

PERFORMANCE
FW22 SALES PRESENTATION
- Going into production
BY TELECOM LIFESTYLE FASHION B.V.





MISSION
TO BE THE BEST SPORTS BRAND
IN THE WORLD

SEEING POSSIBILITIES FOR A CLEAN PLANET

CREDIBILITY



Sharpening brand architecture with sportswear as new consumer proposition

Regain sports credibility by orchestrating impossible moments with impossible products and enable betterment.

SUSTAINABILITY



Leading environmental programs across the entire value chain

Reduce use of plastic in production, packaging & logistics

INCLUSIVITY



Offer unique experiences and products through membership

Drive DTC and adidas own retail B&M as our premium destination.
Alignment with adidas milestone calendar.

GEN Z WOMENS CHINA



Executing a cross category women strategy to become her daily partner on her journey

Continue with bestsellers and innovate with new colorways
Introduce new products after testing.

GEN Z: ALWAYS CONNECTED, ALWAYS ON

DEMOGRAPHIC



AGE TODAY
11-26

32%
**OF GLOBAL
POPULATION**
(VS 28% GEN Y)

PERSONALITY

- THEIR MOBILE PHONES PROVIDE THEM A WINDOW INTO THE WIDER WORLD, AND A ONE-SIZE-FITS-ALL TOOL FOR SELF-EXPRESSION
- FEARFUL, BUT FEARLESSLY TAKING A STAND
- FRUGAL & PRAGMATIC, BUT BOLDLY OPTIMISTIC
- ANTIFRAGILE, & SELF-TAUGHT, BUT DEEPLY COMPASSIONATE
- DIGITAL NATIVES & PROGRESSIVE, BUT ALSO NOSTALGIC

VALUES

1. CONSCIOUS
2. CREATIVE
3. ACTION-DRIVEN
4. ENTREPRENEURIAL
5. RESOURCEFUL
6. BRAVE
7. GLOBAL CITIZENS
8. INCLUSIVE
9. FLUID

STATS

70%

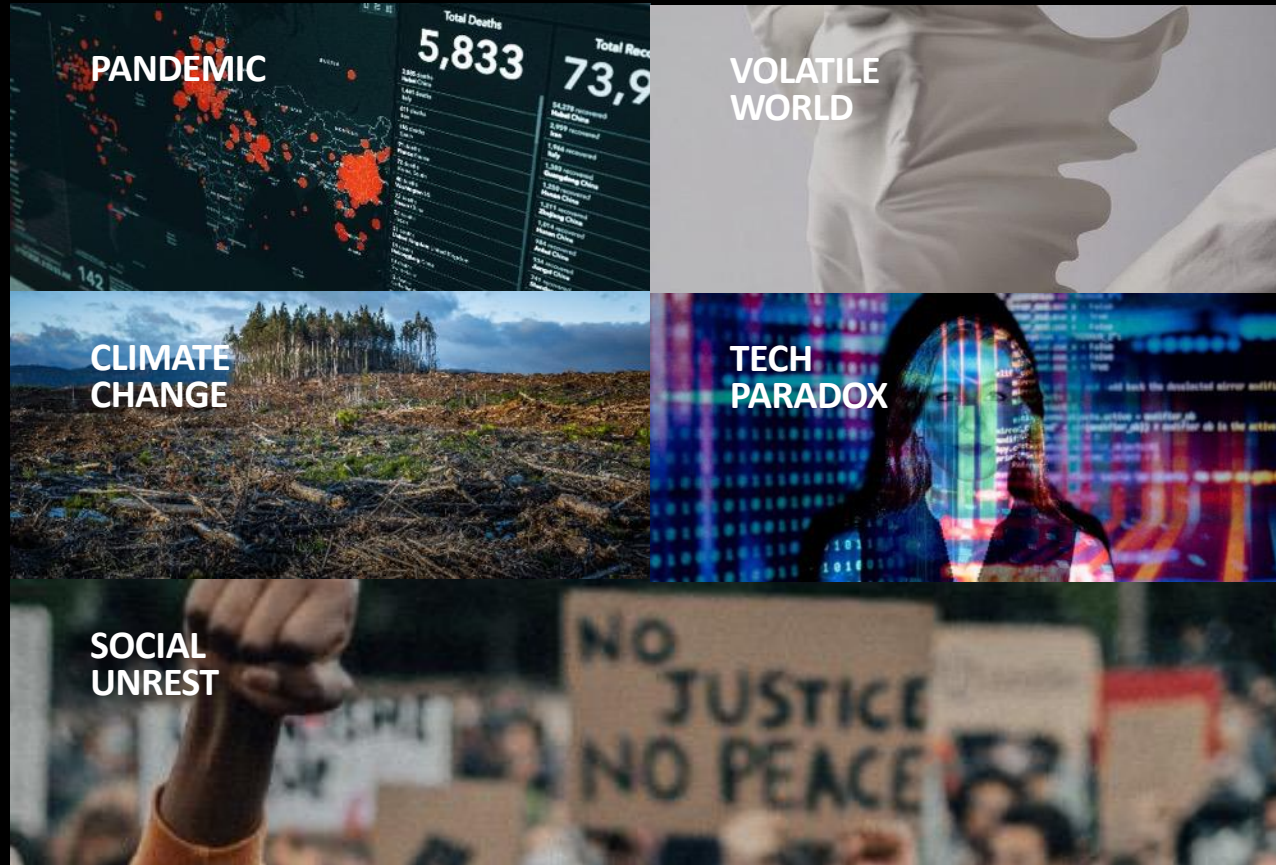
FEEL THEY NEED
TO MAKE
A DIFFERENCE

65%

SAY HAVING A
POSITIVE ATTITUDE IS
IMPORTANT TO THEM

GEN Z: ALWAYS CONNECTED, ALWAYS ON

INFLUENCING WORLD FACTORS



RESULTING OUTLOOK

THE INFLUENCES SHAPING THEIR WORLD ARE THE SAME ONES SHAPING OUR WORLD. THEIR JOURNEY IS OUR JOURNEY.

BRAND MESSAGE

WE ARE ON A JOURNEY TOGETHER: THROUGH SPORT WE HAVE THE POWER TO CHANGE LIVES...



TARGET CONSUMERS



RUNNING CREATOR

FOR RUNNING CREATORS RUNNING IS AN INTEGRAL PART OF LIFE. MORE THAN SIMPLY EXERCISE IT IS AN ACTIVITY THEY USE TO CONNECT AND NETWORK IN NEW COMMUNITIES.

IN A PRODUCT THEY ARE LOOKING FOR SOMETHING TO FACILITATE THEIR RUNNING AND ENSURE MAXIMUM COMFORT SO THEY CAN FOCUS AND ACHIEVE THEIR BEST TIMES.

ADIDAS SPORT CASES IS A SIGNIFIER OF SELF-BELIEF.



TRAINER CREATOR

SELF-IMPROVEMENT AND SACRIFICE, THE TRAINING CREATOR ARE DETERMINED IN BRINGING THEIR DREAMS TO REALITY. DAILY SELF-CREATION, WORK.

TRAINING IS NOT A MOTION, IT'S A MINDSET. SIMILARLY PRODUCT IS NOT JUST A TOOL, IT MARKS THE ATTITUDE OF THE TRAINING CREATOR, AN ATTITUDE DRIVEN BY PURPOSE AND WINDING ROAD OF DEVELOPMENT.

ADIDAS SPORTS CASES IS A BADGE OF COMMITMENT



VERSATILE FEMALE ATHLETE

STRIVING FOR PROGRESS NOT PERFECTION, THE VFA IS MULTI-FACETED, FROM HIIT ON THURSDAY TO, BARRE ON SATURDAY, TO BOXFIT ON MONDAY.

HIGHLY ADAPTIVE, DRIVEN BY THE SENSORY EXPERIENCE OF SPORT, THEY CARE ABOUT FUNCTIONAL AESTHETICS AND NO FRILLS. SWEAT IS SUCCESS AND PRODUCT EMBRACES THIS.

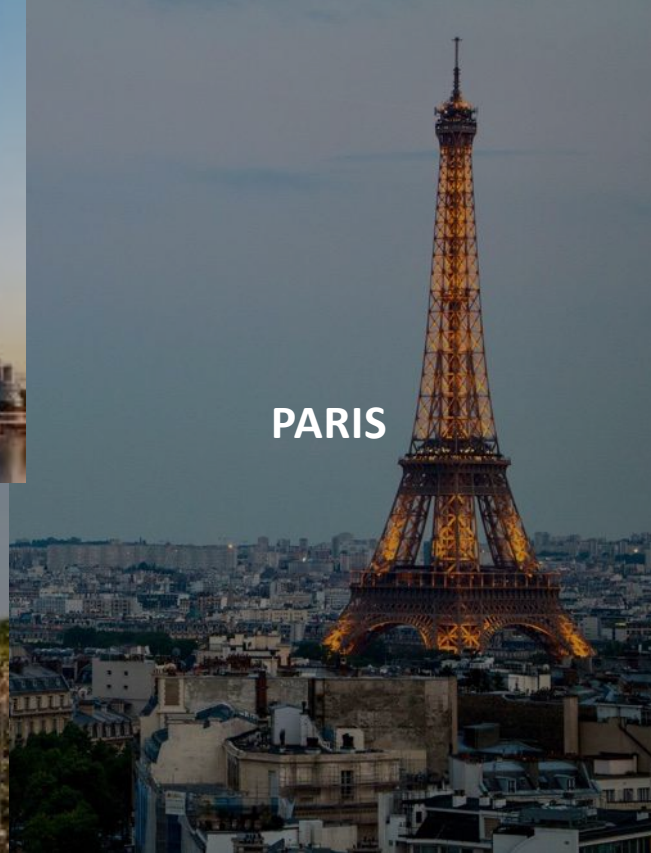
THEY CEMENT THE PRODUCTS MASS APEAL



TOKYO



SHANGHAI



PARIS



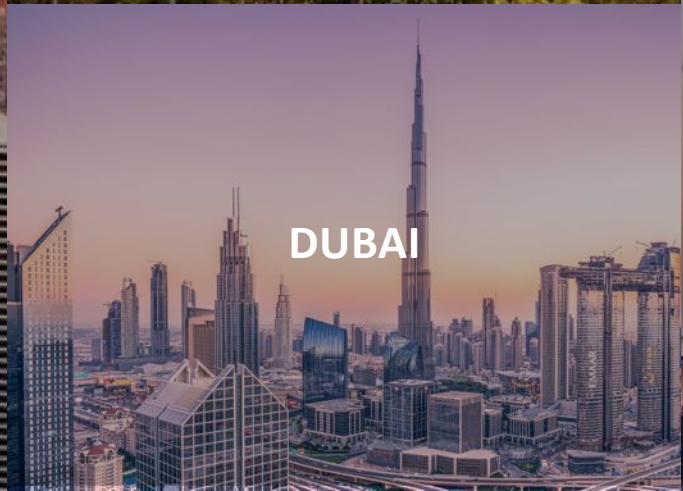
LONDON



LOS ANGELES



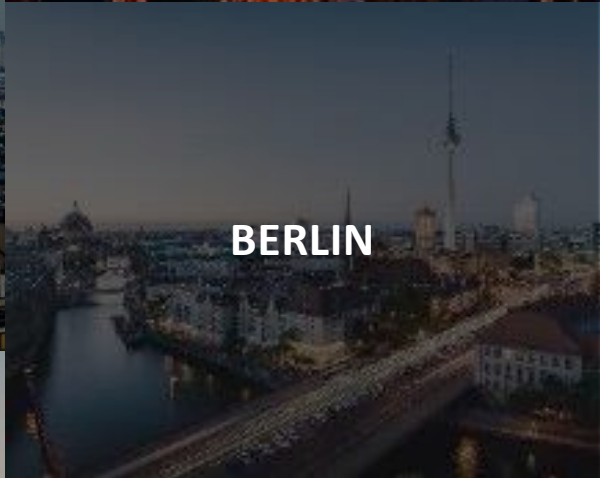
NEW YORK



DUBAI



BEIJING



BERLIN



SEOUL



PRODUCT PYRAMID

PRICING & RANGE MAPPING

HIGH-END

BEST

BETTER

GOOD

ENTRY

**INLAY GRIPCASE
REFLECTIVE**
€ 39,95 /
\$ 39,95



INLAY GRIPCASE
€ 34,95 /
\$ 34,95



FW22 RANGE MAPPING

STORY

GRIPCASE

GRIPCASE
REFLECTIVE

SEGMENTATION

TRAINING
CREATOR

TRAINING
CREATOR

MSRP

€ 34,95 /
\$ 34,95

€ 39,95 /
\$ 39,95

VISUAL ID



EXTENSION

A black and white, motion-blurred photograph of a person running on a track. The person is in profile, running from left to right. The background consists of horizontal streaks, suggesting speed. The text "PHONE CASES" is overlaid in the center in a bold, white, sans-serif font.

PHONE CASES



NIGHT DAY

GRIPCASE

R E F L E C T I V E

Safeguard your phone while you work out with this lightweight phone case. The anti-slip grip band lets you keep your phone in your hand while you run and offers a horizontal and vertical stand function that allows you to watch workout videos more easily. A tough polycarbonate backing and TPU bumpers offer optimal protection. This design has a sporty camouflage print that reflects with an iridescent color spectrum for functional fashion aesthetic.

Colors



MSRP

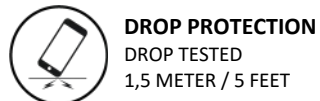
€ 39,95 /
\$ 39,95

Available for

- 12 /12 PRO
- 12 PRO MAX
- 13 / 13 PRO (duo compatible)
- 13 PRO MAX
- 14 PRO
- 14 PRO MAX

Launch

ALWAYS ON



DROP PROTECTION
DROP TESTED
1,5 METER / 5 FEET



WIRELESS
WIRELESS CHARGING
COMPATIBLE



GRIP BAND
GRIP BAND



STAND FUNCTION
HORIZONTAL AND VERTICAL
STAND FUNCTION





GRIPCASE

E S S E N T I A L

Safeguard your phone while you work out with this lightweight phone case. The anti-slip grip band lets you keep your phone in your hand while you run and offers a horizontal and vertical stand function that allows you to watch workout videos more easily. A tough polycarbonate backing and TPU bumpers offer optimal protection. Finished with a colorful and sporty Badge of Sports logo print.

Colors



Available for

- 13 / 13 PRO (duo compatible)
- 14 PRO
- 14 PRO MAX

MSRP

€ 34,95 /
\$ 34,95

Launch

FW22



DROP PROTECTION
DROP TESTED
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WIRELESS
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COMPATIBLE



GRIP BAND
GRIP BAND



STAND FUNCTION
HORIZONTAL AND VERTICAL
STAND FUNCTION



PACKAGING



sustainable packaging update

GIFTBOX STRUCTURE

easy to separate top and bottom parts for easy unboxing
premium unboxing

SECONDARY LIFE

keep the package to store your spare cases or other items.
re-usable and recyclable



NO MORE PLASTIC

remove window and hook to reduce plastic (6,5g/pkg)
save 900kg of plastic*



REDUCED SIZE

cartons fitted to iPhone size to ship less "air".
uses 37% less space*

360° CARDBOARD

cardboard folded 360° around to enable printing inside the box.
say more, say thanks

retail packaging

The NEW packaging would result in a lower carbon footprint in terms of production and shipping. Additionally with zero plastic usage and an overall drop of material usage due to adjusted sizing, this is a major improvement.

With the new premium packaging design, we have added to the consumer's unboxing experience. This has the promising potential of more social exposure and returning customers.

*calculations based on iPhone 13 pro dimensions and launch volumes

sustainable packaging details



PACKAGING SIZE

IPHONE 13 MINI
 IPHONE 13 / 13 PRO
 IPHONE 13 PRO MAX

W x L x H

78 x 21 x 152 mm
 90 x 21 x 164 mm
 98 x 21 x 178 mm

RETRACTABLE HOOK

space saving design during shipping and storage.
 the hook is protected and cannot damage during transport



to prevent theft the boxes will be sealed with bio-transparent seals as seen above

sustainable packaging details



IPHONE 13 MINI

78 x 21 x 152 mm



IPHONE 13 / 13 PRO

90 x 21 x 164 mm



IPHONE 13 PRO MAX

98 x 21 x 178 mm

PACKAGING SIZE

By adapting the size of the packaging to the product, we utilise space in a more sustainable way. You will be able to ship – and store – more products in the same volume as before.

The adapted box size will fit the products perfectly, communicating attention to detail to the consumer.



PRODUCT CAMPAIGN

MAKE YOUR MOVEMENT

CAMPAIGN OBJECTIVES

AUTHENTIC



The Campaign

Whether we're training for the biggest race of our lives or going that extra kilometer on our post-work run, it all helps to make us a more rounded version of ourselves in line with our personal goals. This sentiment goes beyond the exertion of our physical activities and into how we maintain and **enrich** our mental well-being, each aspect is important. – it's how you **MAKE YOUR MOMENT**.

Embodying the mindset of an athlete is to create every day, **striving for progress, not perfection.**

SUPPORT EVERY MOMENT



Target Market

Forced by circumstances outside of their control, our consumers' priorities have shifted. Fitness has become more important to them than ever before as they look to escape the mundanity of their everyday. Mental health, as well as physical health has become their main priority, they're sweating for personal progress and not just looking for a better time over 10km, but their looking to build a better version of themselves.

- Running creator
- Training creator
- Versatile female athlete

FEMALE FOCUS



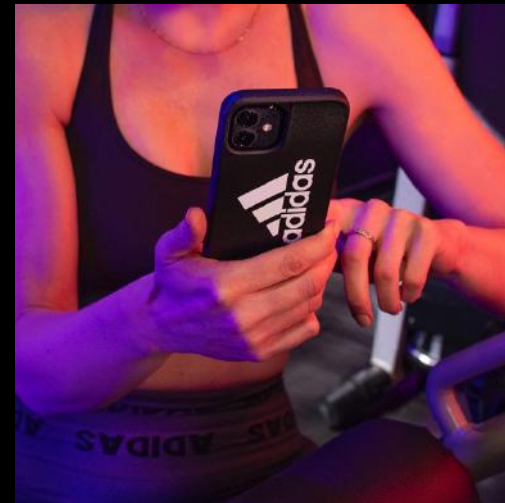
MAKE YOUR MOMENT

CAMPAIGN ASSETS

SPRING/SUMMER 2022: MAKE YOUR MOMENT



FALL/WINTER 2022: MAKE YOUR MOMENT (*imagery TBC)



STRATEGY

STORY X PRODUCT X AVAILABILITY



X



X



FOCUS ON “WHY”

- Impossible moments
 - Inspiring moments
 - Consumer insights
 - Benefits
- MAKE YOUR MOMENT

ELEVATE PRODUCTS

- Product Portfolio
- Innovation
- Materials

SEGMENTATIONS STRATEGY

- DtC
- Elevate Key Accounts
- Exclusivities

COMMUNICATION CHANNELS & OBJECTIVES

FALL/WINTER 2022



PAID MEDIA /ATL

- Gain momentum and category awareness.
- Activate paid-media to reach targeted audiences via social.



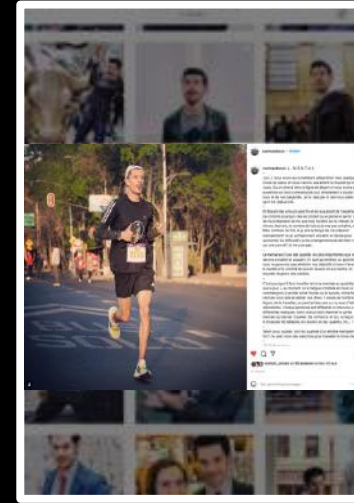
RETAIL

- Retail excellence in WHS channels.
- Display and merchandising in adidas Brand stores.



DIGITAL

- Gain momentum and category awareness.
- Activate paid-media to reach targeted audiences via social.



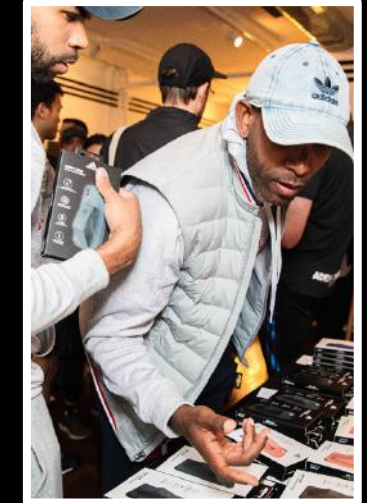
SOCIAL

- Build a social community around adidas cases.
- Drive consumers to adidsacases.com.



PR

- Create excitement and energy around new products.
- Show off authentic usage of our products.



ACTIVATION

- Take part in adidas events and experiences that drive awareness and conversion.

THANK YOU!

MADE UNDER LICENSE FROM ADIDAS AG

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