

customers won't buy it, as there may be something else that's more interesting for a cheaper price, so therefore if they reduce the price, they can continue to sell the same product for a longer time than they would initially be able to. Adidas have also made themselves be accessible through major accessible cities in the world, where they believe that the brand will be represented well, and again, in a place where the stores will be accessible, and be able to make the highest amount of sales possible. Adidas are also easily accessible online, through the online stores, which can be accessed globally, and adjusted to different languages and currencies. Therefore, through these two methods, adidas have made themselves easily accessible by different means, and therefore, as a result, adidas will continue to generate a large amount of sales. Finally, adidas uses different promotional techniques in order to set themselves apart from competitors, and continue to market new products effectively. Adidas uses their promotional team to create campaigns which they will share across different platforms, such as TV and social media. For example, adidas last year carried out a huge campaign with the 2018 World Cup, where they featured many adidas athletes, and in this campaign they featured their boots to be released for the World Cup, to be worn by the athletes, the boots being the adidas X, the adidas Nemeziz and mostly famously, the adidas Predator. As stated earlier, they use adidas athletes to their advantage such as Lionel Messi and Paul Pogba, to connect to this generation of football fans, and they also used Zinedine Zidane and David Beckham, to connect with football fans who grew up in the previous generation, so therefore they can be effective in marketing to different age ranges, and by aligning their boots with superstars, it ensures that the boot is of the highest quality. Finally, in terms of selling products, adidas uses promotions such as putting items on clearance and having discounts such as 20% off, so therefore they can continue to sell older products, and continue to make money from them even after they may not be in fashion anymore.

For this year, I would say that a large majority of adidas product launches have been successful through different means. For example, in April this year, adidas launched the Nite Jogger, which was a trainer they heavily promoted on TV and on social media and in my opinion, this product launch was successful, as the promoted tweets they made relating to this trainer had many comments, and people were talking about the trainer, and I have seen many people wear this trainer out and about, so therefore I can see that this specific launch has been successful, both in terms of promotion and commercially, as they sold a lot of units, and they had many interactions relating to this product, showing the launch was successful in different aspects.

I would also say that adidas has correctly identified and met different customer requirements, as first and foremost, adidas reach for quality products, which is what the customers want, so for the trainers, they will go for comfortable material first and foremost, as it doesn't matter if the trainer looks great, if it isn't comfortable, then the customers won't want to wear the product, and as a result, they may not buy adidas products in the future, as they have had a bad experience previously, so therefore if adidas continue to prioritize this specific customer requirement, then they will continue to be successful in terms of sales, and this will support the rest of the brand.