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APR 432
Social Media Assignment

Adidas Takes on Brasil

World Cup 2014 Brasil is rapidly approaching and it is not just teams competing to be the best in the world. Adidas is in competition with Nike to see which company will come out on top. The two are competing to get countries to be sponsored by them, so that its logo will appear on all the team's kits during the tournament. Adidas is using famous players who have contracts with its company to advertise to the soccer fan base. The main figure, who took over after David Beckham retired, is Lionel Messi. He is regarded as one of the best soccer players in the world. Recently, there has been some talk after an article was published in Daily Mail, that Adidas is trying to get Messi to join an Adidas sponsored club team, since he is currently playing for the Nike sponsored team, Barcelona. Adidas has deals with four of the top clubs in Europe- AC Milan, Bayern Munich, Chelsea and Real Madrid. These clubs all have huge fan bases, resulting in greater sales of kits and equipment.

It is important to monitor the online conversations about Adidas and the upcoming World Cup to see how sales will be affected. Jersey designs are being leaked, advertisements for new products are everywhere, and Lionel Messi's contract with Adidas is a highly discussed topic. It is necessary to keep up with what leaders on Twitter are saying, as well as what popular soccer blogs are saying to ensure that Adidas stays on its game throughout World Cup to be the best sports apparel organization.

When searching for sites that were covering the topic of Adidas and the 2014 World Cup in Brasil, I first looked for the top soccer blogs. From the list of blogs procured, I made sure to select ones that had current articles. There were some blogs that had not been updated for a while, so those were immediately axed and deemed not credible. Blogs are a necessary source to see what fans are saying about Adidas.

I also searched for the key words of "Adidas" "Messi" and "World Cup." The most popular search was when "Adidas" and "Messi" were both used. I determined the Twitter accounts credible based on the number of followers. Steven Goff has close to 100,000 followers, 101 Great Goals has over 115,000 followers, and For the Win has over 15,000 followers. With the great amount of followers these three accounts are highly credible and trusted by these accounts followers. Twitter is very useful to check, because accounts of great varieties can immediately publish a message toward the company.

I read Daily Mail every day and saw an article with Lionel Messi pop up. This site is not the most highly credible, though it does have a decent rate of producing true stories. There have not been any follow up articles since the first article published.

My search lasted from November 4, 2014 until November 6, 2013.

As of now, talk is only positive about Adidas. People were skeptic of Adidas working with one of its teams to try and convince Lionel Messi to leave Barcelona and head to a different team. With all of the World Cup jerseys being leaked, the news of Adidas trying to get Messi to a different team has been quiet. More and more people are sharing positive news of Adidas such as new product launches. The launch of the Samba cleats for the Brasil

World Cup has caused a lot of buzz on social media. On the Twitter account @101greatgoals the newest Adidas video has 13 retweets and 20 favorites.

The blogs are also heavily covering the launch of Adidas products for World Cup. Many sites are featuring images of possible leaked jerseys for teams to wear in Brasil. It is a big deal as to what the uniforms look like, because if they look good thousands of fans will purchase it. The talk is all positive, and many bloggers are getting into the Samba mood with the Samba line by Adidas. Adidas has done well to launch a Samba line, because it directly correlates with World Cup and people cannot wait for World Cup to start.

Steven Goff tweeted about a possible friendly with an Adidas team and an American team next year and it was retweeted 47 times and favorited 14. Many people commented on this tweet with skepticism. They do not believe that a big German team would be willing to come to the USA to play for a friendly. However, with the support of Adidas, this deal looks fully plausible. This shows that fans are skeptical when Adidas gets involved with the actual soccer part of soccer. When rumors went around that Adidas tried to get Lionel Messi to transfer to an Adidas team, many fans were not happy and expressed it via social media. While not all these individual Twitter users are credible, they were reacting to a rumor and did not believe it. They thought that it was a joke an Adidas team would try to buy Messi from Barcelona, when his national team is an Adidas team.

For the current situation the client, Adidas, should join the conversation when it pertains to World Cup. I think that having a few competitions on Twitter will greatly engage the fan base. If Adidas did a competition for a fan to win a full kit for their favorite team, it would create positive Twitter coverage. Adidas needs to make sure to continuously

engage with fans and consumers on Twitter by responding to tweets and mentions. A simple favorite or response goes a long way with fan loyalty. Adidas can also capitalize during the tournament by monitoring what fans are saying about their teams' uniforms and join that conversation. If someone on an Adidas team makes a great play, goal or moves on to the next round, Adidas can tweet at them and say a simple congratulations to engage the athletes. Fans will retweet or favorite these mentions, because they are fans of Adidas and the athlete.

Adidas should leave the blog crowd alone in general. It can do things on Twitter to engage with fans, but with the blogs I believe Adidas should let them be. Adidas will gain coverage naturally by having its apparel featured in pictures of players and teams. Adidas already has bloggers sharing the newest advertisements when they feature star athletes. The newest advertisement featuring Oscar, Xavi and Messi has reached numerous sites and garnered a lot of free publicity for Adidas.

With World Cup rapidly approaching, there will be plenty of opportunities for Adidas to interact with fans and consumers. If Adidas focuses on trying to get all of its spokespeople onto Adidas teams they will mess with league transfers. Adidas should stick to worrying about its apparel and not who is on which team. If the company meddles with that, it risks backlash from fans. The company needs to make sure to jump on World Cup opportunities and capitalize on the whole world watching its apparel play in the biggest tournament in the world. By doing this, Adidas can beat Nike in the World Cup battle.

Appendix

Timeframe Analyzed- Nov. 4-6, 2013

Channels Analyzed- Twitter, blogs and news article

Content Sources-

News-

Daily Mail- <http://www.dailymail.co.uk/sport/football/article-2487680/Lionel-Messi-nearly-joined-Chelsea-adidas-offered-pay-105million-move.html>

Twitter-

Steven Goff @soccerinsider

2:43 PM - 5 Nov 13

101 Great Goals @101greatgoals

4:01 PM - 6 Nov 13

For The Win @forthewin

6:02 PM - 6 Nov 13

Blogs-

Counterkicks- <http://counterkicks.com/2013/11/adidas-celebrates-2014-fifa-world-cup-with-samba-collection/>

Football Fashion- http://footballfashion.org/wordpress/2013/11/06/adidas-releases-world-cup-inspired-samba-boot-collection/?utm_source=rss&utm_medium=rss&utm_campaign=adidas-releases-world-cup-inspired-samba-boot-collection

Footy Headlines- <http://www.footyheadlines.com/2013/06/2014-world-cup-leaked-kit-overview.html>

Off The Post- <http://www.offthepost.info/>

Oregon Live- http://www.oregonlive.com/playbooks-profits/index.ssf/2013/08/nike_adidas_gear_up_for_fifa_2.html