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# The Marketing Genius of Adidas

Adidas is one of the most famous brands in the world thanks to its massive impact marketing campaigns. The brand collaborates with some of the biggest music artists and sports stars in the world to create awe inspiring adverts.

Most recently they have taken advantage of the popularity of The Ting Tings. Adidas staged a free gig in Manchester, UK, in an all white venue and handed out paint guns, bottles and marker pens. The crowd and band were then encouraged to be creative and soak the venue and themselves in paint. This level of customer engagement can only be described as remarkable.

Another big commercial that Adidas released featured a host of sporting super stars and musicians attending a house party, all clad in Adidas Originals clothing. Some of the biggest stars in the world were at the house party including Run DMC, Missy Elliot, Katy Perry and even David Beckham, all seen with Adidas Originals clothing.

Perhaps the most well known marketing tool for the Adidas brand however is their long running relationship with one of the world's biggest sporting superstars - David Beckham. Being one of the lucky few stars that have achieved success and fame on both sides of the Atlantic and being well known throughout the world has certainly helped the brand, who snapped Beckham up over a decade ago.

The brand wanted to capture the unique elements of Beckham's signature free kick which is notably one of the most recognisable images in sport throughout the world. Their relationship has grown from strength to strength and has lasted over a decade so far. Beckham chooses Adidas to sponsor his sporting events and ventures such as the David Beckham Academy, providing equipment and clothing for all staff and kids.

Find out more about [Adidas Watches](#), and the upcoming brand [Michael Kors Watches](#).

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