

PART 5: Content Creation

By Connor Donovan, Gaby Einhorn & Allison Shust



ADIDAS X PETA

PUBLIC RELATIONS CAMPAIGN

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(P) PAID Content: Billboards in major cities + sponsored Instagram/TikTok ads



(E) EARNED Content: Press Release + Pitch

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News Release

FOR IMMEDIATE RELEASE

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Adidas Partners with PETA and Celebrity Influencer Addison Rae to Raise Awareness for Vegan Shoe Line

PORTLAND, OR -- Today, Adidas (Nasdaq:ADDYY), the world's leading athletic apparel and footwear brand, announces a new campaign to raise awareness for its vegan shoe products set to launch on Earth Day in 2024. The company's vegan leather sneakers include Adidas by Stella McCartney shoe line, Adidas Sambas and TERREX hiking shoes. The campaign focuses on a collaboration between the athletic company and PETA: an American animal rights nonprofit organization based in Norfolk, Virginia. Since 1980, PETA has led global initiatives in support for animal welfare and eco-friendly business practices. The campaign will also feature a close partnership with celebrity influencer Addison Rae. Rae is a Gen-Z singer, dancer and business owner, who consistently advocates for animal rights and sustainability as founder of Item Beauty, a vegan-friendly, cruelty-free makeup brand.

Starting on April 22, 2024, 15% of all sales from Adidas's vegan leather sneakers will be donated to PETA in order to bolster the organization's international efforts to promote sustainable business practices and overall animal welfare. Six months of profits will be invested in these initiatives.

Given the fact that manufacturing traditional leather deals with the cruel treatment of cows, including the process of cutting off or burning off their budding horns, skin branding without pain relief treatment and cow-calf separation, vegan leather products are becoming a major part of Adidas's business model. Furthermore, the production of vegan leather has an overall smaller carbon footprint than traditional leather.

Addison Rae will be featured on all campaign promotional materials for Adidas vegan leather sneakers, as well as be featured in a podcast episode with Adidas CEO Bjorn Gulden and Senior Vice President of Sustainability Katja Schreiber on Adidas's official website. This campaign's promotion of Adidas eco-friendly products represents the company's push for sustainability and animal rights in the fashion industry.

About Adidas

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach, Germany, the company employs more than 59,000 people across the globe and generated sales of €22.5 billion in 2022.

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For more information, please visit <https://www.adidas-group.com/en> or news.adidas.com.

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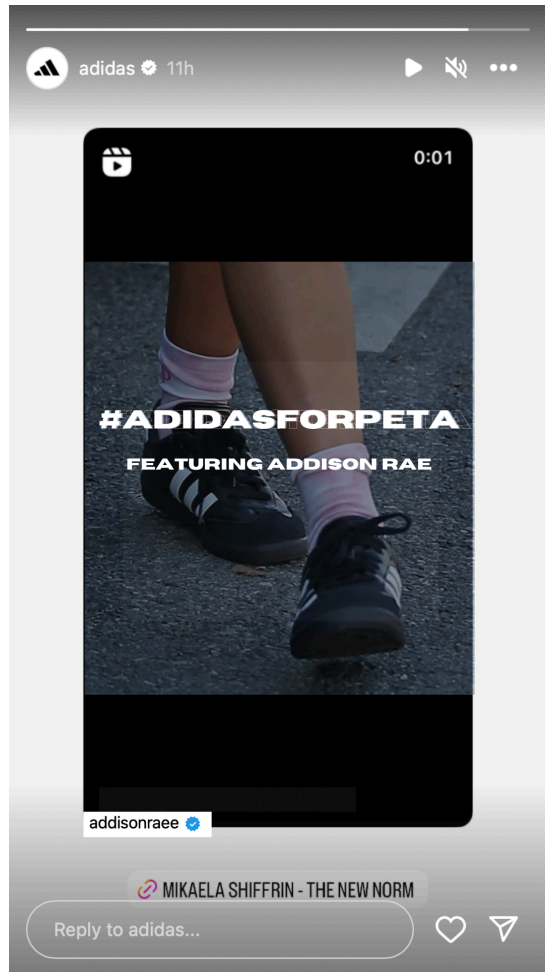
Email Pitch:

Hi (First Name),

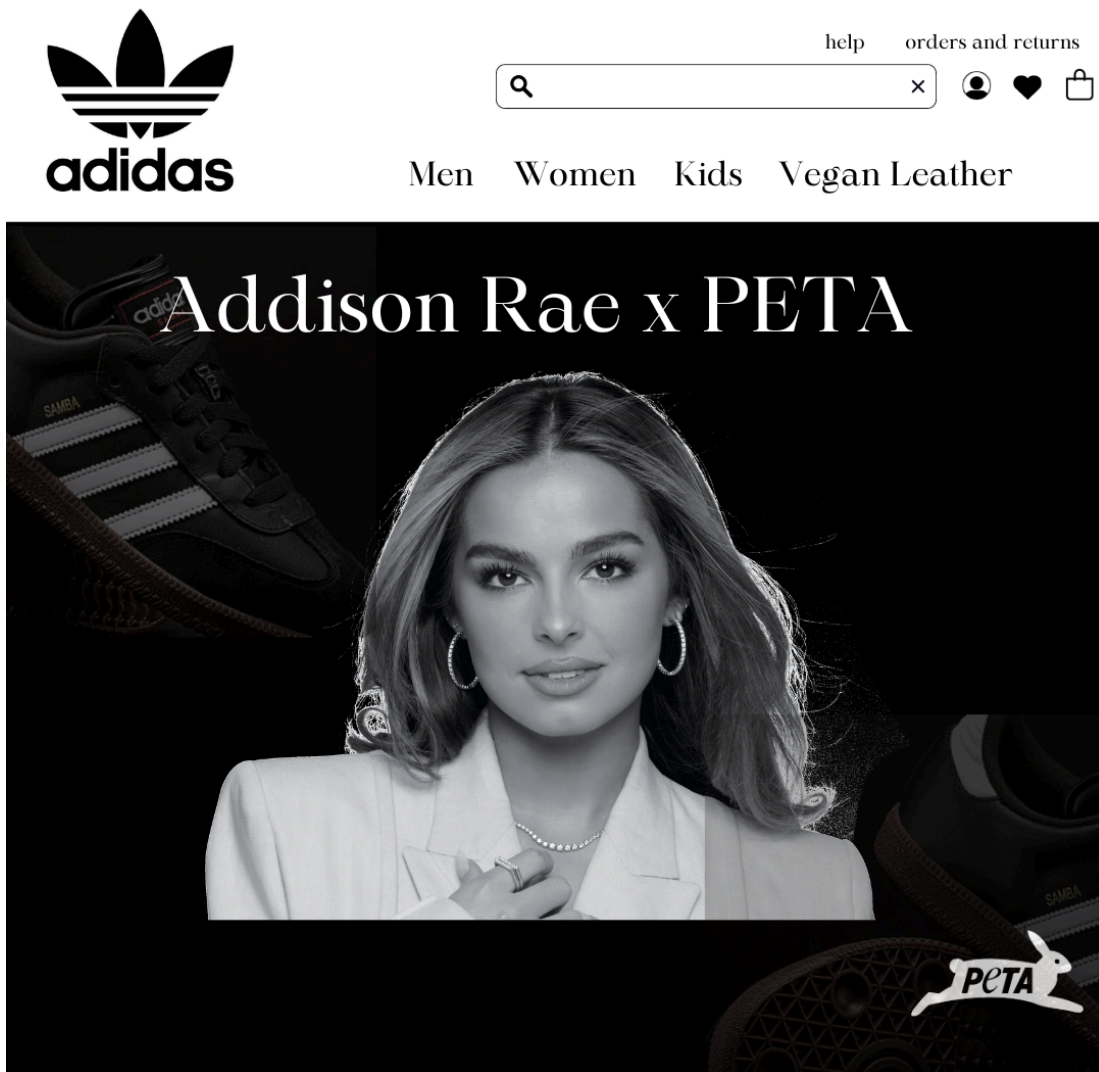
Would you be interested in an exclusive interview and photoshoot with TikTok celebrity Addison Rae about Adidas's newest campaign? Adidas's upcoming campaign with animal rights organization PETA and Addison promotes the brand's vegan leather sneaker line. The interview with Addison, the founder of the vegan makeup brand Item Beauty, and Adidas CEO Bjorn Gulden will cover the importance of vegan leather in the fashion industry for promoting animal welfare and combating the climate crisis. The discussion will also delve into the athletic company's mission to champion sustainable fashion, along with details on how a portion of the sales from their vegan leather sneakers will contribute to PETA's animal welfare initiatives. The subsequent photoshoot will feature Addison in Adidas vegan leather sneakers. Let me know if you are interested or have any questions.

Thanks,
Connor Donovan
*phone number

(S) SHARED Content: X + Instagram feed posts/reels reposts and shares



(O) OWNED Content: Website Mockup + Adidas' Company Podcast



[Click Here For Podcast](#)

Content Calendar:

Content Calendar: ADIDAS x PETA									
Platform	Publish Date	Due Date	Author	Posting Time	Post Image (Thumbnail or Image Link)	Post Topic or Title	Post Content or Caption	Keyword(s)	Hashtags
INSTAGRAM	4/22/24	4/19/24		10 AM	N/A	Campaign concept debut graphic	Xxx Step into a more compassionate world with the all-new Adidas x PETA Vegan Leather Collection! 15% of proceeds from the first 6 months support animal rights. Walk the talk, walk the change	Vegan, Adidas, change, animal rights	#AdidasXPETA
TIKTOK	4/24/24	4/21/24		12PM	N/A	Addison Rae short campaign video ad	Xxx Addison Rae is now the official ambassador for the Adidas x PETA vegan leather shoe collection! Welcome aboard Addison! #AddisonforAdidasXPETA	Ambassador, vegan, official	#AddisonforAdidasXPETA
YOUTUBE	4/25/24	4/23/24		3PM	N/A	Adidas x PETA informational ad	Xxx Introducing the Adidas and PETA Vegan Leather Collection: A Step Towards Sustainability. Learn more about this exciting collaboration and how it's supporting animal rights with 15% of proceeds for the first 6 months. Join us in making a difference! #AdidasXPETA #VeganLeather	Introducing, sustainability, collaboration	#AdidasXPETA #VeganLeather
TWITTER/X	4/28/24	4/25/24		12 PM	N/A	Create hashtag #AddisonforPETA	Xxx Introducing #AddisonforPETA: A powerful collaboration that combines fashion with a cause. Stay tuned for updates and be part of the movement for change. #Sustainability #AnimalRights	Powerful, fashion, movement	#AddisonforPETA, #sustainability
LINKEDIN	4/30/24	4/27/24		3PM	N/A	Adidas' committing to future sustainability efforts	Xxx Adidas: Committed to Sustainable Fashion At Adidas, we're passionate about redefining the future of fashion. Our partnership with PETA for the Vegan Leather Collection is just the beginning of our journey towards greater sustainability. We're excited to announce that 15% of the proceeds from this collection will be donated to PETA for the first 6 months.	Journey, sustainability, donated	#FashionForChange #AddisonforPETA
INSTAGRAM	5/2/24	4/29/24		10 AM	N/A	Addison Rae on why she partnered w Adidas/PETA	Xxx Our ambassador Addison Rae, on why she decided to partner up with us. #AddisonforPETA	Ambassador, partner	#AddisonforPETA
TIKTOK	5/4/24	5/1/24		12PM	N/A	Addison Rae "What I Wear In A Day" vlog	Xxx Our very own @AddisonRae takes us through her #QTRW with her brand new pair of Adidas x PETA vegan leather sneakers. #AddisonforPETA	Vegan, leather, sneakers	#QTRW, #AddisonforPETA
YOUTUBE	5/6/24	5/3/24		3PM	N/A	Behind the scenes of vegan shoemaking process	Xxx In this short video, our team will take you through the intensive and intricate process behind the production of our vegan leather shoe collection. #AddisonforPETA #BTS	Process, production, video, shoe	#BTS #AddisonforPETA

Group member contributions:

- Connor Donovan: earned content (press release and pitch) ; owned content (podcast)
- Allison Shust: shared content (X and Instagram feed posts and reels reposts and shares) ; owned content (podcast)
- Gaby Einhorn: paid content (billboards mockups and sponsored Instagram and Tiktok ads) ; owned content (podcast and website mockup)

Evaluate your group members (including yourself) based on the following scale:

	Great	Not So Great		Poor							
Performance	10	9	8	7	6	5	4	3	2	1	
Name Everyone	1. Attendance and communication: Showed up and stayed in contact with the group.		2. Contributed to the group effort with an equal amount of participation in relation to other members		3. Generated good ideas		4. Supported other teammates		5. Actively helped to make things better		Total points
Name of Teammate 1 (Allie):	10/10		10/10		10/10		10/10		10/10		50/50
Name of Teammate 2: Gaby	10/10		10/10		10/10		10/10		10/10		50/50
Name of Teammate 3: Connor	10/10		10/10		10/10		10/10		10/10		50/50