



## Marketing strategy for the adidas adizero f50 micoach 2012

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By Henning Wenzel

GRIN Verlag Mrz 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, University of Applied Sciences Essen, course: Marketing, language: English, abstract: Based on the findings of the first marketing assignment, this paper analyses the marketing strategy used by adidas to bring the adidas f50 micoach 2012 into the market. The marketing strategy is analysed according to the concept of the marketing mix and its '4 Ps': Product, Price, Place and Promotion. Head of the marketing campaign for the f50 was the currently most famous and best football player in the world Lionel Messi. He was the first player wearing the boot during a match three weeks before the official sale started. In addition, adidas used different testimonials to promote the boot via different online and offline mediums e.g. facebook to reach a wide range of customers. Adidas uses a multichannel marketing strategy to distribute the adidas f50. Therefore, they use direct and indirect sales and distribution via different channels like the adidas online store, Flagship stores...



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