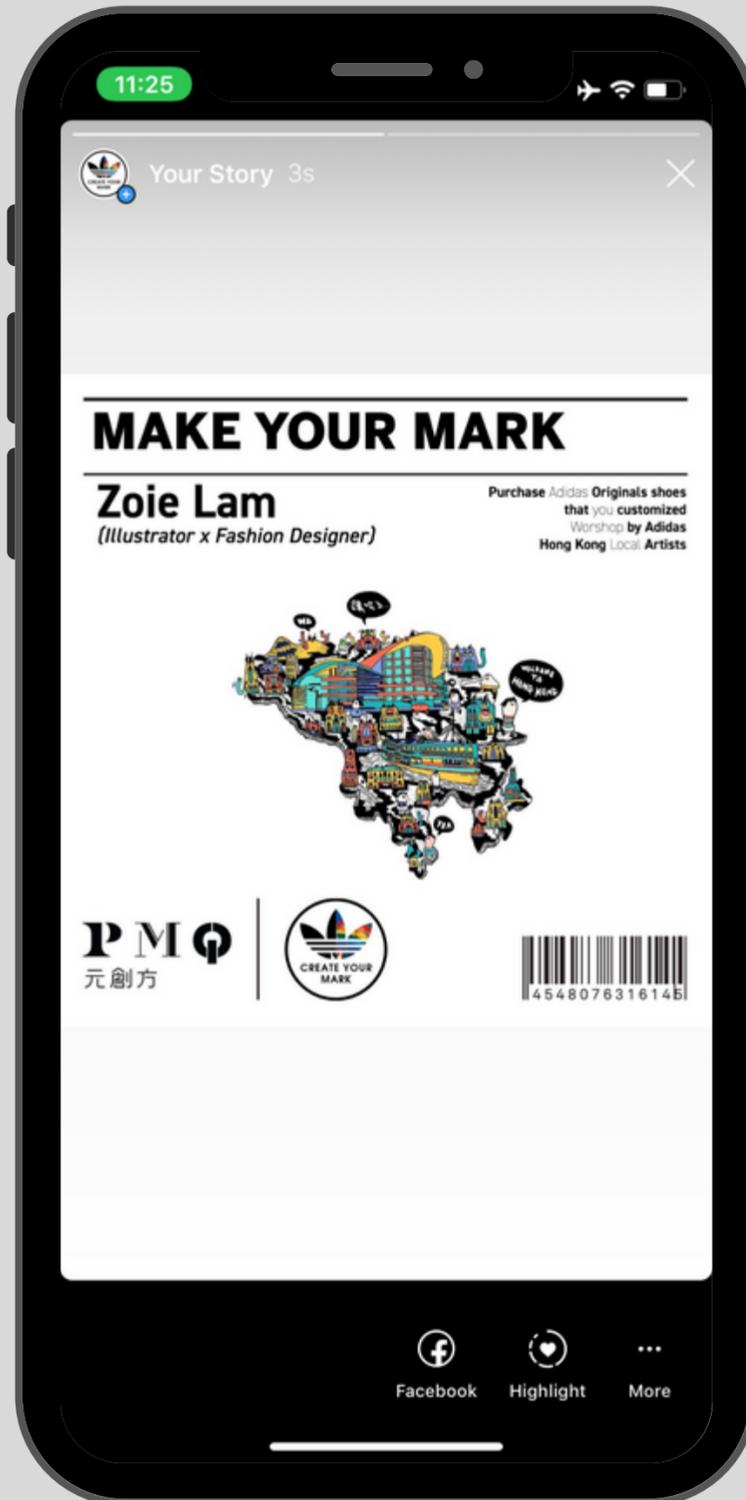
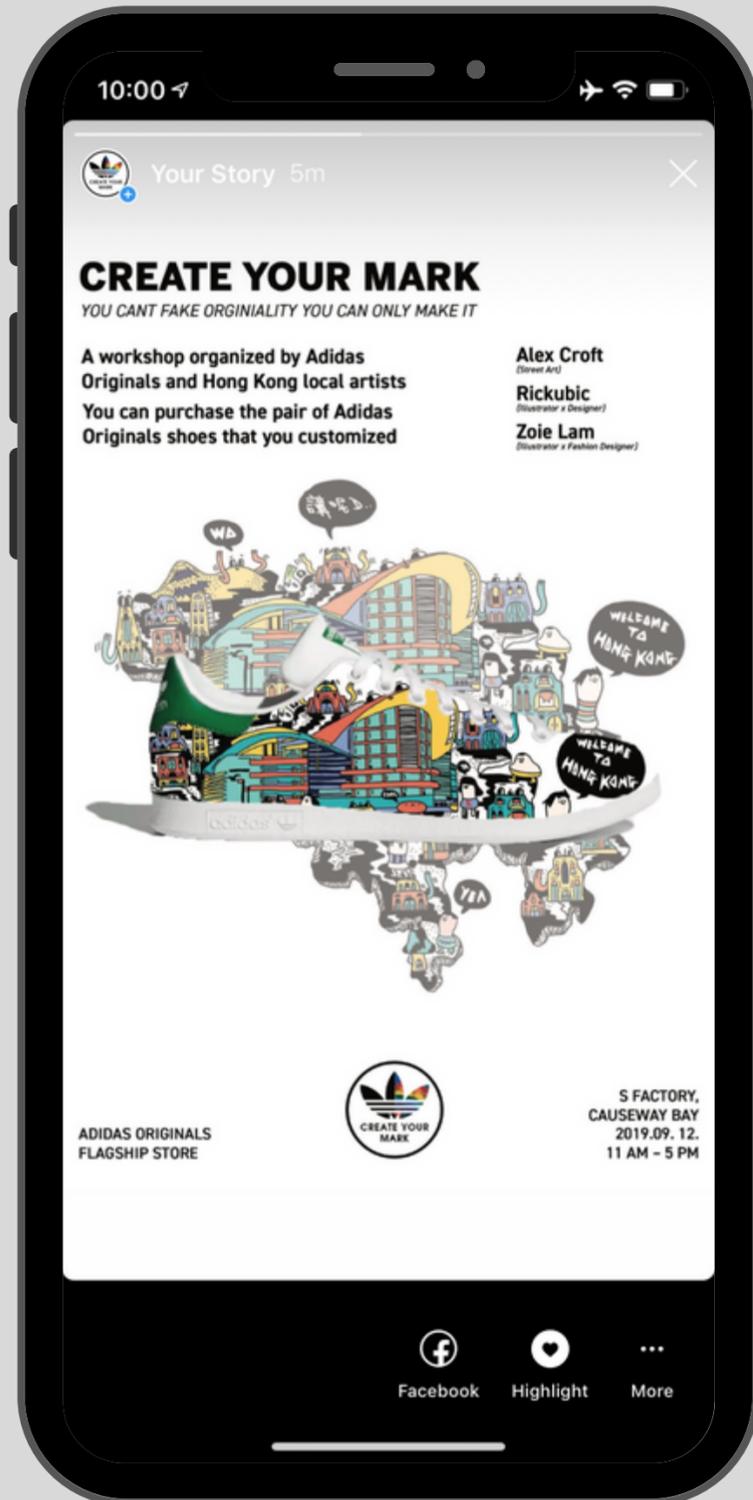
ADIDAS ORIGINALS FLAGSHIP STORE

S FACTORY, CAUSEWAY BAY  
2019.09. 12.  
11 AM - 5 PM

Like Comment Share



# Marketing the Event on Social Media





# Original Adidas Microsite

On the microsite you can RSVP for the workshop, order custom Original Adidas, and learn about the Create Your Mark campaign.



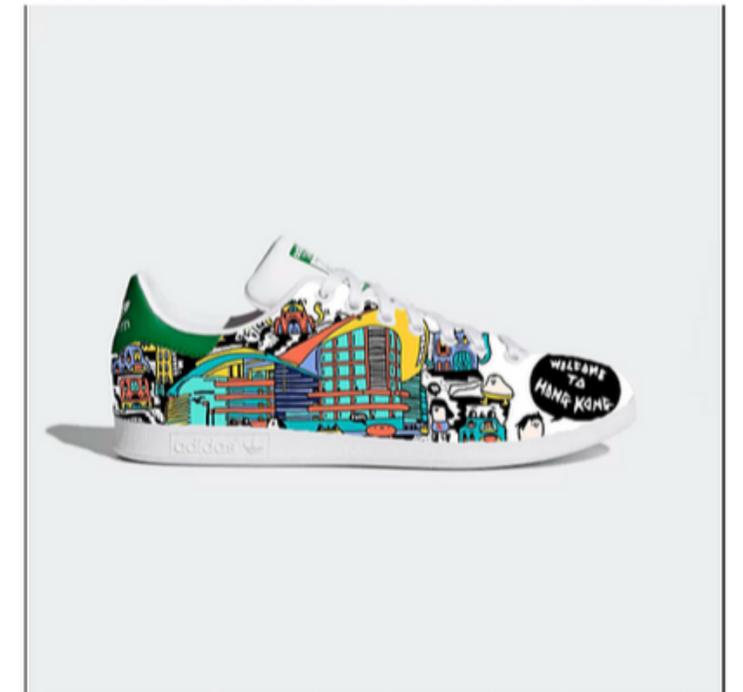
## Create Your Mark

You can't fake originality, you can only  
make it

[Home](#) [Shop](#) [About](#)

## Create Your Mark

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# The Event on the Microsite

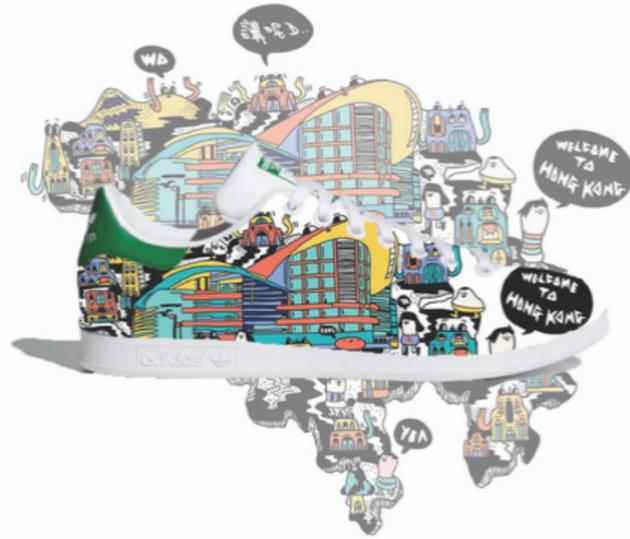
## Upcoming Events

### CREATE YOUR MARK

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ADIDAS ORIGINALS  
FLAGSHIP STORE



S FACTORY,  
CAUSEWAY BAY  
2019.09. 12.  
11 AM - 5 PM

### Create Your Mark

Sat, 12 Oct | ADIDAS ORIGINALS FLAGSHIP STORE

RSVP

Sat, 12 Oct | ADIDAS ORIGINALS FLAGSHIP STORE

## Create Your Mark

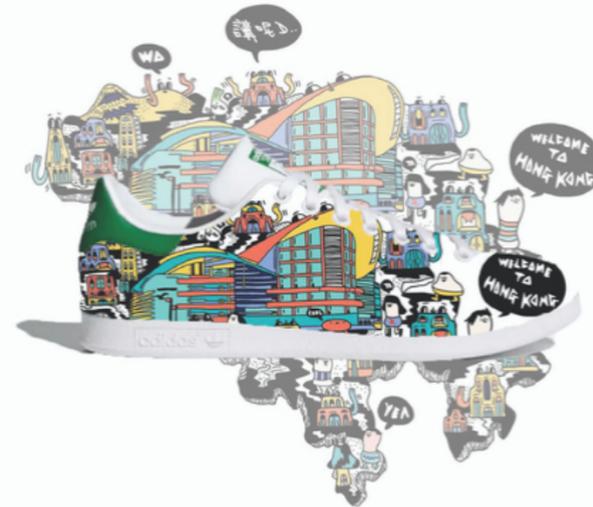
RSVP

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ADIDAS ORIGINALS  
FLAGSHIP STORE



S FACTORY,  
CAUSEWAY BAY  
2019.09. 12.  
11 AM - 5 PM

### Time & Location

12 Oct, 11:00 am - 05:00 pm  
ADIDAS ORIGINALS FLAGSHIP STORE, 6 Kingston St, Causeway Bay, Hong Kong

### About the Event

Create Your Mark is holding a workshop with local artists from Hong Kong. At the workshop the artists and participants will collaborate on art pieces that will become templates for people to order.

### Tickets

	Price	Qty	Total
Adidas Originals Workshop This tickets includes entrance to the workshop and at the end of the event you can purchase the pair of Adidas Original shoes that you customized.	\$0	1 +	\$0

[Less Info -](#)

Total \$0

Checkout



### Share This Event

f t in



# The Custom Templates on the Microsite



The Street  
HK\$899.00



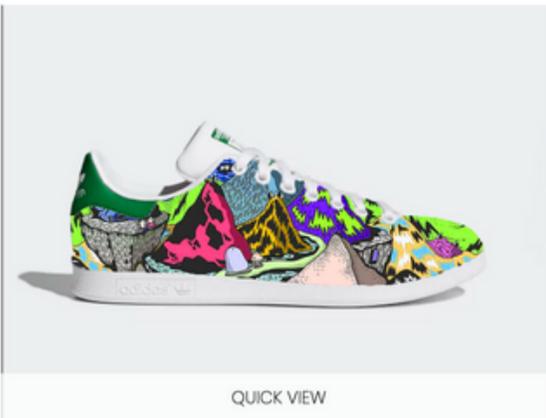
The Flower  
HK\$899.00



The Roofs  
HK\$899.00



The Abstract  
HK\$899.00



QUICK VIEW

The Mountains  
HK\$899.00



The City  
HK\$899.00



The Ship  
HK\$899.00



The Starfish  
HK\$899.00



The Towers  
HK\$899.00



# The Custom Templates on the Microsite

Home / The Starfish < Prev Next >





**The Starfish** HK\$899.00

Size

Quantity

[ADD TO CART](#)



# The Custom Templates on the Microsite



Let's Chat! 





# The Custom Templates on the Microsite

## Custom Adidas Originals

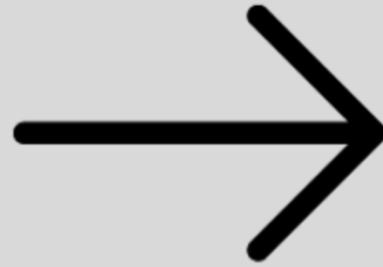
Create Your Mark has teamed up with artists from your city. Based on your location you will be able to choose a template for one of the artists and decide the colors you want for your shoe. We have chosen artists from different art backgrounds including graphic designers, painters, illustrators, fashion designers, fibers and more.



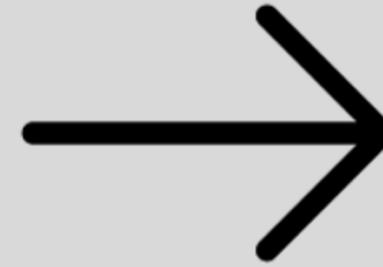
# The Webflow on the Microsite



Microsite



Choose Shoe



Choose Template



Choose Color



Choose Size



Share Design to Microsite

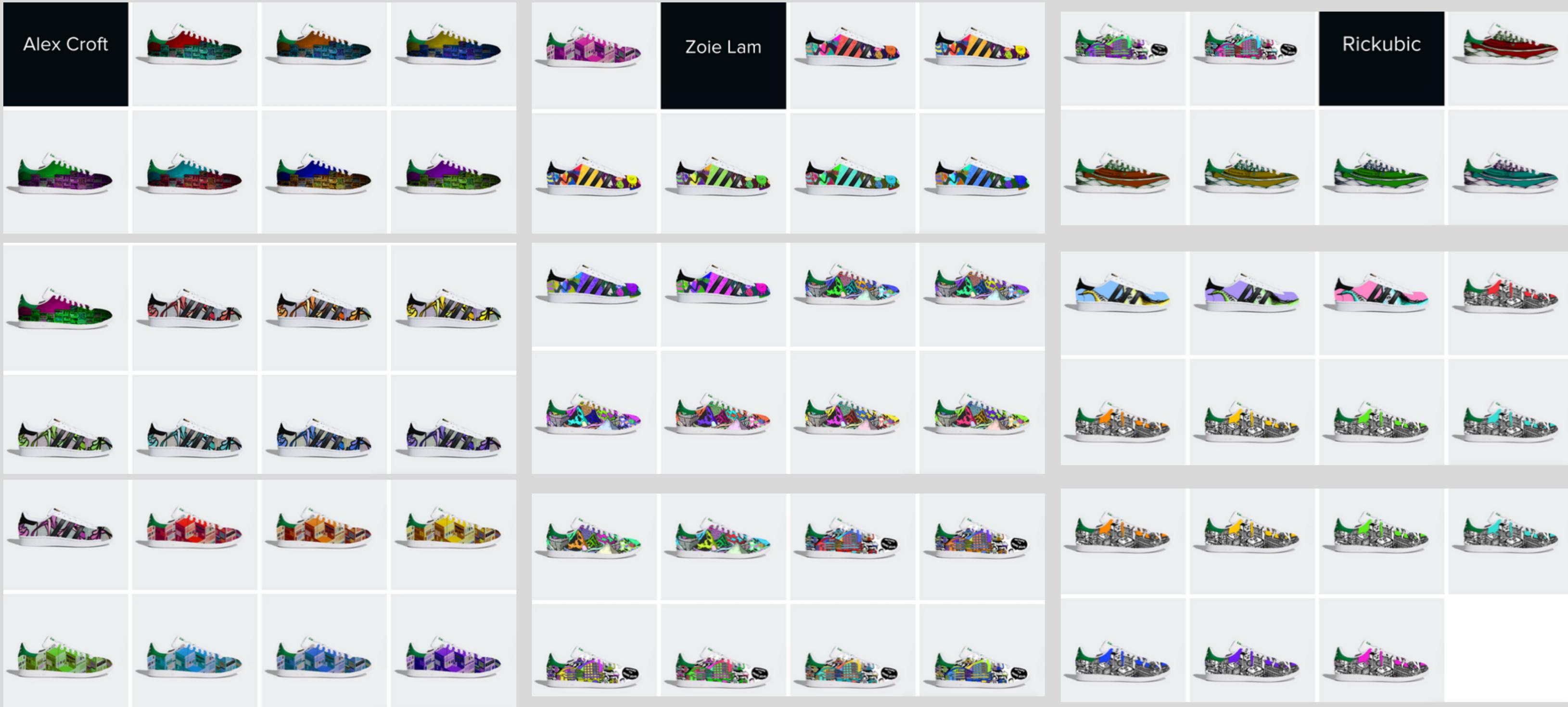


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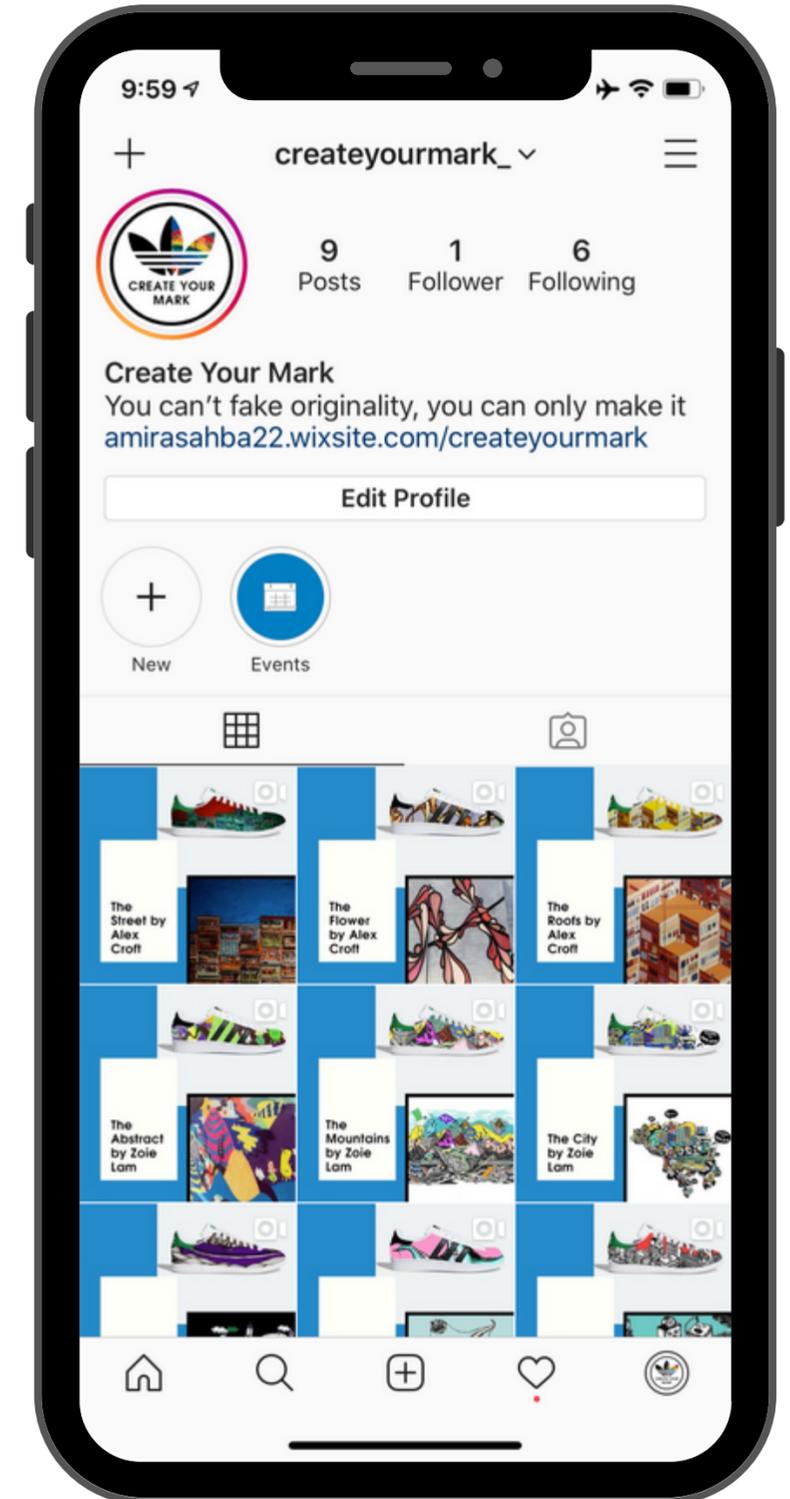
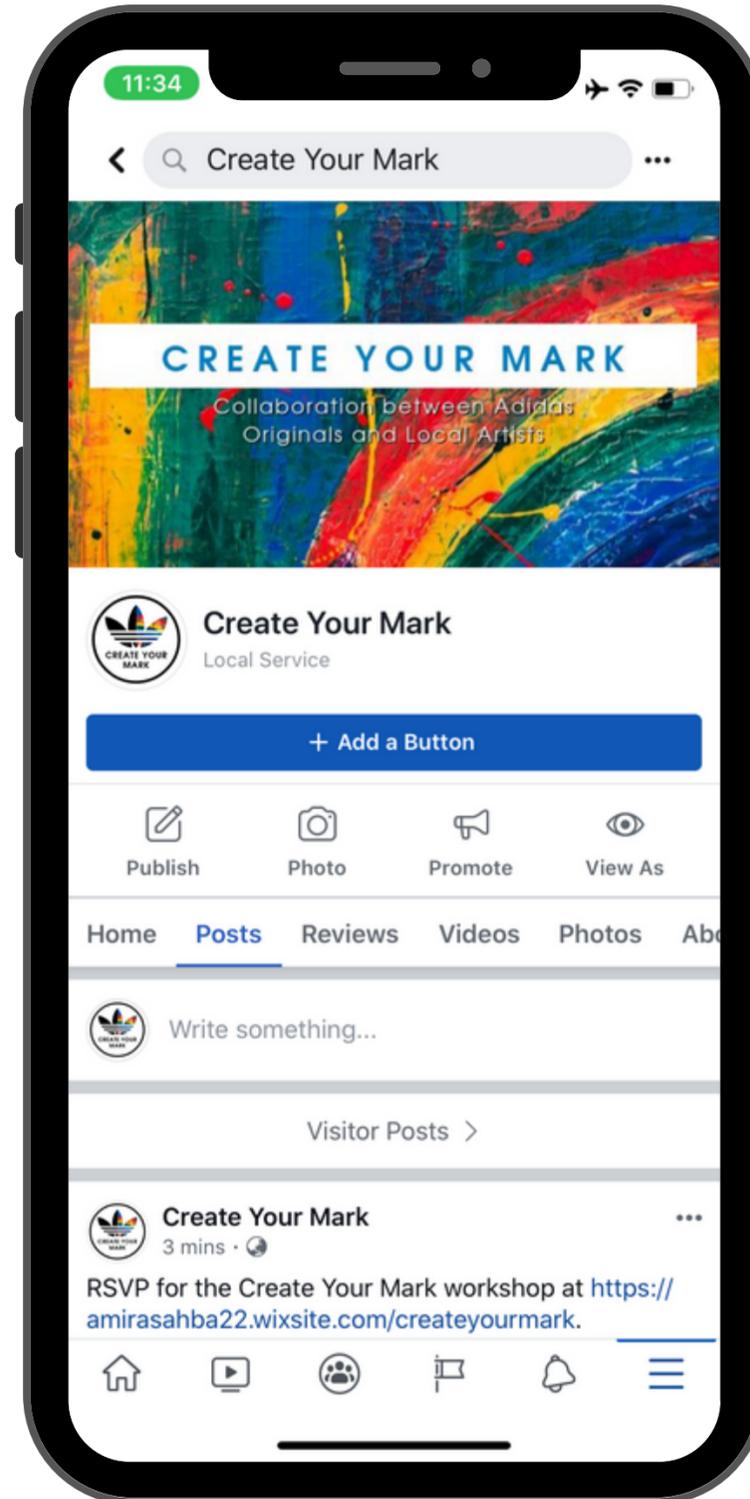


# The About Section on the Microsite



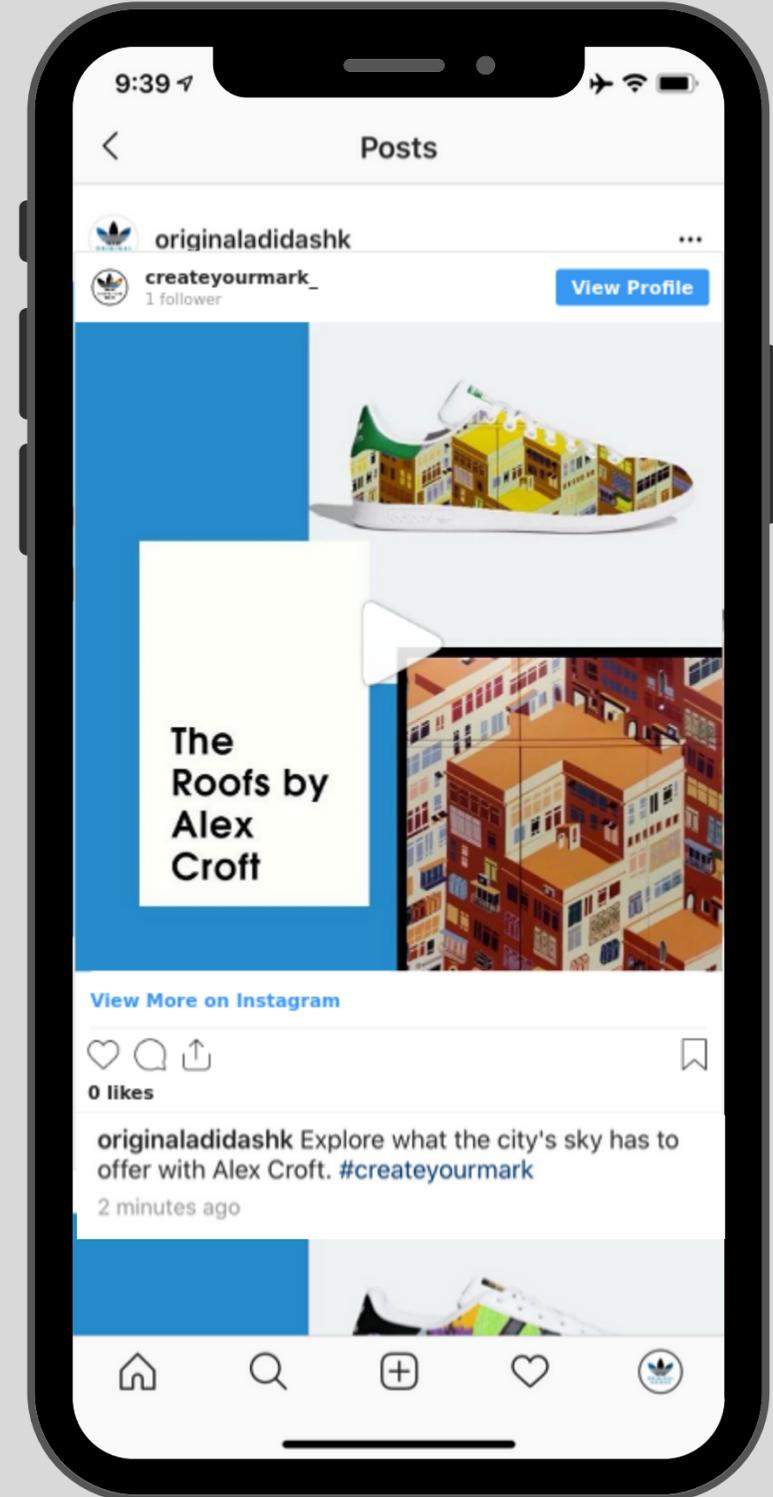
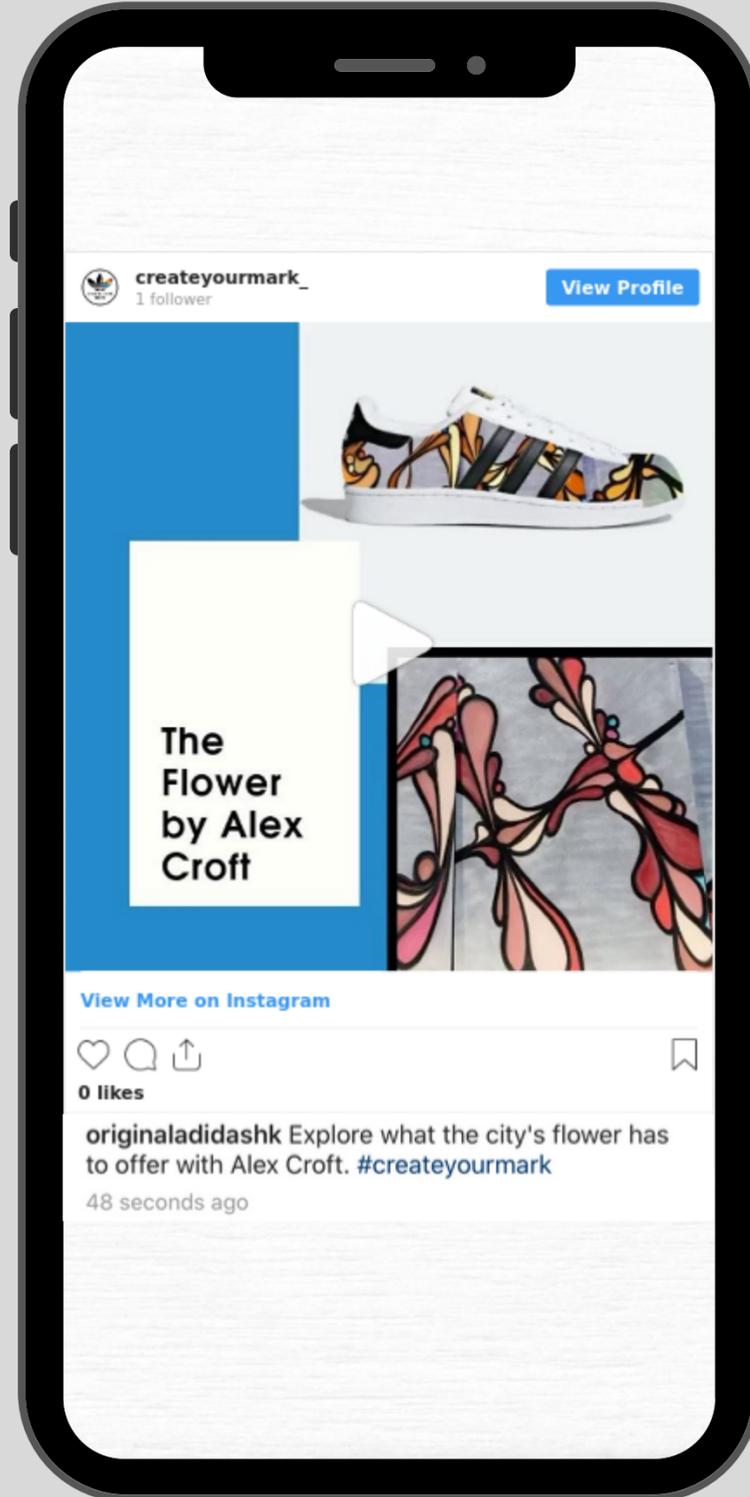
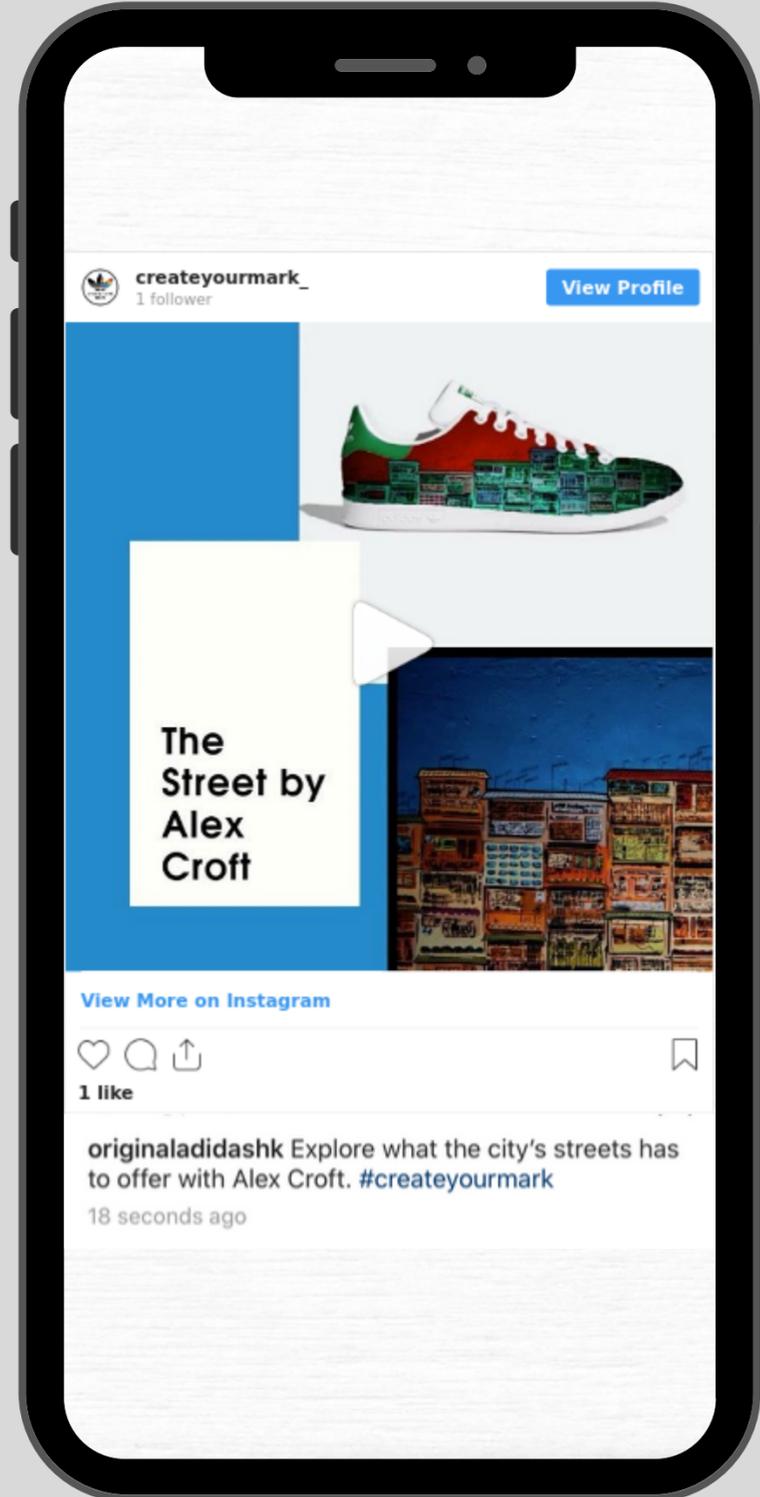


# Create Your Mark Social Media



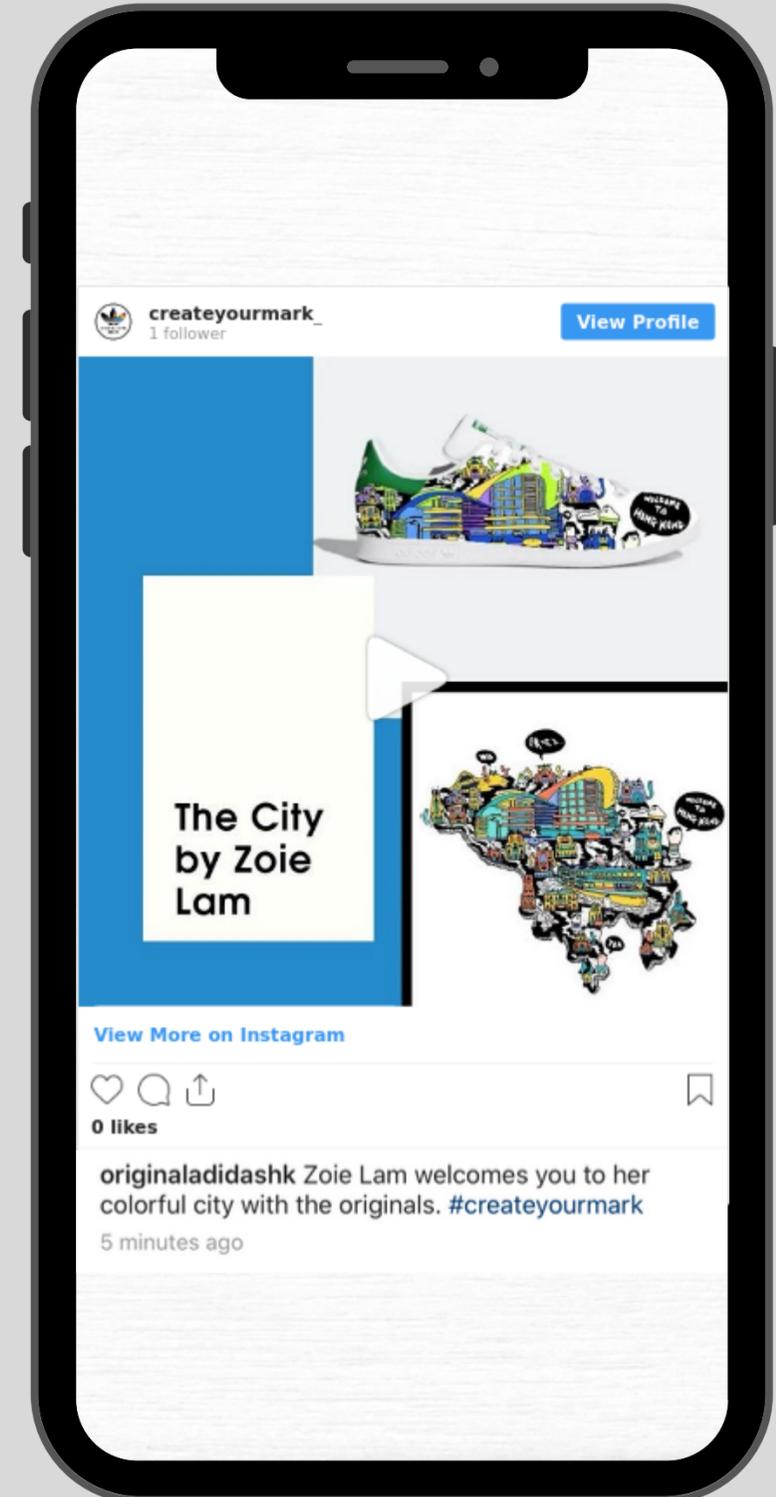
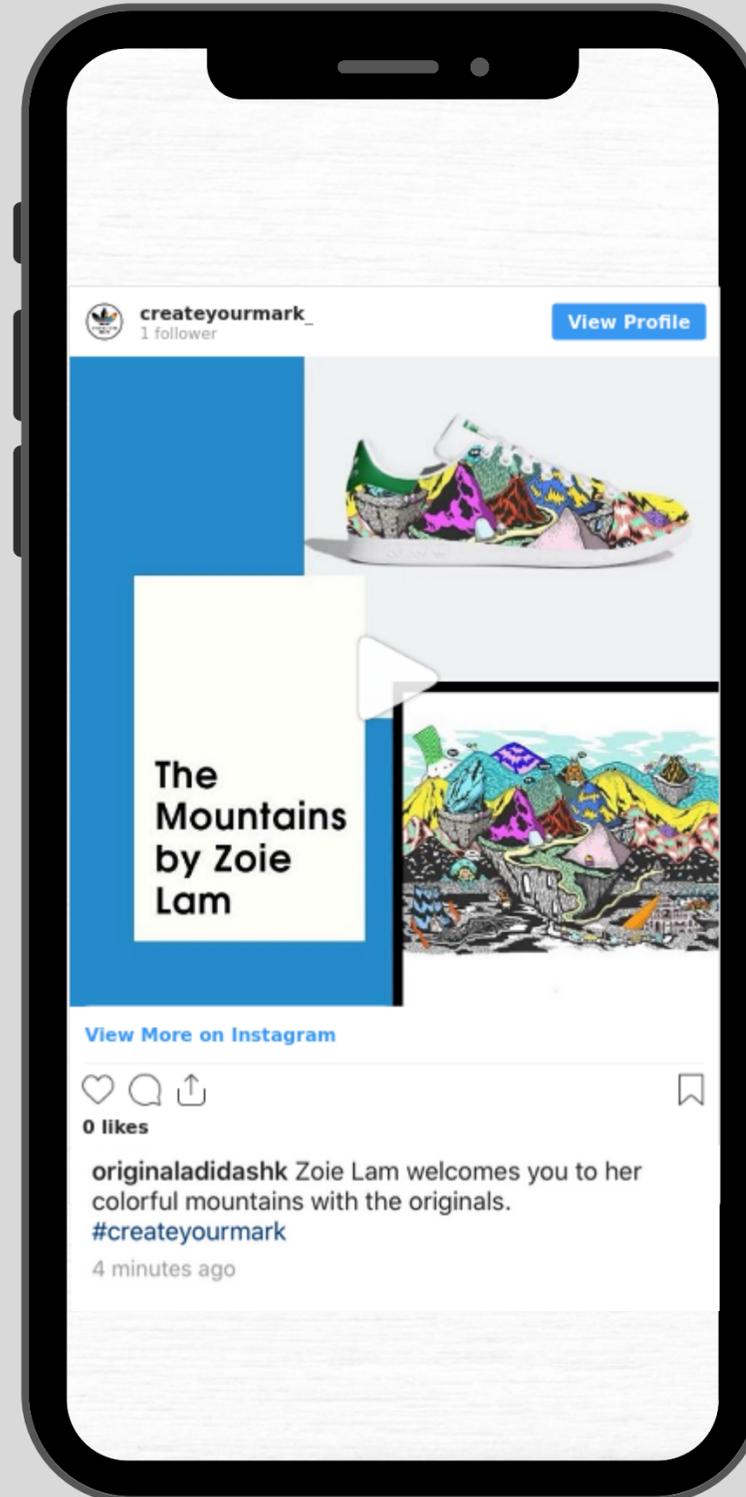
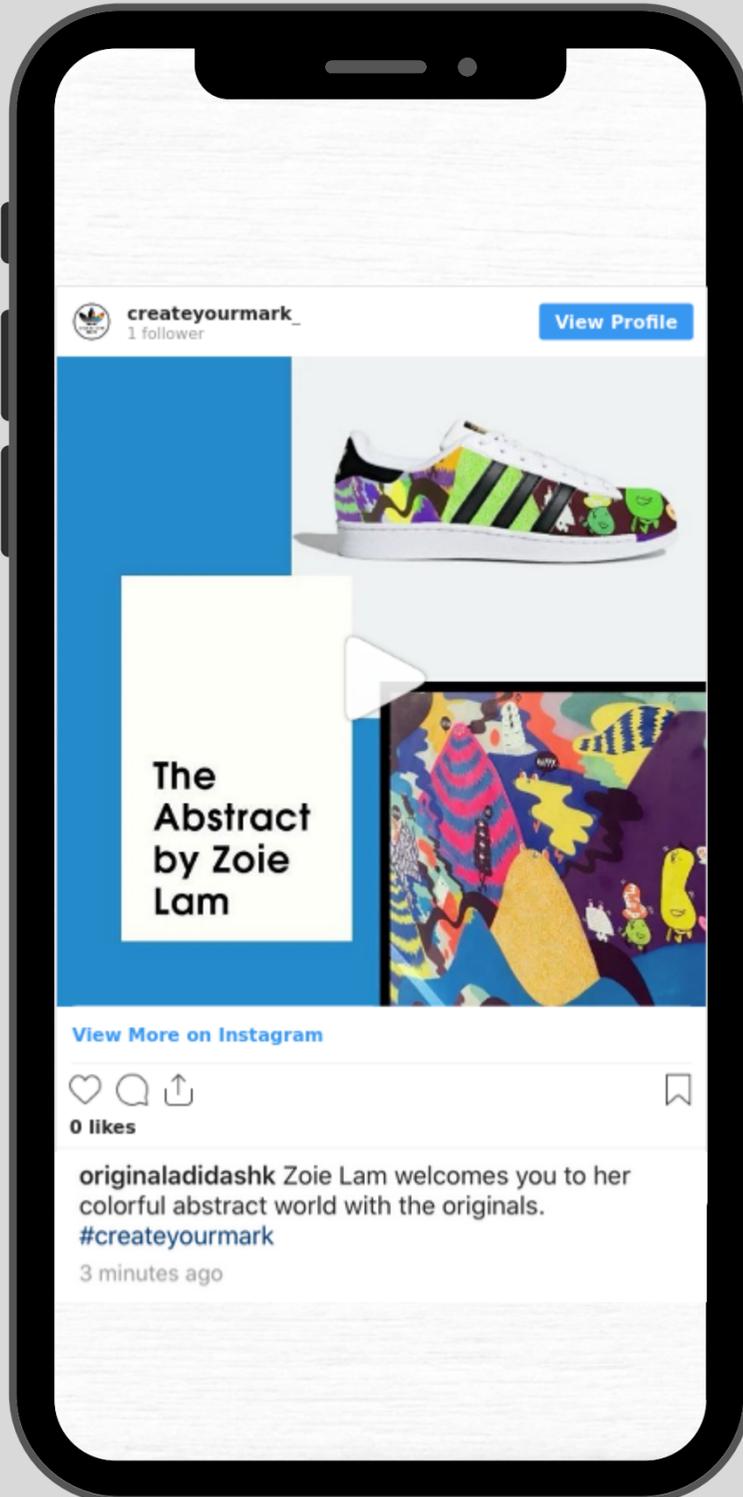


# Instagram Campaign



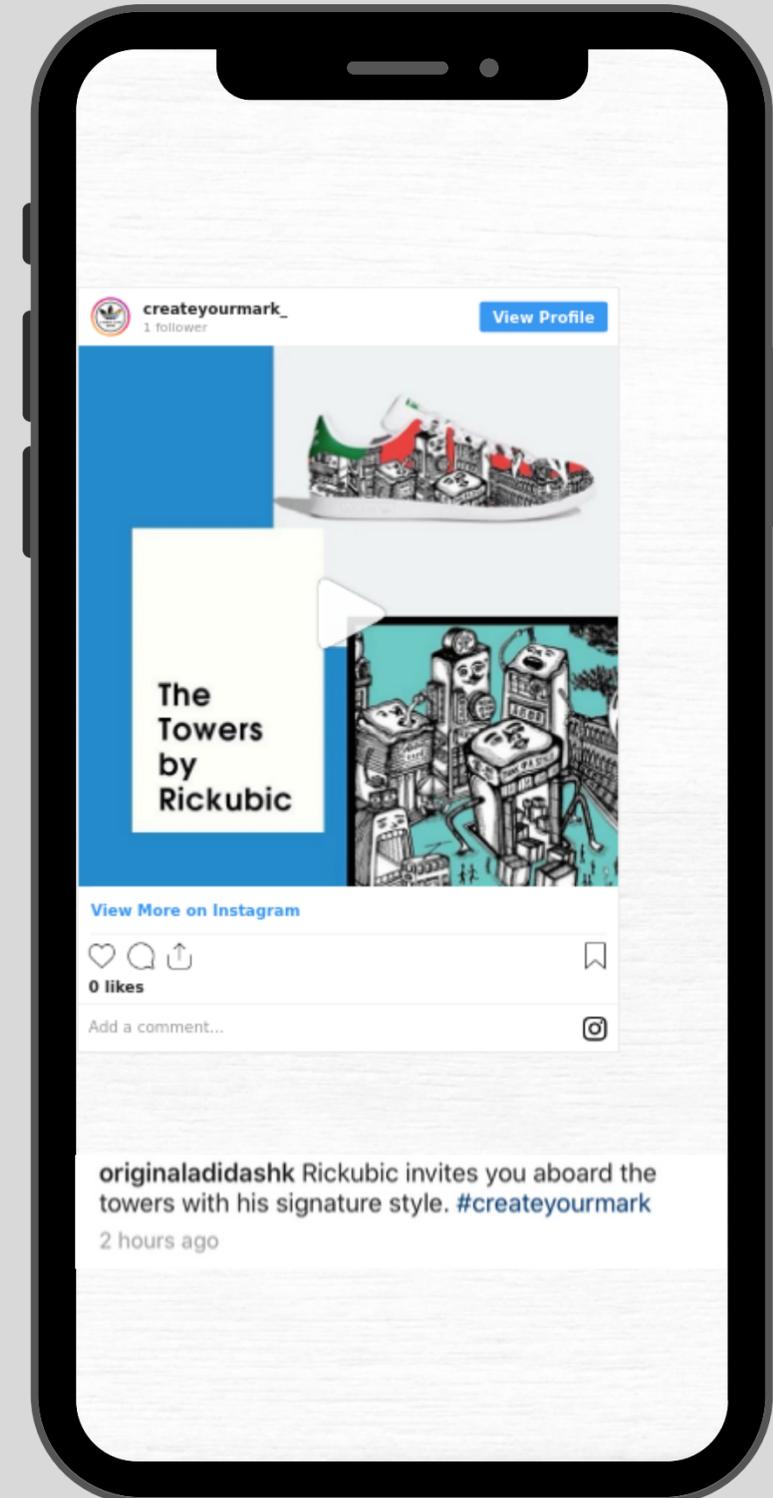
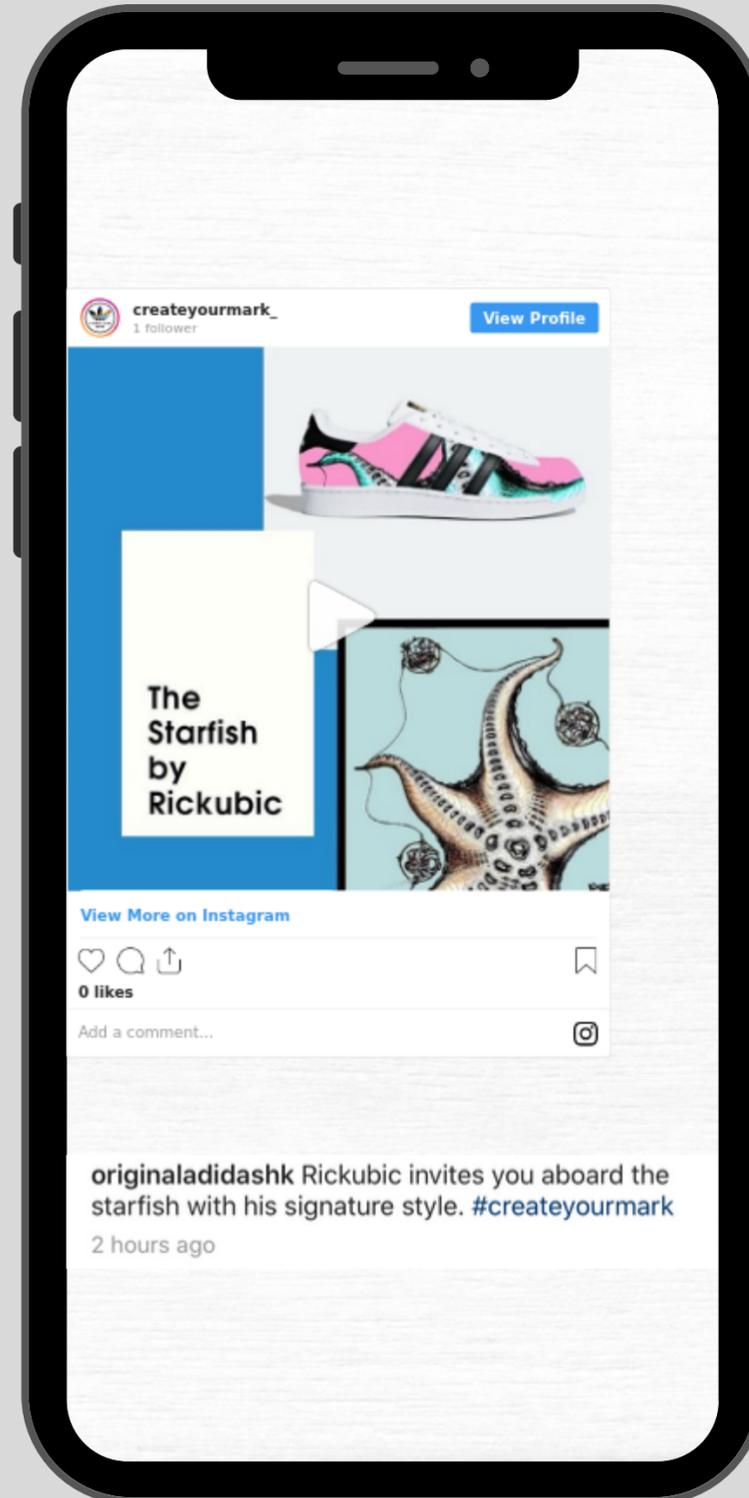
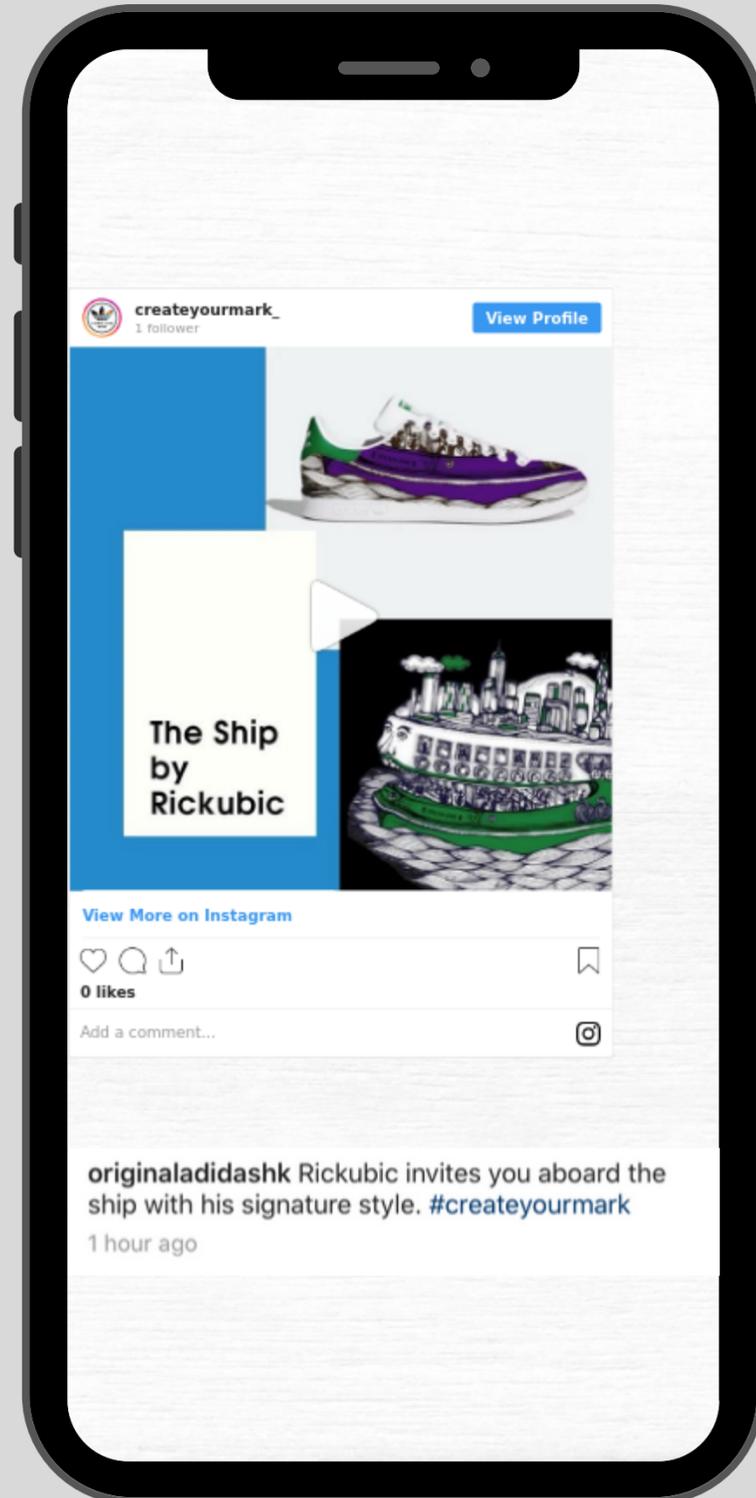


# Instagram Campaign





# Instagram Campaign



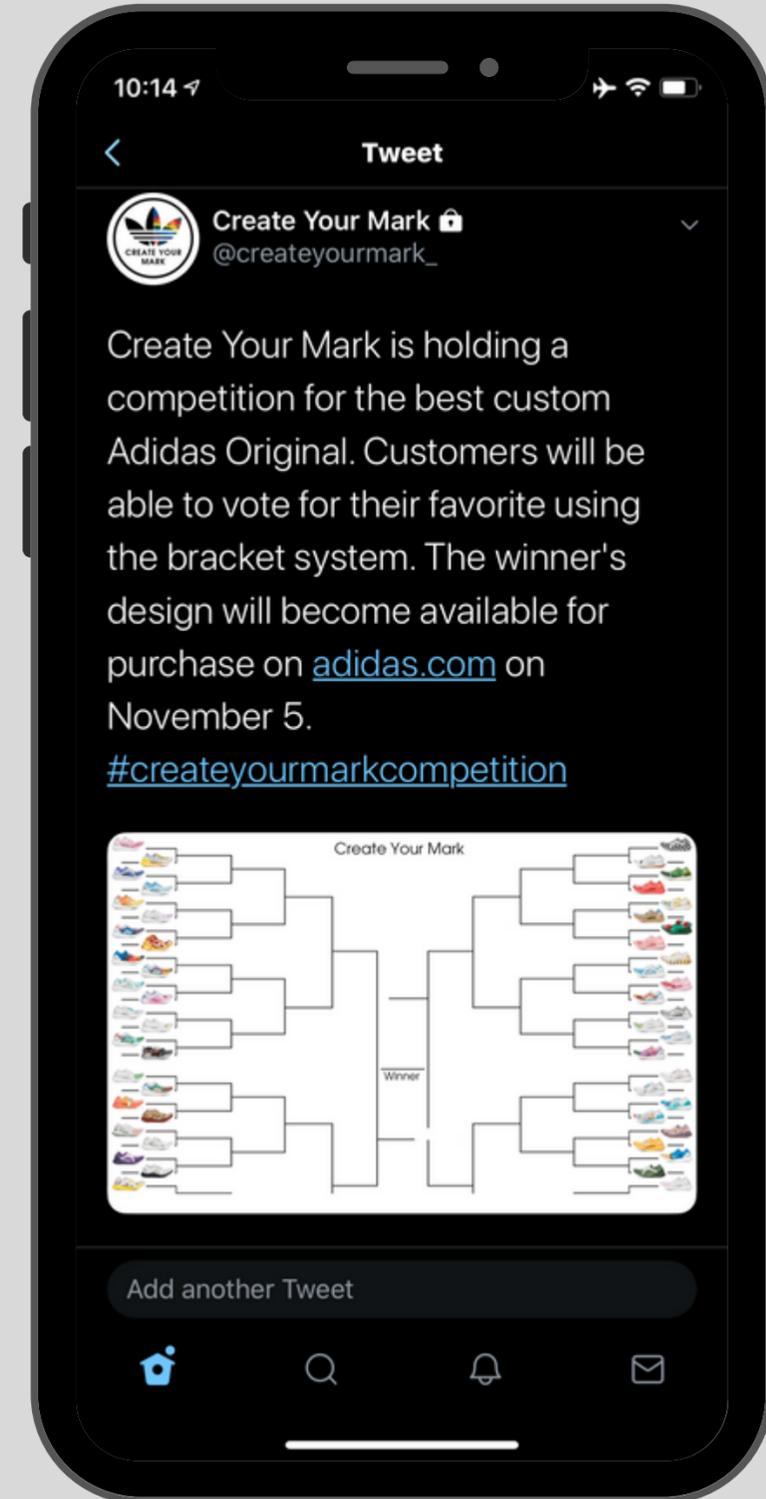
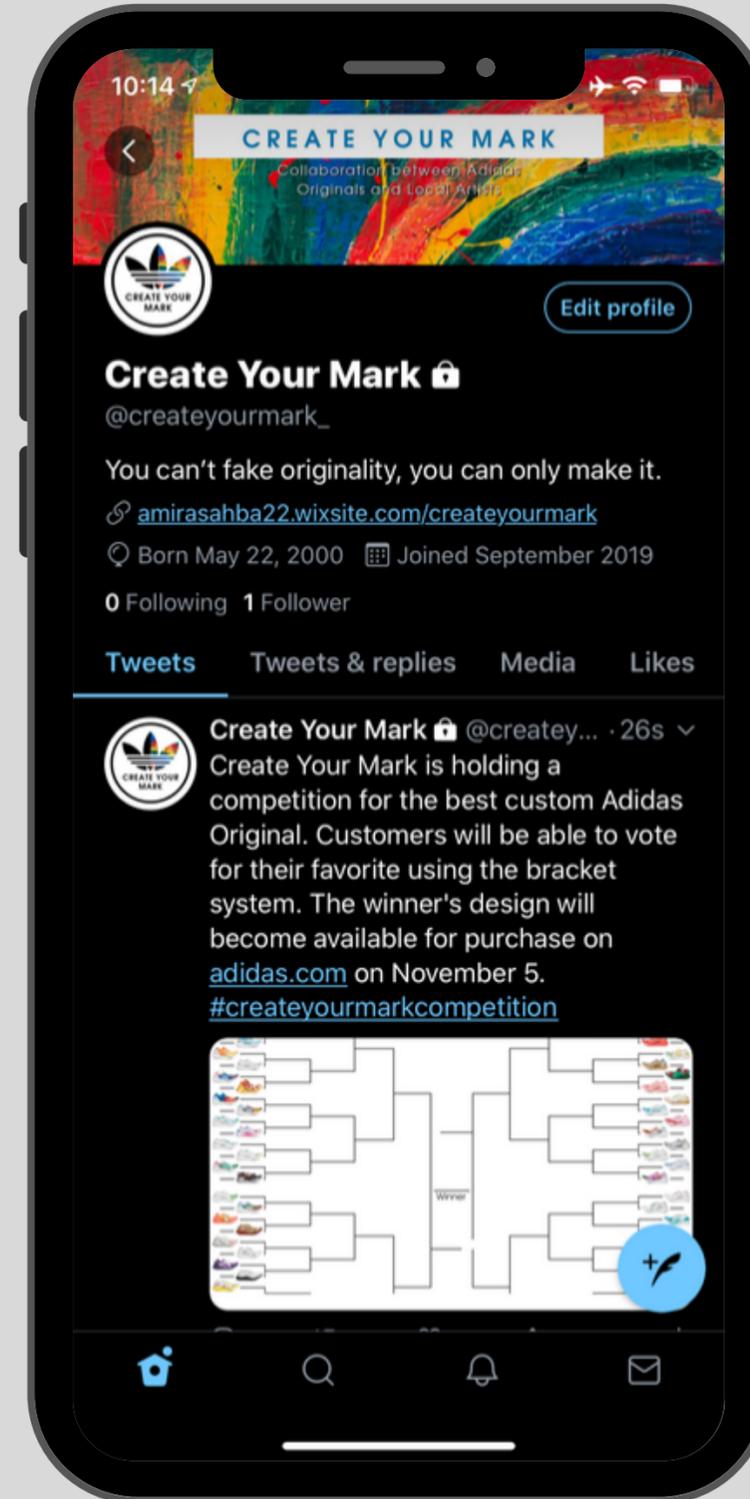


# Create Your Mark Competition on Social Media

## Create Your Mark Competition

Create Your Mark is holding a competition for the best custom Adidas Original. To enter into the competition on Twitter post your design and use the hashtag #createyourmarkcompetition. Customers will be able to vote for their favorite using the bracket system. The winner's design will become available for purchase on [adidas.com](https://www.adidas.com) on November 5.

#createyourmarkcompetition





# Create Your Mark Competition



The reward for winning the competition on Twitter will be that the winner's design will become an official design available for purchase on Adidas Originals website.



# Summary of touchpoints

- The touchpoints that the Create Your Mark campaign covered are the event, the microsite, and the social media campaigns.

**thank you**