

Content Manager training

Module TM01: Digital Marketing Tools: Trends and Usage

Group case study

Teams consist of 5 participants, time for case solution 30 minutes. Participants prepare written reports answering questions located below the text.

Social Media Helped Adidas To Become A Cricket Brand With 1 Million+ Fans

Adidas, one of the leading global sports brands who has never been actively associated with cricket. It had been synonymous with football, athletics, basketball and other sports, but had never been identified as a dedicated brand for cricket. After it understood the vast potential of Indian market and the cricket loving Indian youths, it successfully leveraged a social media campaign on Facebook to position itself as a brand or company very passionate for cricket and cricket lovers.

Business Objectives Of Adidas

The campaign was initiated to position Adidas as a serious cricket brand in India with the following two key objectives:

1. Ensuring long term and sustainable process of interaction with the target audience; and
2. Simultaneously engaging the audience with quality and meaningful applications, events and activities.

Strategy Adopted By Adidas

With the professional consultancy and guidance from Isobar, an agency known for its communications expertise and social media marketing know-how, the company adopted the following strategies.

- Decided to create a snowball effect to its campaign through a social media platform, where the cricket fans come, discuss, share content and experience.
- The young people in the age group of 14-25 years with a huge affinity towards digital media were targeted.
- It selected Facebook as its primary social media platform because it was the most popular among its target audience.
- It created accounts in YouTube and Twitter to extend the digital touch points and to broaden the overall social media experience of the target audience.
- It started posting relevant content, such as conversations on cricket, games, Trivia and Fantasy Cricket games for long time engagement of its visitors.



- It started posting 'Sneak previews' and TVC's campaigns on the page, prior to their scheduled release on TV channels.
- It used to regularly post photographs related to different events and activities.
- It created an opportunity for 24*7 engagement by many other activities, such as:
 - (i) running instant competitions on the discussion board (e.g. 'Predict and Win'),
 - (ii) hosting a quiz contest (e.g. 'Rapidfire Contest'), (iii) 'Spot the ball contest' and (iv) 'Immortal Words Contest'.

It added YouTube and Twitter links on the Facebook page to provide wider social media experience to its audience and opportunity to expand their networking through sharing and participating in different activities.

Results Achieved By Adidas

Adidas Cricket has achieved a phenomenal success in its social media campaign. The following were some major outcomes:

- The Facebook page has been able to acquire more than 3.2 Million likes and 12,170 people are talking about the page (as on 3-6-2014).
- The Adidas Cricket community has grown to more than 1 Million fans and still growing.
- More than 500 000 visits to its YouTube videos.
- Acquired more than 300 followers on Twitter.
- As reported by AC Nielsen, Adidas has emerged as the most popularly discussed brand on the social media.

Questions:

1. What were the crucial issues in Adidas strategy to attract and hold the audience?
2. Give other examples for successful community strategies developed by companies /brands (3 examples), describe strategies and results.