

LONDON SHOPPING EXPERIENCE ENHANCED WITH POPULAR FOOTBALL ATTRACTION DURING EUROPEAN CHAMPIONSHIP

Adidas, an UEFA Euro 2020 official licensee, provided the Uniforia finale league football at every match throughout the tournament, and to maximise their investment they organised a major revamp of their London flagship store in Oxford Street in time for Europe's most prestigious sporting tournament. The entire ground floor featured the Uniforia specific cosmetic theme with a Sports Simulator being the centrepiece. Adidas staff were able to easily run a daily in-house competition for the large numbers of visiting shoppers, who kicked twice "test your skills" at three separate game challenges. This was possible with the contest play feature that was set up specifically for their own competition. Adidas branding was created for the event which included rotating stadium advertising banners, a 17 second promotional video shown on in-game displays, and between each game challenge, the Uniforia splash screen appeared too. Adidas are now able to use the Sports Simulator for promoting other sporting events for Tennis, Basketball, Rugby, Golf, Football, Field Hockey, Handball, Volleyball, Padel and many other sports. Promotional events such as this that enhance a brand ensures that sales continue to thrive for clothing, shoes, and other sporting goods. It is well worth reviewing <http://www.sportssimulator.com/adidasactivation>

