

148: A new chapter at Adidas, with Sport 15 'Create Your Own Game'

On Thursday, 10 September 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) was joined by Bradley Stern, Adidas Director Brand Activations to discuss Adidas Sport15 ([@adidasZA](#)).

We chatted to Bradley about the repositioning of Adidas focusing on the heritage of the brand and football. We look at the latest campaign, Sport15 with some major football stars involved in the video. Go and create your own game featuring Messi, Bale, James, Özil, Müller, Rubio.

We look at how Adidas is taking digital seriously, by having an omnichannel approach to all marketing touch points to ensure the brand is staying ahead of the brand communications game.

Lastly, we look at the objectives of this campaign, and how it will be measured going forward.

[Check out Adidas here.](#)

[Sign up to the Adidas ZA newsletter here.](#)

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

The news roundup:

- [The Bizcommunity special: Digital Marketing focus](#)
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- [Start paying attention to your individual customers](#)
- [Special tech start-up secrets: social media and gamification FTW!](#)
- [Featured Job: Digital Media Strategist](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (17.3MB) or [listen](#) to the podcast (18:56min).

Episode 148: A new chapter at ADIDAS, with Sport 15 'Create Your Own Game'.

Date: 10 September 2015 **Length:** 18:56min **File size:** 17.3MB **Host:** Warren Harding

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