



**D&AD
New Blood
Awards**



Brief set by
adidas

In collaboration with
H+K Strategies

Change the lives of young female athletes in adidas' key cities. Build them a future in their city's pitches, fields and courts of play

Related Disciplines

Open Brief
Advertising
Design
Product & Service Innovations

Extra Prizes

Potential to make your idea a reality with adidas.

Deadline

20 March 2019, 5pm GMT

The back story

Together, we can achieve more progress, equality and access for everyone in tennis and beyond. – Billie Jean King

adidas is committed to changing the future for young female athletes in key cities across the globe, breaking down the barriers which cause them to drop out of sport. These key cities include London, Paris, New York, Tokyo, Shanghai and LA.

To drive this cause, adidas has launched Here to Create Change, alongside tennis and social justice pioneer, Billie Jean King.

What's the challenge?

Not all athletes are born equal. adidas has found that in London, Paris, New York and Tokyo alone, over 50% of girls don't play competitive or individual sports and over 25% of girls stop playing sport between the ages of 14-17.

Why? Because they don't see a future. There are too many barriers stopping their progression. There's a legacy of inequality and opportunity. Lack of infrastructure, lack of access, lack of role models, lack of funding. A legacy that adidas wants to change.

Choose one of the key cities listed above and create a service, brand experience, campaign, digital or social experience or product (app or digital build for example) that:

- gets girls engaged with sport – focusing on one of those that needs the greatest shift – tennis, swimming, rugby, weightlifting, hockey and boxing
- focuses on removing the mental or physical barriers that prevent girls from getting onto, or staying on, the fields, courts and pitches.

This isn't just about coming up with an amazing spectacle. This is all about considering how your solution would work in this setting and lead to long lasting change.

Who are we talking to?

14 to 19 year old females. They can be anything from an amateur to a future professional athlete living in one of adidas' key cities.

Things to think about

How to be bold

adidas believes in the power of sport to change lives. Help put that belief into action. Think big. Think bold. Think ambitious. But be clearly grounded in reality.

How to bring about change

What sport will you choose? What barrier will you focus on?

How to look forward

Don't look back: adidas is an innovative brand. And don't look to competitors for inspiration. adidas = biggest and best.

How to consider unique nuances

Think about how we can encourage participation where there is currently a large gender gap.

How to create something holistic

Show how female athletes will experience your idea and how it could scale and spread. What are the relevant media, channels, social platforms and touch points? How would content be tailored?

How to make use of adidas' assets/network

These include partnerships with some of the world's most successful athletes and teams (*See further information for more details*). Can these make production more viable or enhance your solution?

The important stuff

Present your idea in a nutshell. Show the key insights and elements of your concept. What sport have you chosen? What would it look like? How would we encourage participation? How would female athletes experience it? How would it work? How would you use social platforms?

Focusing on one of adidas' key cities, consider the real city-based issues facing female athletes. Will your idea be focused on transport, housing, diversity and inclusiveness, healthcare and nutrition, space and time, role models, stereotypes, community, livelihoods, education, infrastructure in school, college and beyond, or energy and the environment?

Explain your creative process. Give highlights from your research and development. Show how you made your choices and arrived at your solution.

What to submit and how: Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); physical supporting material; if your mainpiece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is video, you can also submit **JPEGs** (max. 4).