

CAMPAIGN DIRECTIVE

BTS FACTORY OUTLETS

FW25

LAUNCH DATE: 2025, AUGUST 5TH – 24TH

EUROPE VISUAL MERCHANDISING & RETAIL MARKETING ACTIVATION

BACK TO SCHOOL

BUY A BACKPACK, GET

20% OFF

ANYTHING

THAT FITS INSIDE



Items, conditions and exclusions apply. While stock lasts.



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PLANNING & PREPARATION

CAMPAIGN INTRO | DATES | KEY VISUALS



01

CAMPAIGN INTRODUCTION

CAMPAIGN OVERVIEW

INTRODUCTION

DATE FROM AUG 5 – 24 (DATES DIFFER PER COUNTRY) : CHECK [HERE](#)

CLUSTER	COUNTRY	FW25 BTS START DATE	FW25 BTS END DATE
CENTRAL WEST	AUSTRIA	8/12/2025	8/30/2025
	GERMANY (N I) FO's: Wustermark, KPk Eiche, Broderstorf, Neumünster	8/19/2025	9/6/2025
	GERMANY (N II) FO Stuhr Brinkum, FO Wolfsburg	8/5/2025	8/23/2025
	GERMANY (N III) FO Leipzig / Sanderdorf Brehna	8/5/2025	8/23/2025
	GERMANY (N IV) FO Ochtrup	8/12/2025	8/30/2025
	GERMANY (S I) FO Piding, Greding, Wertheim, Metzingen, Brunthal, Radolfzell	8/19/2025	9/6/2025
	GERMANY (S II) Zweibrücken	8/5/2025	8/24/2025
	GERMANY (S III) Herzo	8/26/2025	9/13/2025
CENTRAL EAST	SWITZERLAND	8/5/2025	8/24/2025
	POLAND	8/12/2025	9/7/2025
	POLAND FO Piaseczno	8/1/2025	8/31/2025
	HUNGARY	8/7/2025	8/31/2025
	CZECH REPUBLIC	8/12/2025	9/7/2025
	LITHUANIA	8/5/2025	8/24/2025
IBERIA	LATVIA	8/5/2025	8/24/2025
	SPAIN	8/5/2025	8/24/2025
UK/ BENELUX	PORTUGAL	8/5/2025	8/24/2025
	IRELAND	8/5/2025	8/31/2025
NORDICS	UK	8/5/2025	8/31/2025
	SCOTLAND	8/5/2025	8/31/2025
	NETHERLANDS	8/5/2025	8/31/2025
	DENMARK	8/5/2025	8/24/2025
SEE	FINLAND	8/5/2025	8/24/2025
	SWEDEN	8/5/2025	8/24/2025
	NORWAY	8/5/2025	8/24/2025
	ROMANIA	8/19/2025	9/7/2025
LEGAL	CROATIA	8/19/2025	9/7/2025
	BULGARIA	8/19/2025	9/7/2025
	BELGIUM	8/5/2025	8/31/2025
	FRANCE	8/5/2025	8/24/2025
	GREECE	8/19/2025	9/7/2025
	CYPRUS	8/19/2025	9/7/2025
	ITALY	8/19/2025	9/7/2025
	SERBIA	8/19/2025	9/7/2025



CAMPAIGN OVERVIEW

INTRODUCTION

STORES	P, MS, C
OFFER / CTA	BUY A BACKPACK, GET 20% OFF ANYTHING THAT FITS INSIDE
FURTHER INFORMATION	• The 20% discount also apply on the backpack. • Training bags are included. • Excluded are (textile) shopping bags and paper shopping bags.
DISCLAIMER WINDOW	Terms, conditions and exclusions apply. While stock lasts.
DISCLAIMER ISC (SMALL)	Terms, conditions and exclusions apply. While stock lasts. See store associate for further details.
DISCLAIMER ISC (LARGE)	Terms, conditions and exclusions apply. The discount applies only when you purchase a backpack or training bag. While stock lasts. Discount applies to the outlet price and will be deducted at checkout. Not valid in conjunction with other promotions. See store associate for further details.
EXECUTION	WINDOW, LZ, LEAD-INS & CATEGORIES



CAMPAIGN DESIGN DIRECTION

KEY VISUAL



Vertical format window



Horizontal format window



Square format window

02

ASSORTMENT

ASSORTMENT
CAMPAIGN KEY LOOKS

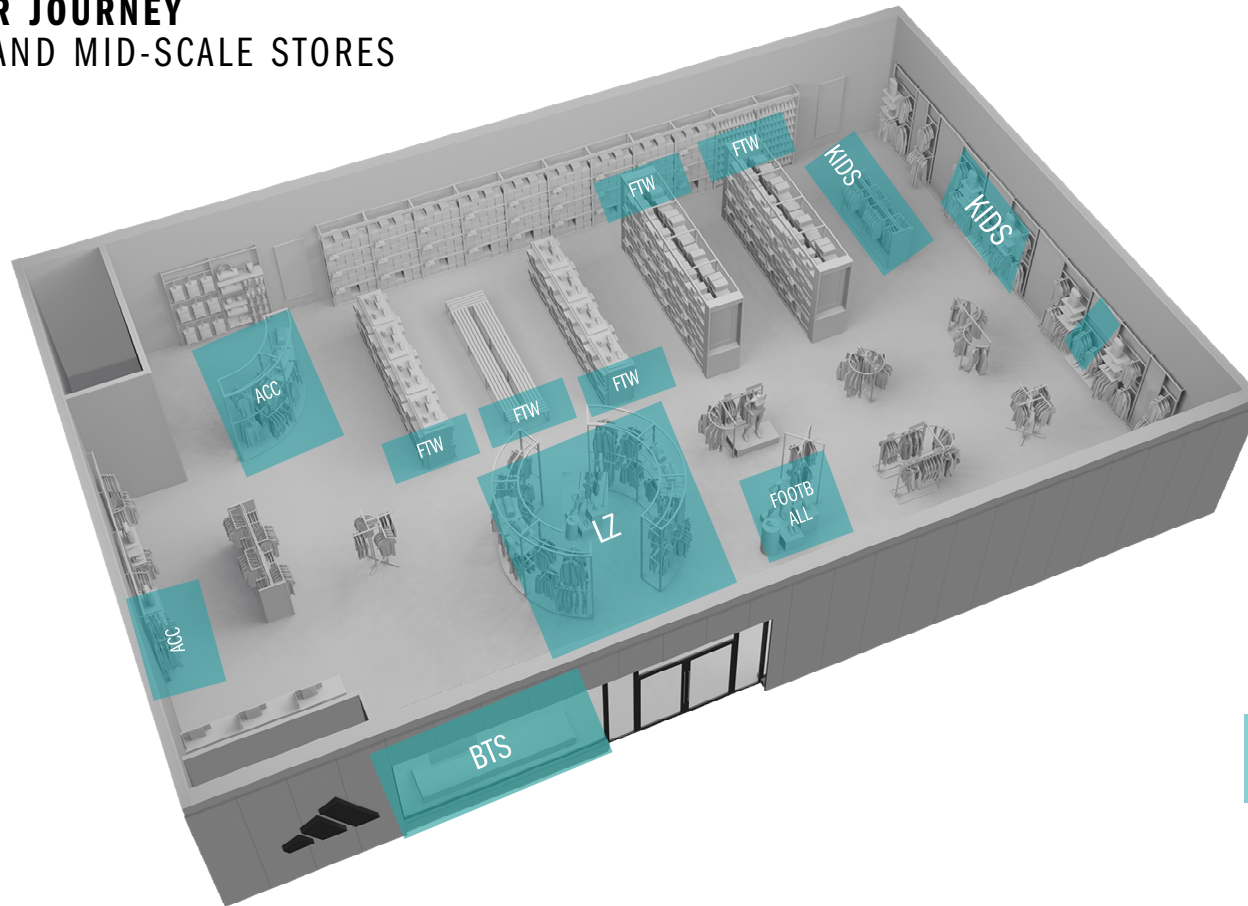
NO SPECIFIC RANGE - CATEGORY FOCUS (KIDS / ACC / FOOTBALL)

VM OUTFIT MONTHLY FOCUS FOR AUG. WILL FOLLOW

03

VM & ISC PACKAGES

CONSUMER JOURNEY PREMIUM AND MID-SCALE STORES



**BTS - TOUCH POINTS
FOOTBALL, ACC & KIDS AREAS**

CREATE BACK PACKS/ BAGS DESTINATIONS - WITH ISC ACROSS THE STORE TO HELP CONSUMERS ENGAGE WITH THE PROMOTION DURING THEIR CONSUMER SHOP EXPERIENCE !

WINDOWS

APPROACH (DEPENDING ON WINDOW SPACE & BUDGET)

Please ensure a balanced BTS communication – bold and impactful BUT not overcommunicating.

1 WINDOW

use Performance in combination with BTS



WINDOW 1

- Backdrop: Performance
- Hanging Banner: Back to School (half window)
- VM Focus: Kids

2 WINDOWS

use Performance with BTS as leading activation in the main window and Original as second window



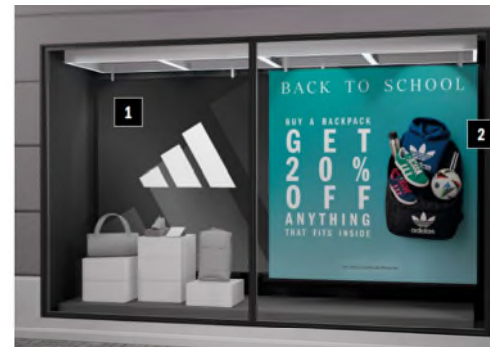
WINDOW 2

- Backdrop: Originals
- Hanging Banner: None
- VM Focus: Originals

WINDOW 1

- Backdrop: Performance
- Hanging Banner: Back to School (half window)
- VM Focus: Kids

HALF WINDOW BANNER



EXAMPLE OF 1 OR 2 WINDOWS

BANNER OPTIONS

WINDOWS

APPROACH (DEPENDING ON WINDOW SPACE & BUDGET)



WINDOW 3 OPTION 2

- Backdrop: Back to School
- Hanging Banner: None
- VM Focus: Kids



WINDOW 3 OPTION 1

- Backdrop: Performance
- Hanging Banner: Back to School (half window)
- VM Focus: Kids

WINDOW 2

- Backdrop: Originals
- Hanging Banner: None
- VM Focus: Originals

WINDOW 1

- Backdrop: Performance
- Hanging Banner: None
- VM Focus: other than Kids/Originals

EXAMPLE OF MORE THAN 2 WINDOWS

HALF WINDOW BANNER



EITHER HALF BANNER OR FULL WINDOW BANNER IN 3RD WINDOW
DEPENDING ON CURRENT SET UP.
GENERIC BACKDROP REMAINS IF THIS IS SET UP IN THE 3RD WINDOW.

BANNER OPTIONS

- Use Performance as leading activation in the main window and Originals as second window
- Third window should use Performance in combination with BTS or the backdrop can be replaced with a full BTS banner

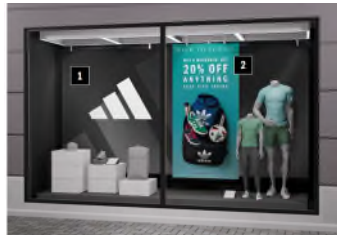
WINDOWS

IN SITU EXAMPLES

HALF BANNER



SMALL BANNER



SMALL



MEDIUM



HANGING BANNER



PLINTH BANNER



LARGE CLOSED

- Prio 1: maintain generic backdrop setup and use supporting half window banner to activate BTS.
- Prio 2: maintain generic backdrop setup and use supporting small banner to activate BTS

SMALL/MEDIUM

EITHER SMALL BANNER OR MEDIUM SIZED BANNER.

OPEN

EITHER SMALL BANNER OR PLINTH BANNER

If there is a mixed window setup, do not place mannequins in open windows with a hanging banner

LEAD INS IN SITU EXAMPLES



LARGE



MEDIUM



SMALL

USE LAUNCH ZONE & LEAD IN TO ACTIVATE BTS PRODUCTS

- Integrate a midfloor or have it near by with Bags/ back packs on the main LZ (I.e- Acc T-stand/ H-gondola)
- Mannequins should “hold” a backpack, with full of variety of products inside (NOT OVERDUE !)
- 1-2 mannequins (recommend family approach to include kids mannequins – no infants)
- 1 rail is required (articles displayed need to be from the mannequins outfit
- Plinth riser/accessory tray/accessory holder may be used to display accessories or FTW

VM CONFIGURATIONS

VM & ISC PACKAGE

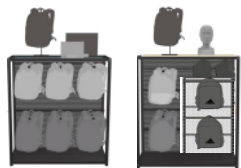
IMPLEMENTATION SET-UP INSPIRATIONS

VM SET UPS

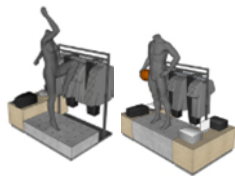
BACK WALLS



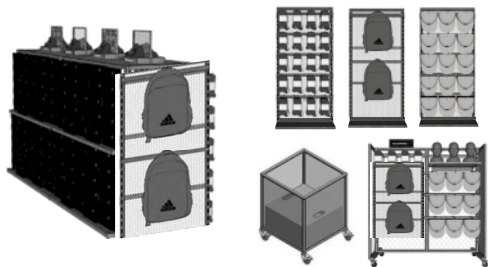
MIDFLOOR



LEAD-IN



FOOTWEAR MIDFLOOR & ACC DISPLAY

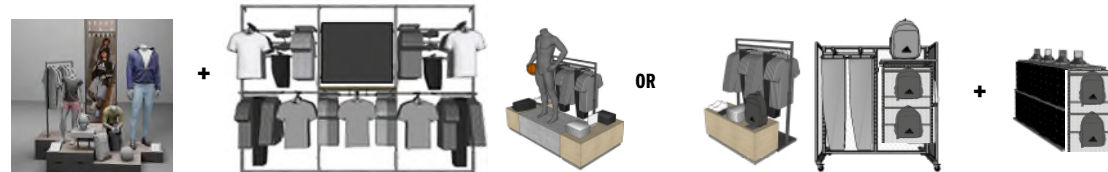


VM CONFIGURATION PACKAGES

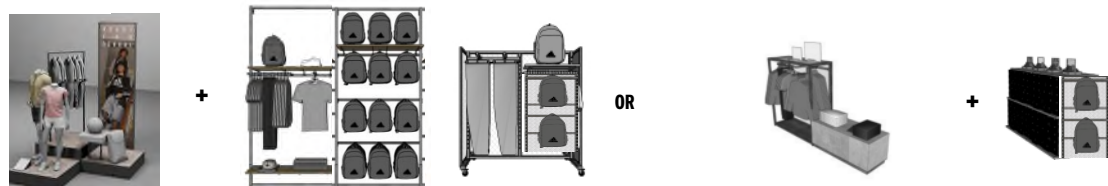
LARGE



MEDIUM



SMALL



VM & ISC PACKAGES – OWN RETAIL

ISC OVERVIEW

IMPLEMENTATION

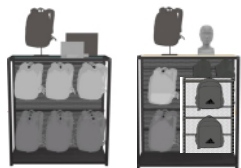
VM SET-UP & ISC TOOLS PER CONCEPT

VM SET UPS

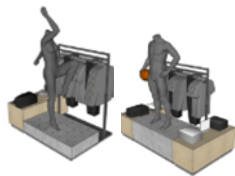
BACK WALLS



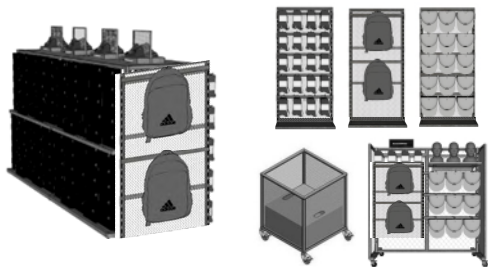
MIDFLOOR



LEAD-IN



FOOTWEAR MIDFLOOR & ACC DISPLAY



TOOLS PER CONCEPT

HOMECOURT

1. Plinth Graphic
2. Plinth Banner
3. Insert A4/A5 vert
4. A4 Graphic Acc Bin
5. Gondola Graphic
6. Midfloor Header
7. Highlight Backwall Large/Small
8. FTW Bay Graphic Large/Small



CORE / VIZONA

1. Perimeter Header - 1300 x 310 mm
2. Gondola Header - 596 x 151 mm
3. FTW Shelf Talker - 297 x 210 mm
4. Wall Header - 1126 x 1040 mm
5. Gondola Header - 1245 x 145 mm



PULSE

VM & ISC PACKAGE

MARKETING ACTIVATION

KEY VISUAL & ISC TOOLS

ISC TOOLS

OVERALL

1. Horizontal Graphic A5
2. Vertical Graphic A5

MIDFLOOR

1. Endcap Frame
2. Poster Stand

AP WALL BAY

1. Break Panel Short
2. Break Panel
3. Half Break Panel

FTW

1. FTW Horizontal Graphic A4
2. Shoe Riser A4
3. Shoe Riser Takeover
4. Wall Frame Endcap Header
5. Endcap Frame
6. Wall Frame Endcap Framing

KEY VISUALS (SEE TOOLKIT FOR DETAILS)

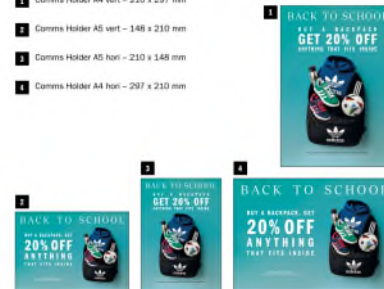
LAUNCH ZONE

1. Plinth Graphic – 490 x 900 mm
2. Plinth Banner – 485 x 1854 mm



COMMS HOLDER

1. Comms Holder A4 vert – 210 x 297 mm
2. Comms Holder A5 vert – 148 x 210 mm
3. Comms Holder A5 hori – 210 x 148 mm
4. Comms Holder A4 hori – 297 x 210 mm



MIDFLOOR

1. Gondola End Cap Graphic – 995 x 1296 mm
2. Midfloor Frame Graphic – 447 x 1305 mm
3. Midfloor Header Base – 297 x 96 mm



STADIUM 1.2 & 2.0

VM & ISC PACKAGE

MARKETING ACTIVATION

KEY VISUAL & ISC TOOLS

ISC TOOLS

LAUNCH ZONE

1. Plinth: graphic and banner

COMMS HOLDERS

1. Comms Holder A4 / A5 (Hori & Vert)

MIDFLOOR

1. Midfloor Header
2. Gondola Graphic
3. Midfloor Frame Graphic

AP BACKWALL

1. Highlight Backwall Large
2. Canvas Graphic Horizontal Medium

FTW

1. FTW Bay Graphic Large
2. FTW Wall Panel
3. FTW Bay Graphic Small
4. FTW Shoe Highlighter

KEY VISUALS (SEE TOOLKIT FOR DETAILS)

LAUNCH ZONE

1. Plinth Graphic – 480 x 900 mm
2. Plinth Banner – 485 x 1,854 mm



COMMS HOLDER

1. Comms Holder A4 vert – 210 x 297 mm
1. Comms Holder A5 vert – 148 x 210 mm
1. Comms Holder A5 hori – 210 x 148 mm
1. Comms Holder A4 hori – 297 x 210 mm



MIDFLOOR

1. Gondola End Cap Graphic – 108 x 1,258 mm
2. Midfloor Frame Graphic – 447 x 1,365 mm
2. Midfloor Header Base – 297 x 96 mm



PHASE 2

EXECUTION & IMPLEMENTATION

VM CONSUMER JOURNEY | MANNEQUIN GUIDANCE | STYLING



04

VISUAL MERCHANDISING

VISUAL MERCHANDISING

BACK TO SCHOOL

VM PRINCIPLES

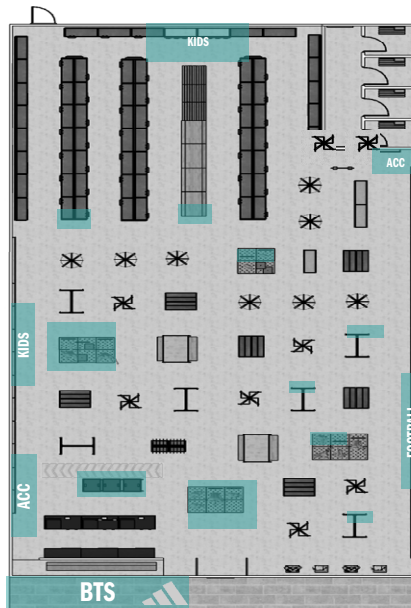
This time BTS campaign is a PROMOTION therefore BACKPACK & BAGS should be displayed in various touch points From LZ, Category areas and FTW area

- **USE THE ISC FOR BACK TO SCHOOL CAMPAIGN ON THE BACK PACKS TOUCH POINTS.**
- THE KEY ARTICLES SHOULD BE HIGHLIGHTED IN THE LZ, AND CAT LEAD INS, AND ACC AREAS.
- FOR YOUR INSPIRATION, CONFIGURATIONS PER CONCEPT CAN BE FOUND IN THE APP, FTW & ACC ATTACK GUIDE
- MANNEQUIN OUTFITS WITHIN CATEGORY LEAD IN FOCUS ON HIGH DENSITY VOLUME APP AND FTW (IMPLEMENTATION OF MINI ME APPROACH ADULT MANNEQUINS AND KIDS WOULD BE GREAT);
- CREATE PRODUCT BLOCK DESTINATIONS (CHECK [FO APP, FTW & ACC ATTACK EU_VM GUIDELINE](#) - FOR SEASONAL SHOPS SET UPS CREATION).
- CROSS MERCHANDISE FTW; SOCKS AND BACKPACKS WITHIN THE APPAREL FIXTURES (I.E USING AS VISUAL BREAKS)

CONSUMER TOUCHPOINTS :

- WINDOWS/ LAUNCH ZONES / CAT LEAD INS / FTW AREA

CONSUMER JOURNEY



ACC ATTACK AREA - BAG'S PRINCIPLES PER CONCEPT

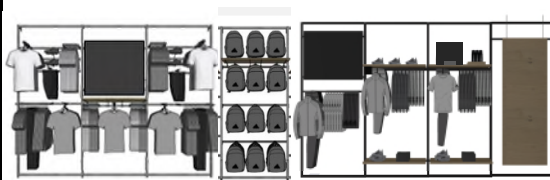


The diagram illustrates a retail store layout with three main sections: **PULSE**, **STADIUM & HOMECOURT**, and **CORE**.

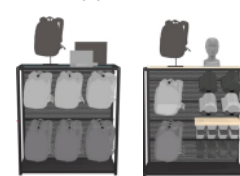
- PULSE**: Features a **PRODUCT BLOCK PRESENTATION** with a sign that reads "WE'VE GOT THE NEWEST LINE OF BASKETBALL SHOES. DISCOUNTED FOR YOU." Below this is a **SELF SERVICE IN KEY** sign. The display includes a **Close** sign and a **ACT WALL RAY** sign.
- STADIUM & HOMECOURT**: Includes a **ACT WALL RAY** sign, a **ACT WALL RAY** sign, and a **ACT WALL RAY** sign.
- CORE**: Features a **ACT WALL RAY** sign, a **ACT WALL RAY** sign, and a **ACT WALL RAY** sign.

Additional signage includes **MIX WITH OTHER ACT'S DESTINATIONS** and **X MERCHANDISE** (with a note: "SEEK OUT THE ACT'S NEW MERCHANDISE. IT'S THE PERFECT COMPLEMENT TO YOUR ACT'S MERCHANDISE").

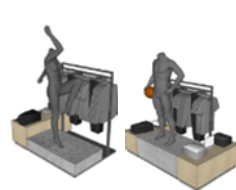
BACK WALLS



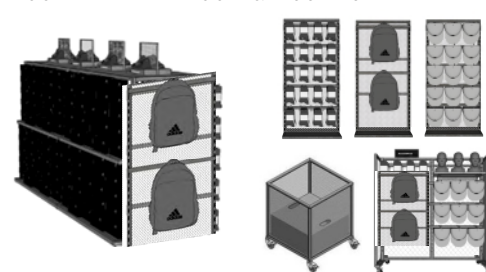
MIDFLOOR



LEAD-IN



FOOTWEAR MIDFLOOR & ACC DISPLAY



FO APP, FTW & ACC ATTACK EU VM GUIDELINE

ACC ATTACK AREA - BAG'S OVERVIEW PER CONCEPT



FO APP, FTW & ACC ATTACK
EU_VM GUIDELINE

PRODUCT BLOCK PRESENTATION

- SHOWCASE FULL COLOR VARIETY & DIFFERENT MODELS
- DESTINATION CAN BE CROSS BRAND!
- SELF SERVICE IS KEY



MIX WITH OTHER ACC'S DESTINATIONS

- IDEALLY CREATE A DESTINATION NEAR CASH DESK
- DRIVE UPT WITH ACC'S



X- MERCHANDISE

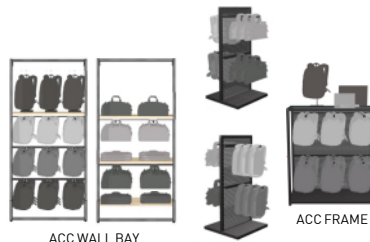
- DOUBLE/ TRIPLE DISPLAY WITH RELEVANT CAMPAIGNS IN WALLS, MIDFLOOR & MANNEQUIN ISLANDS
- BALANCE IS KEY!

PULSE



ACC WALL BAY

STADIUM & HOMECOURT

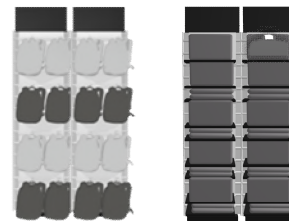


ACC WALL BAY

ACC GONDOLA

ACC FRAME

CORE



ACC WALL BAY

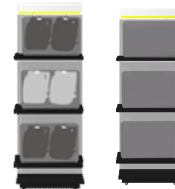


ACC WALL BAY & FRAMES



ACC WALL BAY

ACC FRAME



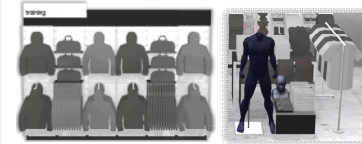
ACC GONDOLA



APP WALL BAY



APP WALL BAY / MIDFLOOR



APP WALL BAY / MIDFLOOR

MANNEQUIN STYLING

MINI ME- FAMILY APPROACH (BACKPACKS/ BAGS SET-UPS)

VM PRINCIPLES – MANNEQUIN STYLING

- FOCUS CATEGORIES ARE KIDS /FOOTBALL (M) /ORIGINALS (M & W) AND ACC;
- **FTW FOCUS: T-TOES**
- X-MERCHANDISING BACKPACKS & BAGS ON THE MANNEQUINS (M & W KIDS)
- CREATE IMPACTFUL MANNEQUIN GROUP – EITHER KIDS AND/OR FAMILY/ MINI ME APPROACH ARE RECOMMENDED;
- BRING ALL SCHOOL AGE KIDS POSES, DON'T USE TODDLER MANNEQUINS & NEVER STAND ALONE;
- CREATE A COLOUR STORY, PRIORITIZING THE ARTICLES IN HIGH VOLUME, AND YOU CAN LAYER WITH RELEVANT ARTICLES YOU MIGHT HAVE AVAILABLE IN YOUR STORE;
- SEE IT LIKE IT BUY IT PRINCIPLES, MUST BE APPLIED;
- CROSS MERCHANDISE FTW; SOCKS AND BACKPACKS WITHIN THE MANNEQUINS TOUCH POINT;
- REMEMBER TO KEEP ALL HEALTH & SAFETY MESUREMENTS WHEN BUILDING YOUR MANNEQUINS SET-UPS;

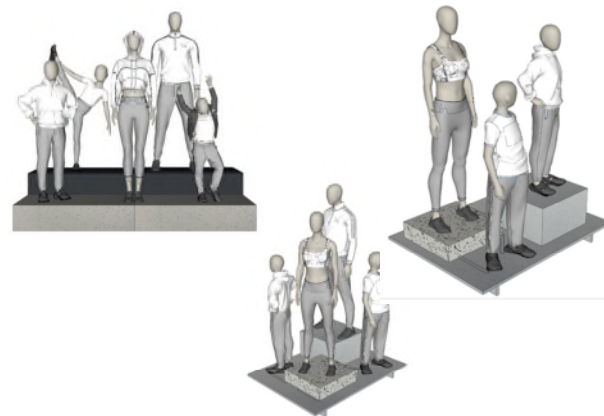
CONSUMER MANNEQUIN TOUCHPOINTS :

- LAUNCH ZONE
- CATEGORY LEAD INS
- APP AREAS
- FTW AREAS
- ACC AREAS

BAGS & BACKPACKS ON LZ AND CAT LEAD INS:



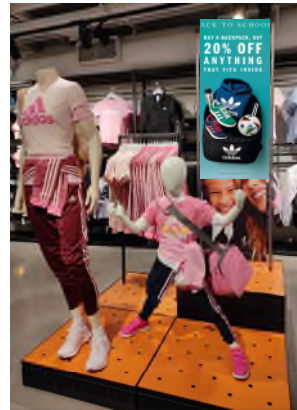
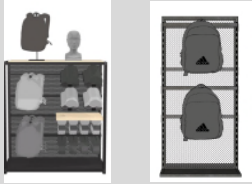
MANNEQUIN CONFIGURATIONS:



BEST PRACTICES - MANNEQUIN SET-UPS

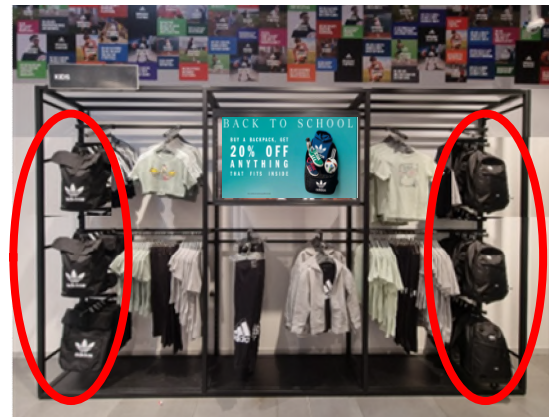
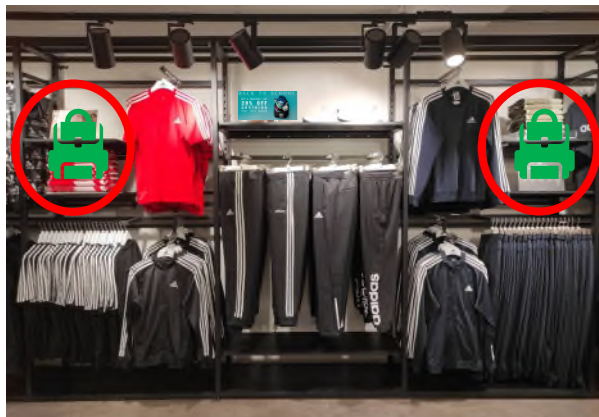
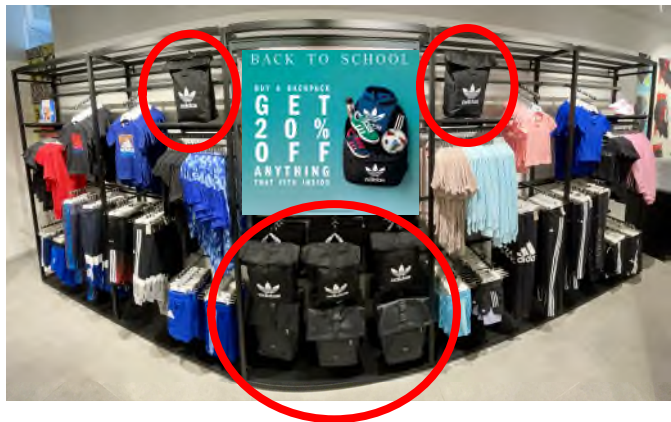
KIDS & FAMILY APPROACH

REMEMBER TO INTEGRATE A
MIDFLOOR WITH BAGS/
BACKPACKS - MAKE IT A
SHOPPABLE LZ !



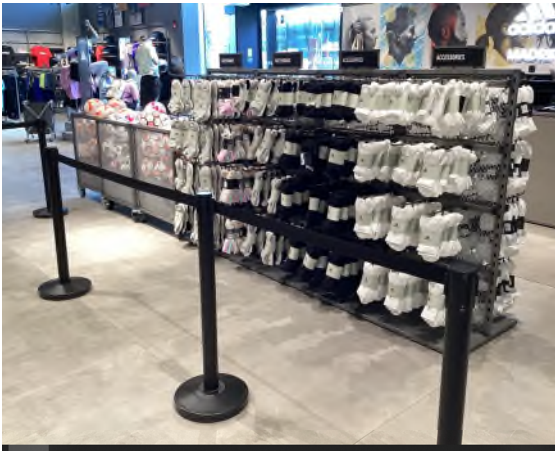
BEST PRACTICES - KIDS AREA

BACKPACKS & BAGS



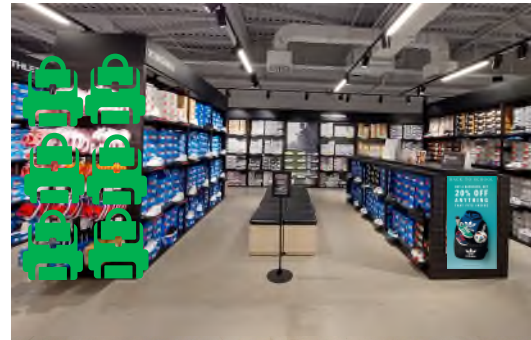
BEST PRACTICES - ACCESSORIES DESTINATION AREAS

BACKPACKS, SOCKS & CAPS

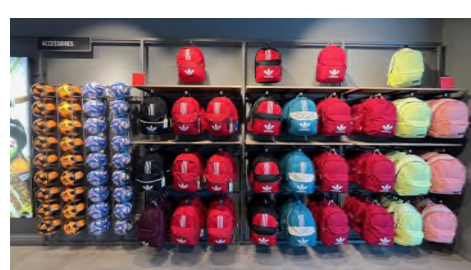
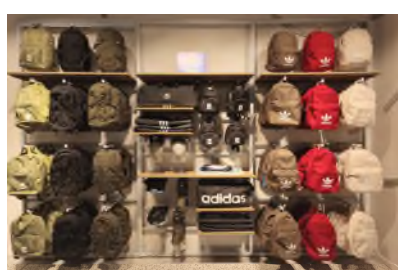
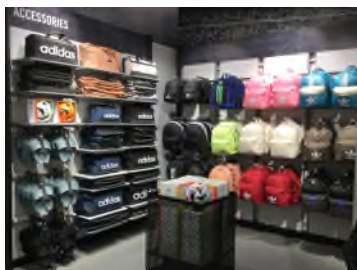


BEST PRACTICES - FOOTWEAR AREA

FTW - WALL TABLES & RACKS



BAGS & BACKPACKS CONFIGS EXAMPLES



FACTORY OUTLETS - PRICE COMMS & CLEARANCE AREAS

ISC PRINCIPLES & PRICE COMMS TOOLKIT

RULES & PRINCIPLES

PRICE COMMUNICATION WITHIN CLEARANCE AREAS

KEY PRICE INLAY:



PRICE INLAY FOR UPT:



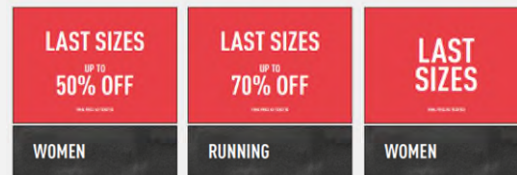
PRICE INLAY FOR WINDOW & LAUNCH-ZONE:



PRICE INLAY FOR FTW:



Last sizes ISC should not be combined with price comms toolkit

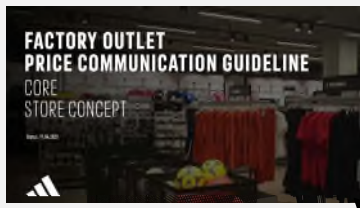


Example of special offer with price comms toolkit



PRICE COMMUNICATION GUIDELINES

ALWAYS TO BE IMPLEMENTED INDEPENDENT OF CAMPAIGN [PRICE COMMUNICATION GUIDELINES](#) LINKS FOR ALL EXISTED CONCEPTS:



Please find all examples of all price comms ISC in the different concept guidelines

CAMPAIGN OVERVIEW

CHECK LIST

PLANNING PHASE

1 KEY ARTICLES - HAVE YOU CHECKED THE ARTICLE LIST

→ Please **prioritize the high-volume articles**

☐

2 ISC / WINDOW ORDER - DID YOU RECEIVE ALL THE TOOLS FROM THE LOCAL MARKETING TEAMS?

→ Make sure you have all necessary ISC tools available

☐

3 SPACE PLANNING - HAVE YOU CHECKED THE EXECUTION STRATEGY?

→ For VM execution see recommendations accordingly to your Factory Outlet Consumer journey recommendation

☐

EXECUTING PHASE

4 WINDOW - DID YOU **CREATE AN IMPACTFUL WINDOW SET-UP**

→ Cross merchandising FTW / APP / ACC

☐

5 MANNEQUIN ISLAND - DID YOU **CREATE AN IMPACTFUL MANNEQUIN ISLAND (LEAD-IN ZONE)?**

→ Cross merchandising FTW / APP / ACC

☐

6 APP: DID YOU **CREATE AN IMPACTFUL KIDS & ACC CATEGORY AREAS ?**

→ Please keep all FOOTBALL articles in their respective categories, outfit or product block configs

☐

7 FTW: DID YOU CROSS MERCHANTISING FTW IN THE APP AREA AND LEAD INS?

☐

8 ACC - DID YOU **CROSS MERCHANDISE RELEVANT ACC ?**

→ Relevant Acc to be cross merchandising in KIDS categories areas

☐

9 ISC - DID YOU DISPLAY **KIDS AND PROMOTIONS ISC ADJACENT TO KIDS PRODUCTS?**

→ **Please do not overcommunicate, only use a selected range of ISC tools across consumer journey touch points**

☐

10 PRICE COMMS - DID YOU FOLLOW THE RULES FOR PRICE COMMUNICATION ? → Links [HERE](#)

☐

06

APPENDIX

ACTIVATION COMPLIANCE REPORT LOOP

ON LAUNCH DAY

SELECTED STORES „TOP 20“



FACTORY OUTLET TOP 20

UPLOAD YOUR EXECUTION IMAGES IN
THE TEAMS CHANNEL

WE WILL BE TRACKING AND PROVIDING
IMIDIATE FEEDBACKS THAT NEEDS TO
BE CASCADED TO THE OTHER STORES



VMC – MONTHLY COMPLIANCE

ALL STORES



[ESI-Hub | Login](#)

UPLOAD YOUR EXECUTION IMAGES IN
THE VMC ON ESI HUB AND TAG YOUR
CAMPAIGN IMAGES WITH

#FW25_BACKTOSCHOOL

USEFUL LINKS & GUIDES

TOOLKIT LINKS

TOOLKIT : [HERE](#)
CREATIVES INCL. DIGITAL: [HERE](#)

[ESI-Hub | Login](#)

VM COMPLIANCE SURVEY #FW25_BACKTOSCHOOL



CONTACTS

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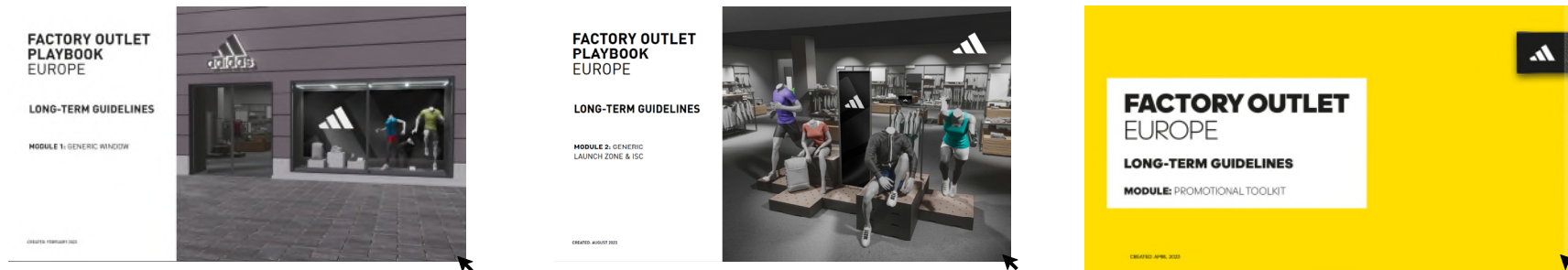
FO EXCELLENCE

NORMAN.WOLFRUM@ADIDAS.COM

MUST HAVE GUIDES TO BE IN HAND

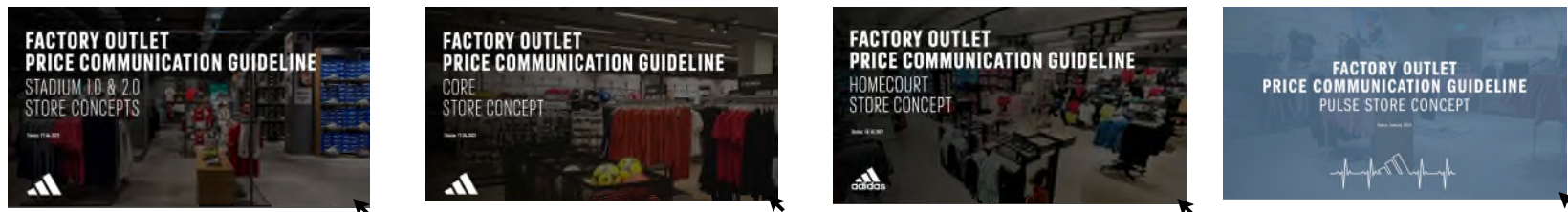
LONG TERM GUIDELINES - CATEGORY MONTHLY FOCUS & PROMOTIONS

THEY ARE THE FOUNDATION FOR ALL GUIDANCES CONTAINED IN THIS SEASONAL DIRECTIVES ALWAYS REFER TO THE MOST UPDATED PRICE COMMUNICATION GUIDELINES FROM THE LINKS AVAILABLE IN THIS DECK.



PRICE COMMUNICATION GUIDELINES

ALWAYS TO BE IMPLEMENTED INDEPENDENT OF CAMPAIGN PRICE COMMUNICATION GUIDELINES LINKS FOR ALL EXISTED CONCEPTS:



THANK YOU

