



Marketing Plan Part 2

Kate Andersen, Thomas Focht, Dutton Elske



Introduction

- Adi Dassler in 1949
- Grew to be 2nd most influential sportswear brand
- Accompanied by many company acquisitions beginning in the 90's including TaylorMade and Reebok, the company continued to grow and produce cleats and sportswear for a broad array of athletes in many different sports, including baseball



The baseball cleat industry is expected to generate roughly \$4.5 billion in revenue by 2022, a figure that has risen greatly in recent years.

Participation in baseball is growing at all levels, bringing a larger demand to the market each year. Baseball exists in many countries around the globe and cleats are second in sales to soccer.

There is a higher emphasis on technology and performance of footwear than ever before. However, individuality and the desire to stand out via footwear and be more like a professional idol are becoming increasingly prevalent as well.

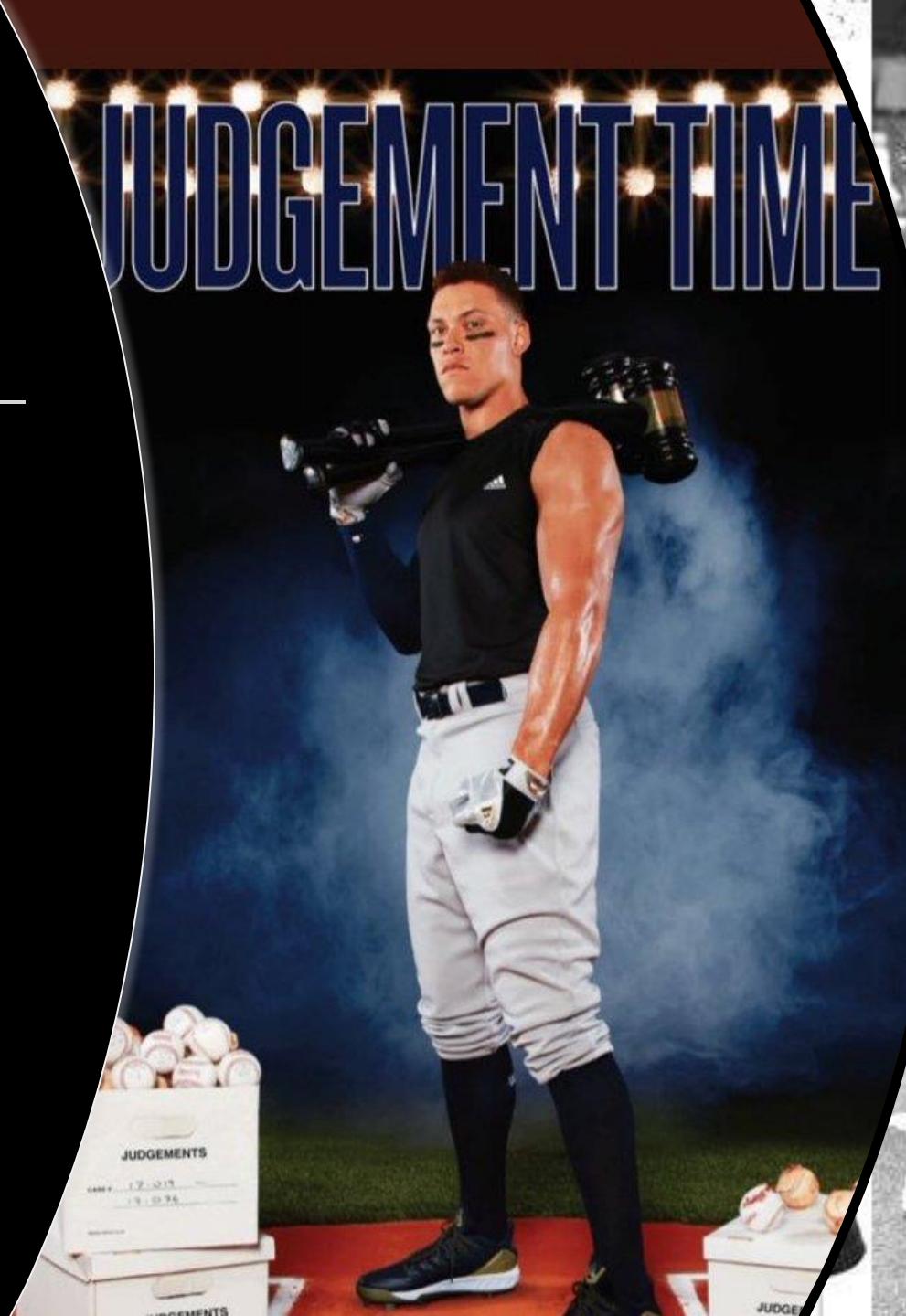
Although there are established brands adidas competes with, they have a strong presence in the market.

Porter's 5 Forces

- Threat of New Entry: low threat, high barriers to entry
- Buyer Power: high
- Threat of Substitution: relatively high
- Supplier Power: low
- Competitive Rivalry: high customer loyalty

Adidas current marketing plan

- Sponsored Athletes
- Collaborations
- Little League World Series



Objectives



Increase cleat sales by 10% by 2022



Increase market share by 3% by 2022

Marketing Campaign



Signature
Mike Trout
cleat, 2014.



THE ANATOMY OF AN IDEA

PROBLEM

Low youth cleat sales and market share. Lower entry level product quality/awareness and not much to set products apart from competition at product level.



EDGE

Elite athlete endorsements that resonate and are incredibly well known and loved to younger athletes.

INSIGHT

Youth and lower level athletes want to be just like their big-league heroes and are willing to spend a little bit more to look good and be just like their favorite players.

STRATEGY

Make distinguishable, stylish, and exciting cleat models for specific MLB players and produce the same designs at a slightly lower quality and price for youth and lower levels.

Strategy

- Get adidas' cleats on **to** the feet of millions more youth baseball players **by** giving them a new opportunity to both resemble and feel like their idols at an affordable price.
- Trout cleats became incredibly popular. Everyone wanted to look like Mike.
- Judge and Bryant are two of today's biggest young stars, and well loved. Use it!



Campaign Roadmap



Produce an exciting, stylish, and unique cleat for Kris Bryant and/or Aaron Judge.



Promote the few models over all forms of social media, broadcasts, and capture interest of youth.



Produce cleats in same style as top level but at lower quality and price point for youth/intermediate.



Activate by offering 3-hour flash sales of cleats when Judge or Bryant hit a homerun. (Announced at home games and via broadcast).



For each pair bought, a donation to Boys and Girls Clubs, or RBI (Reviving Baseball in Inner cities).

How will we measure success?



- ROI youth baseball cleats
 - Initial investment:
 - \$10 million in sponsorships
 - \$3 million in advertising
 - \$7 million in cleat production
 - Expected profits:
 - \$40 million
 - ROI:
 - $\frac{\$40 \text{ mil} - \$20 \text{ mil}}{\$20 \text{ mil}}$
 - = \$2 ROI



That's all folks!