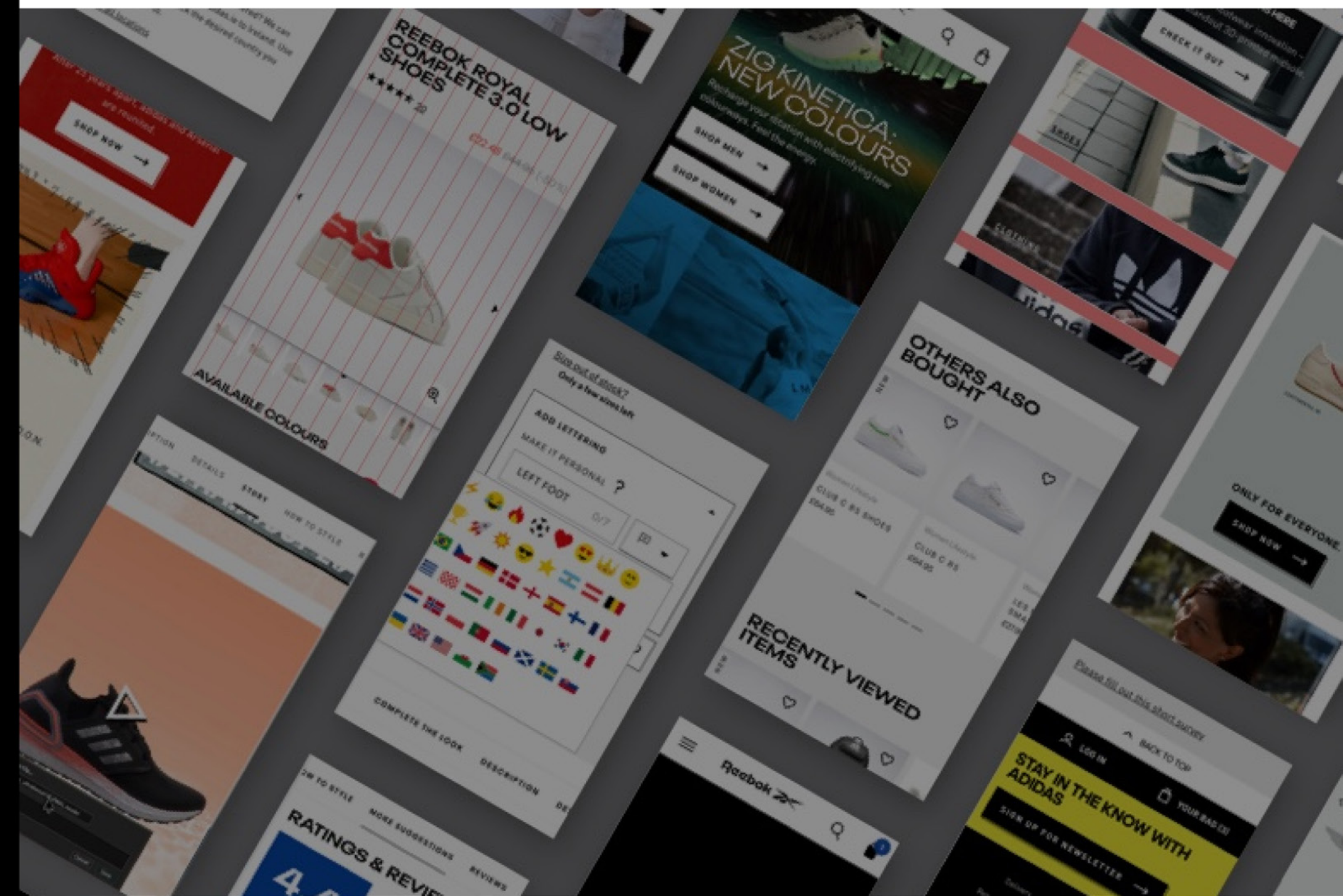


CREATIVE STUDIO

CHANNELS REDESIGN

PERFORMANCE BADGE AND
ADIDAS DESIGN LANGUAGE UPDATE



AGENDA

- 1 INTRODUCTION**
15 mins
- 2 PROJECT SCOPE**
15 mins
- 3 Q&A**
20 mins



A close-up photograph of a person's hands adjusting a white and light blue sneaker on their foot. The person is wearing a dark grey long-sleeved shirt and a black sports bra. The background is a blurred outdoor setting. The word "INTRODUCTION" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

INTRODUCTION

WHAT IS THE PROJECT ABOUT?

This project is split in two distinctives parts:

1

Rolling out the
Performance badge
on all our channels

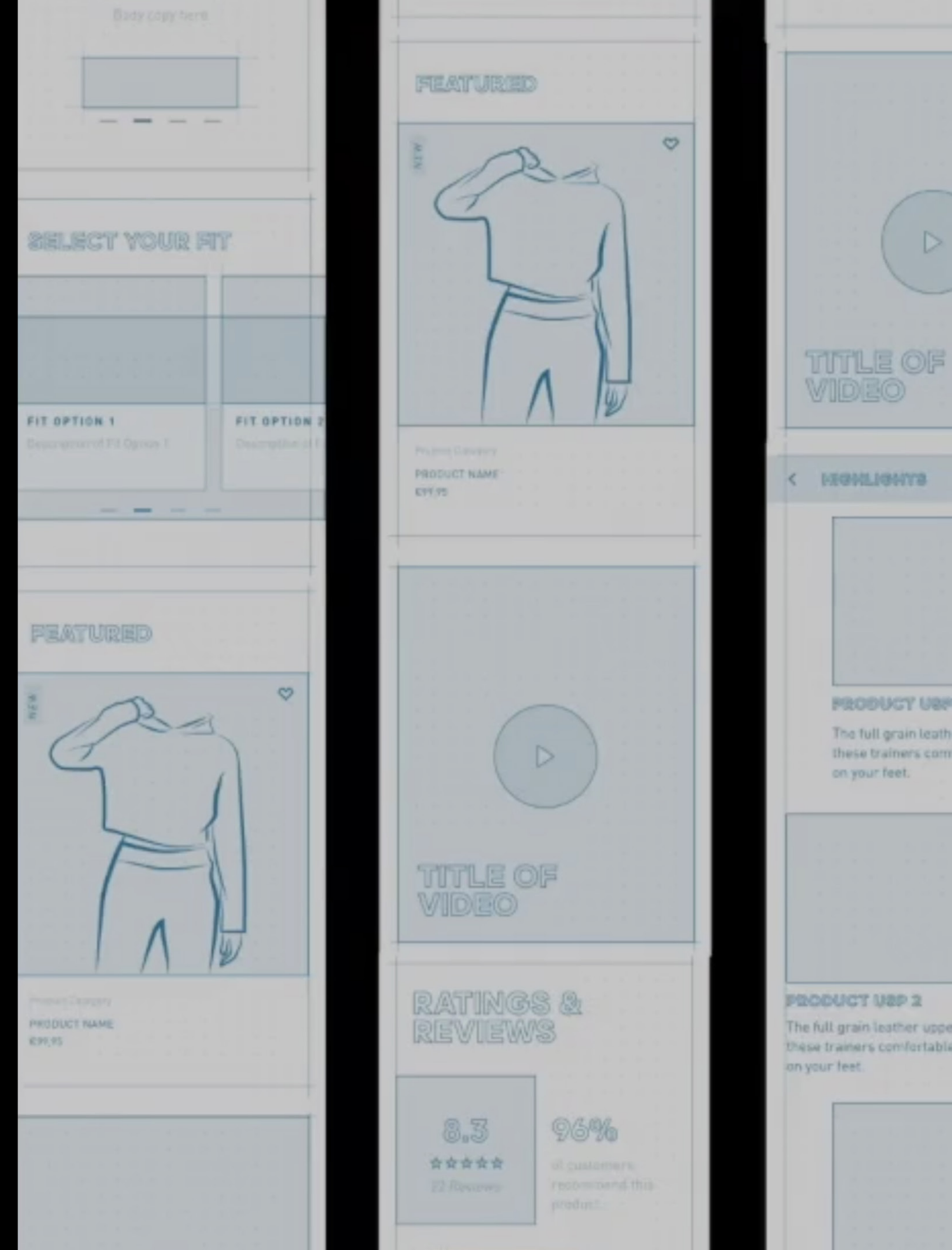
2

Redesigning our
channels to the adidas
design language



WHAT IS A DESIGN LANGUAGE?

“A Design language is a communication tool that helps designers create visually harmonious and coherent designs and give their products a unique but consistent look and feel.”



WHY ARE WE UPDATING OUR BRAND IDENTITY AND DESIGN LANGUAGE?

1. BRAND RESTRUCTURING

A brand restructuring is happening at adidas with the introduction of the performance badge in April 2022. Our sport apps and channels are falling under the performance category and are therefore impacted by this change.



Badge of Sports



Performance Badge

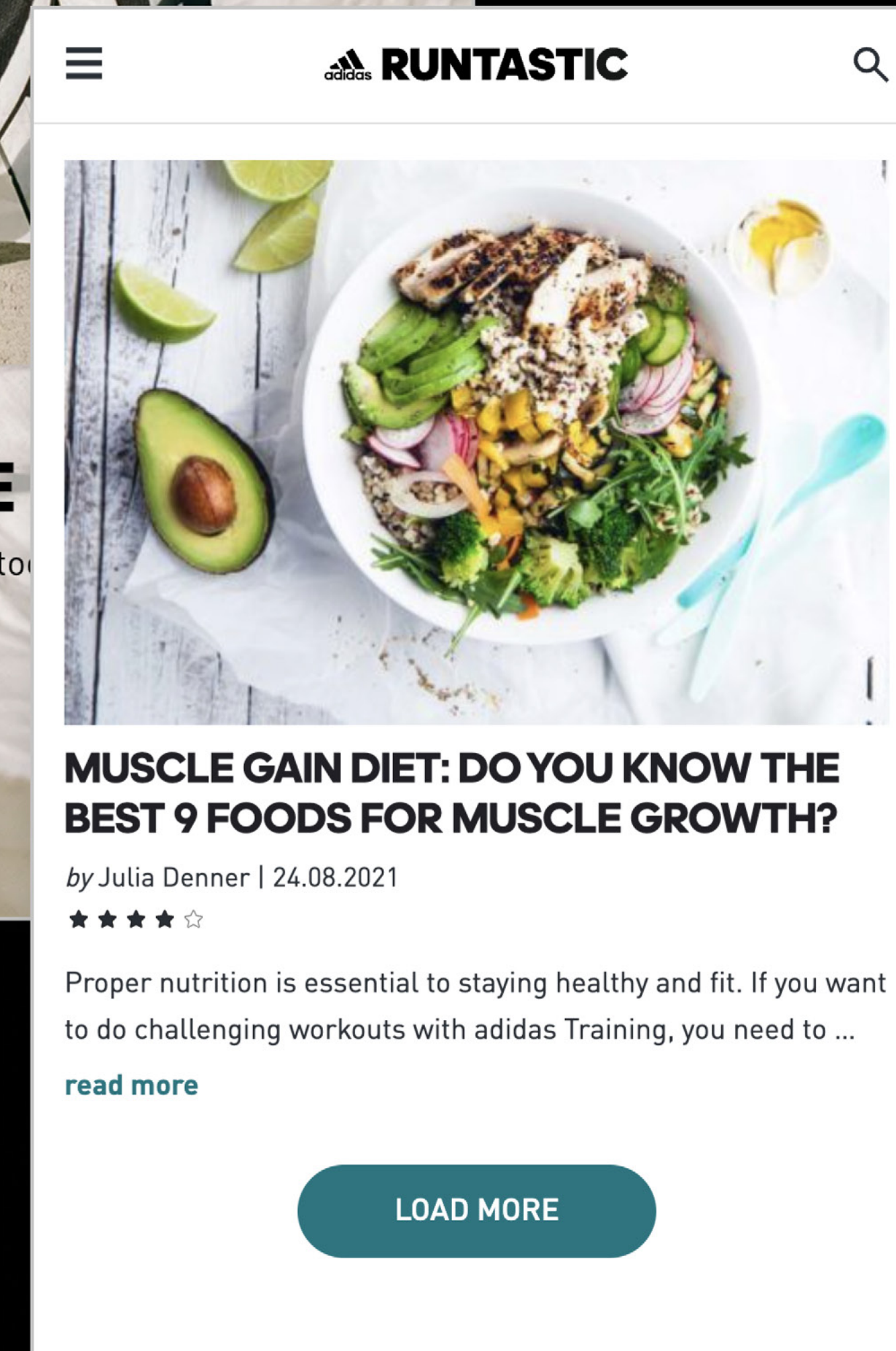
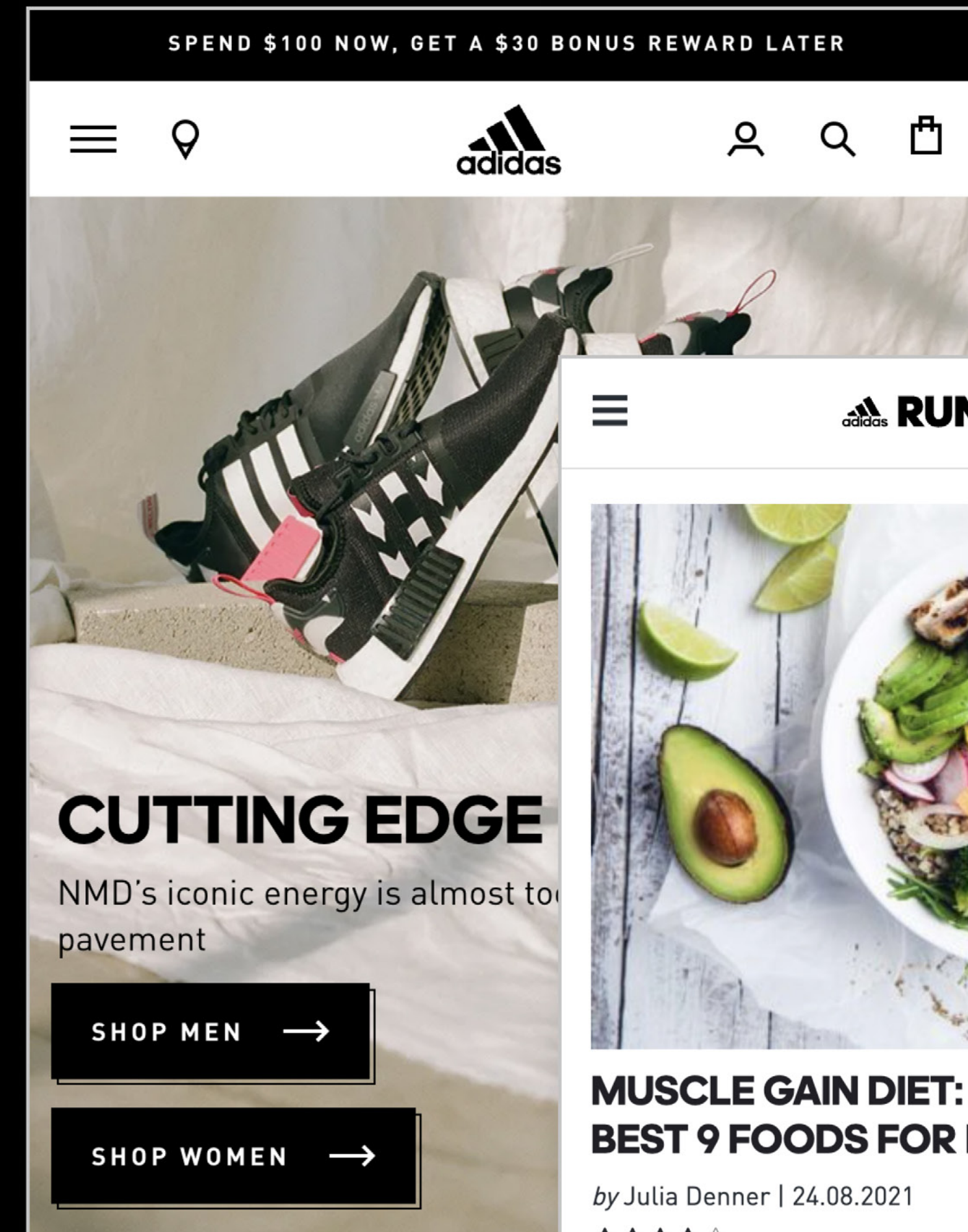


2. FRICTION BETWEEN ADIDAS TOUCHPOINTS

Our channels* do not share the same design language as adidas, therefore they do not reflect a visual connexion to adidas channels. There is a confusing mixed narrative between still being Runtastic but calling ourselves “adidas”.

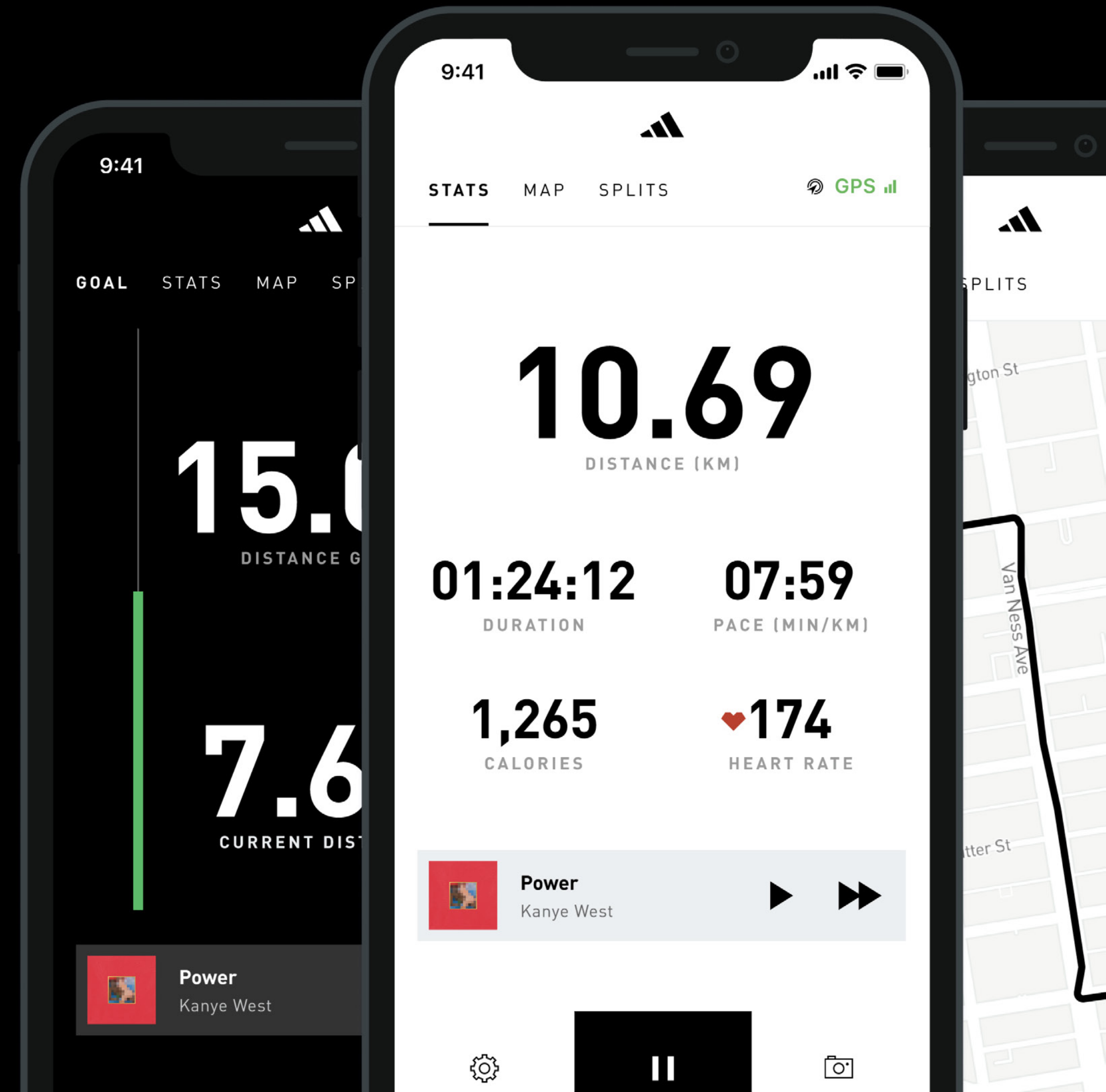
WE ARE ADIDAS.

*This term refers to any marketing channel owned by Runtastic, such as social media pages, app store pages, CRM touchpoints, blog, web pages etc... It may also include in-app content and non-digital channels (like marketing events for example). A detailed list of affected channels will be provided at a later stage.



3. SPORTS APP REDESIGN

With the adidas Running and adidas Training apps being aligned to the adidas design language in the near future, we have the opportunity to align our channels as well to be consistent with our products and offer an optimised user journey, from adidas touchpoints to Runtastic ones.



STRATEGY & VISION

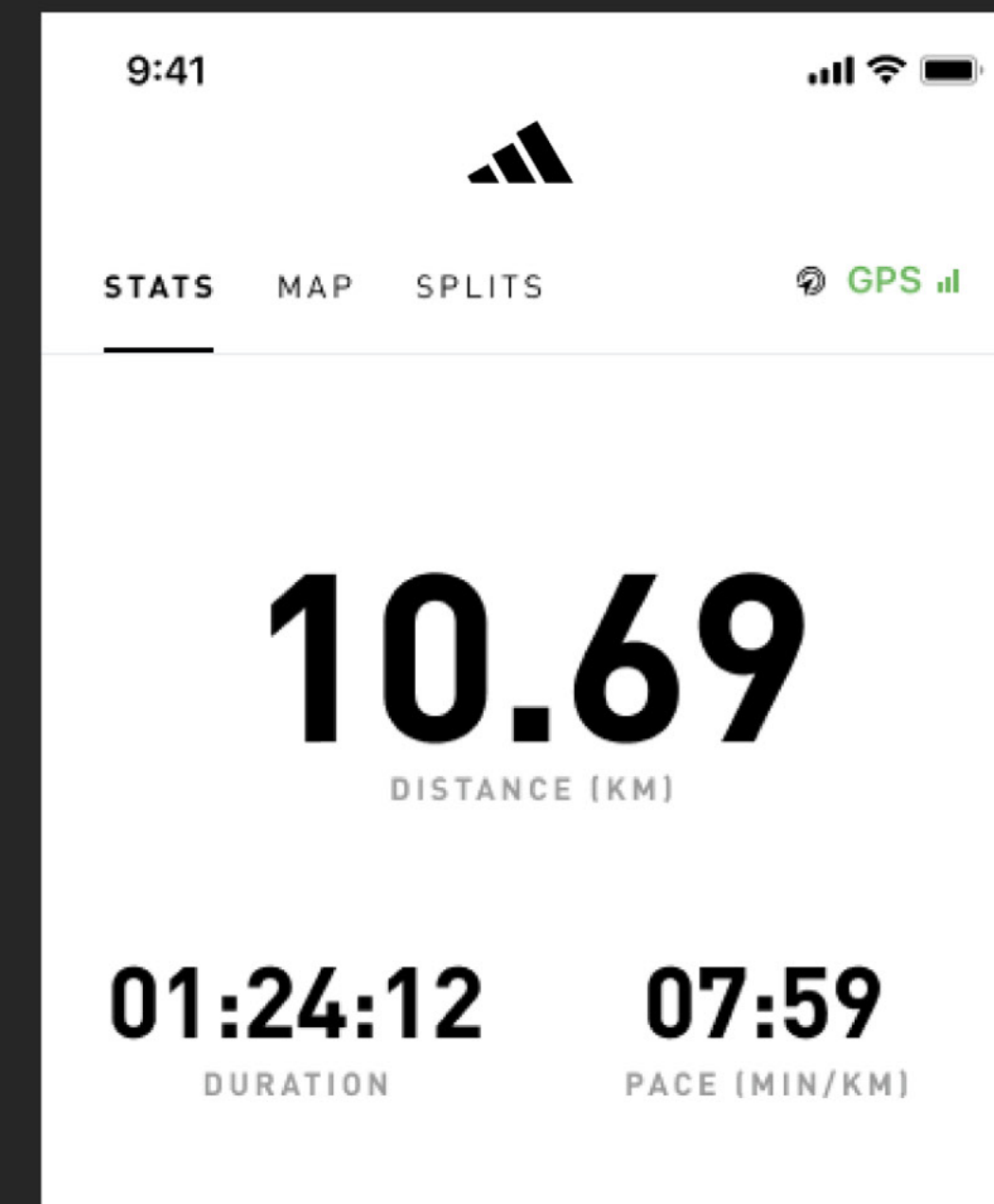
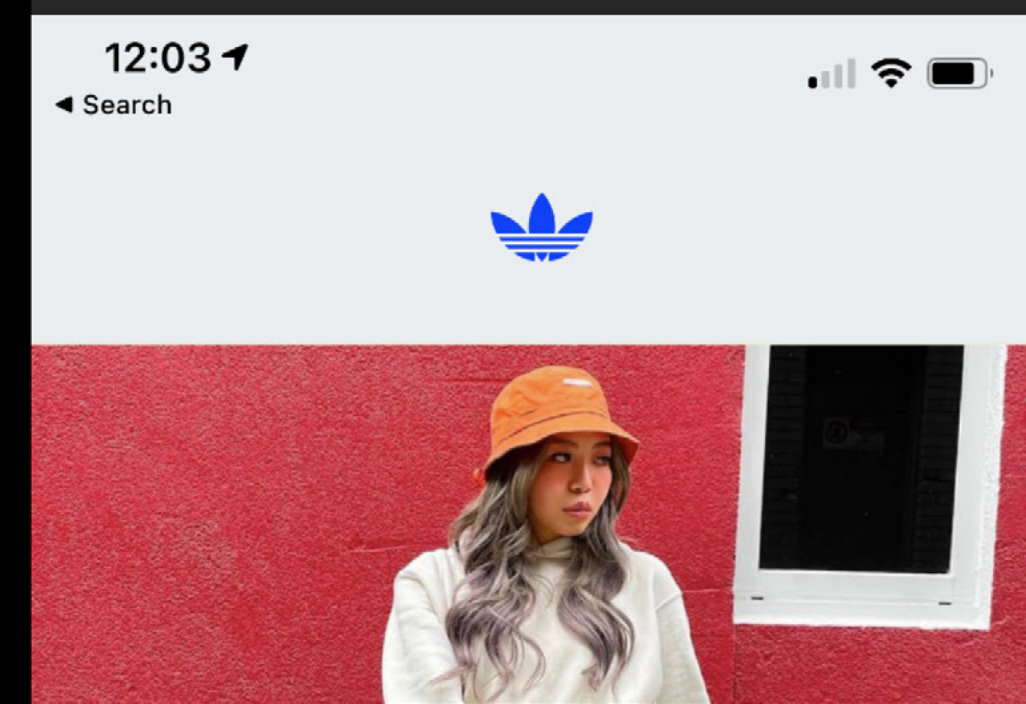
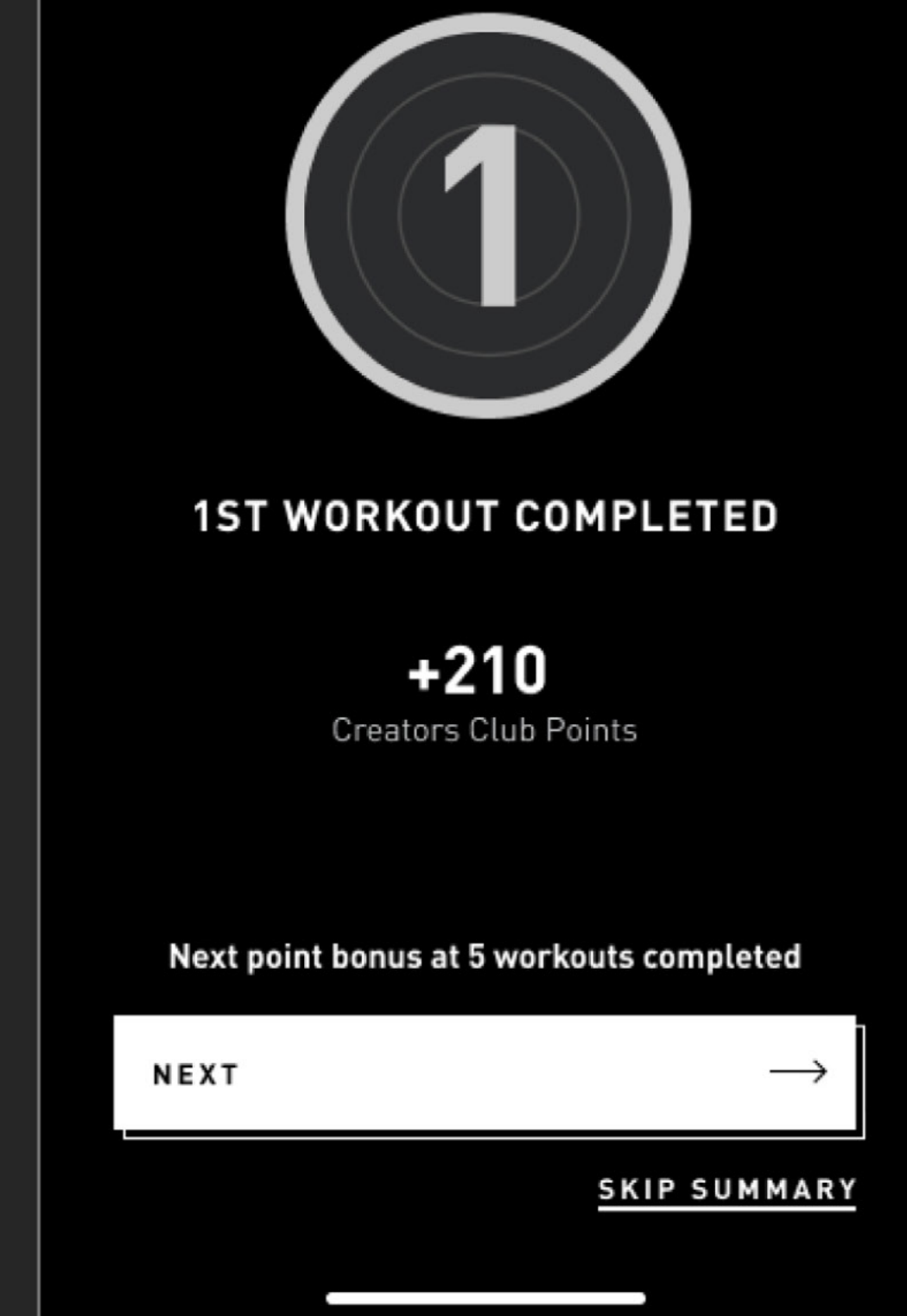
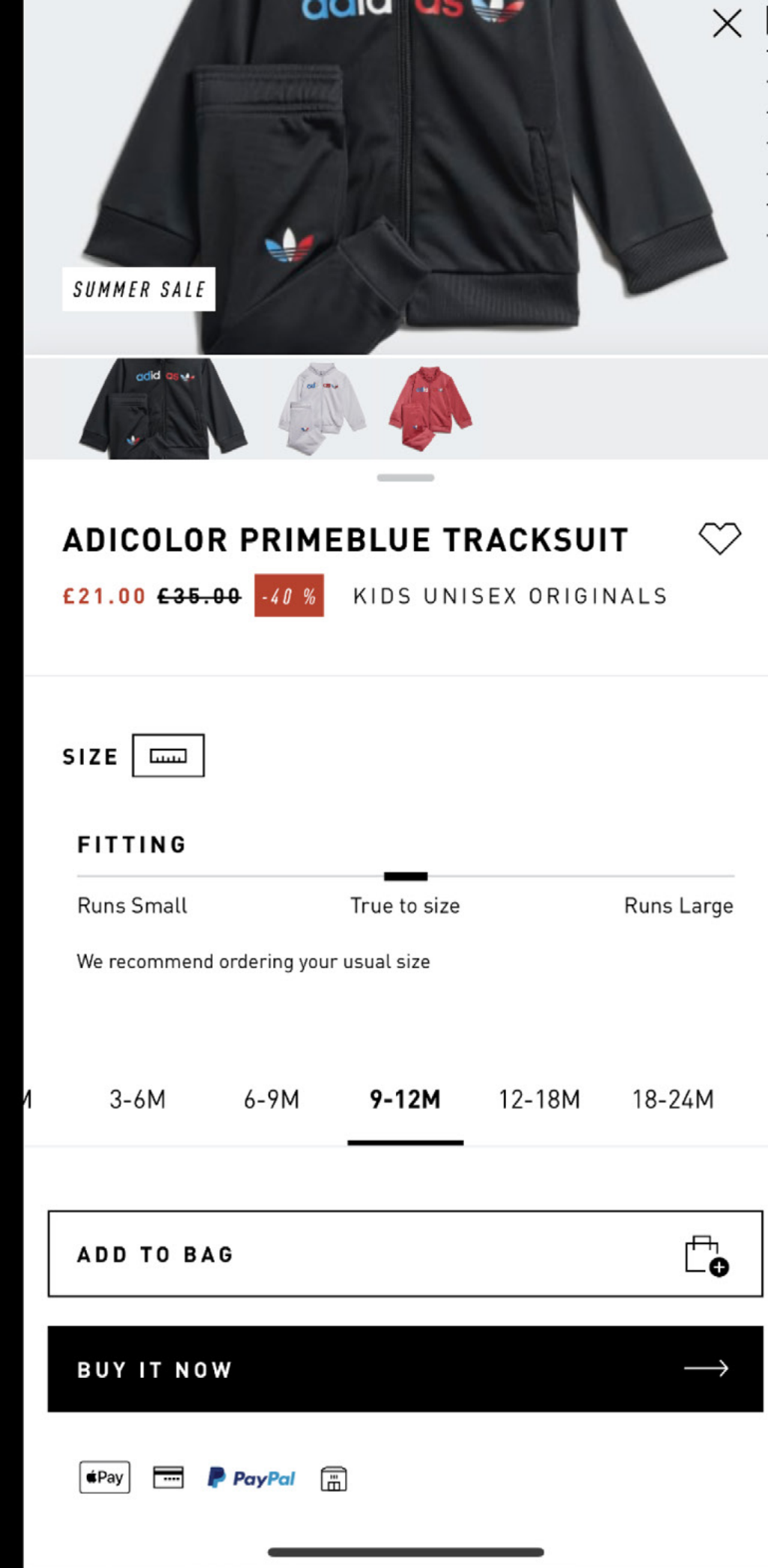
OWN THE GAME

CREATE ONE HOLISTIC EXPERIENCE
ACROSS TOUCHPOINTS



PROJECT MISSION

By creating a unified design language we can take a major step to unify our brand image, creating consistency and efficiency across digital touch points at adidas.



OPPORTUNITIES

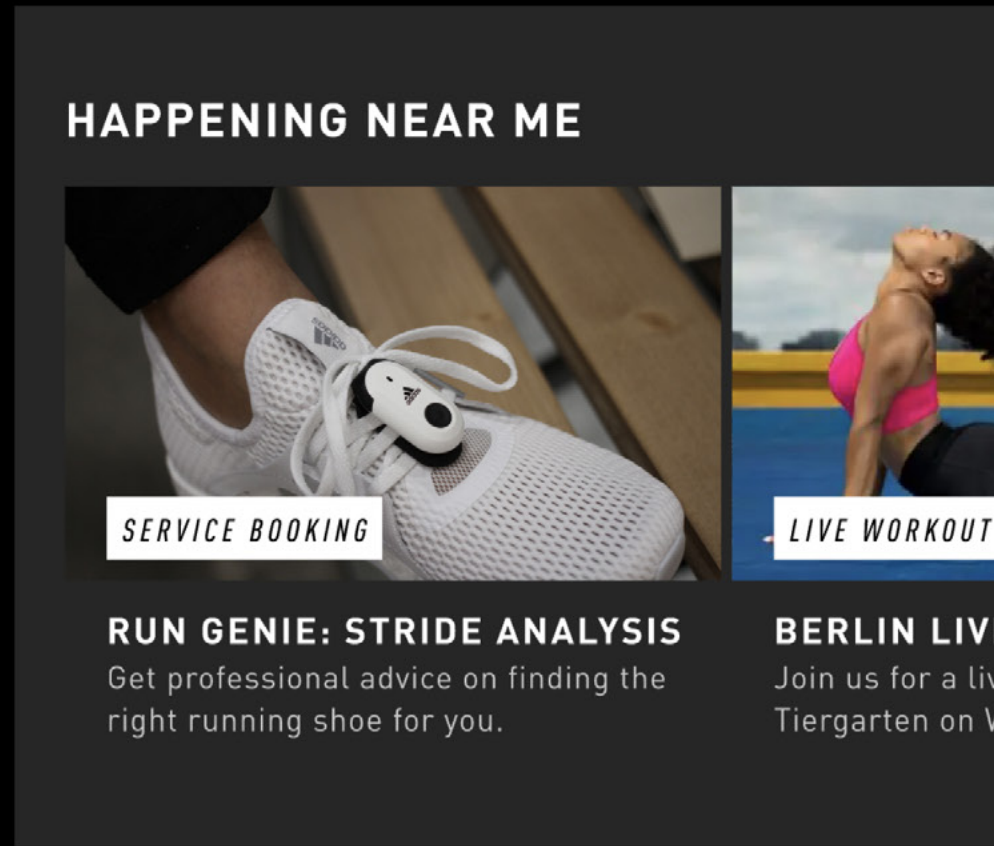


CONTENT LEAD EXPERIENCES

Increased use and priority of visual storytelling

Dynamic & personalised content

Ensuring our interface works around the content



SHARED EXPERIENCES, CONTENT & TECH

Ensuring the content and experiences created by adidas can be shared across all apps

Taking advantage of adidas tech capabilities like LATTE

Reducing investment in component development by sharing resources with adidas



LEVERAGE THE ADIDAS BRAND

Using the adidas brand to our advantage

Building unique experiences across ALL adidas digital and retail touchpoints

Creating differentiation from competitors by having *Uniquely adidas* experiences

OPPORTUNITIES



RESET THE OLD. SET THE NEW.

Changing our design language allows us to reset our old experiences

The new design language will prepare us for the future. From 2022 and beyond



SPEED & SCALE IN NEW MARKETS

Combined Investment with adidas on topics like A11y & Right-to-left support. Enabling us to reach more users

The adidas Design Language will help us appeal to the next generation of athletes*



WE ARE ADIDAS.

*Hypothesis to be researched

A man with dark hair, wearing a dark blue Adidas jacket, is looking off to the side with a slight smile. The background is a blurred industrial or construction site. The text "PROJECT OUTLINE" is overlaid in large, white, bold, sans-serif font across the center of the image.

PROJECT OUTLINE

PROJECT GOALS

1

Update our brand identity to the performance badge and roll it out on all our channels.

3

Develop the future of our brand & showcase the new design experience across our channels.

2

Align our channels to the adidas design language to create a seamless user experience and a unified brand.

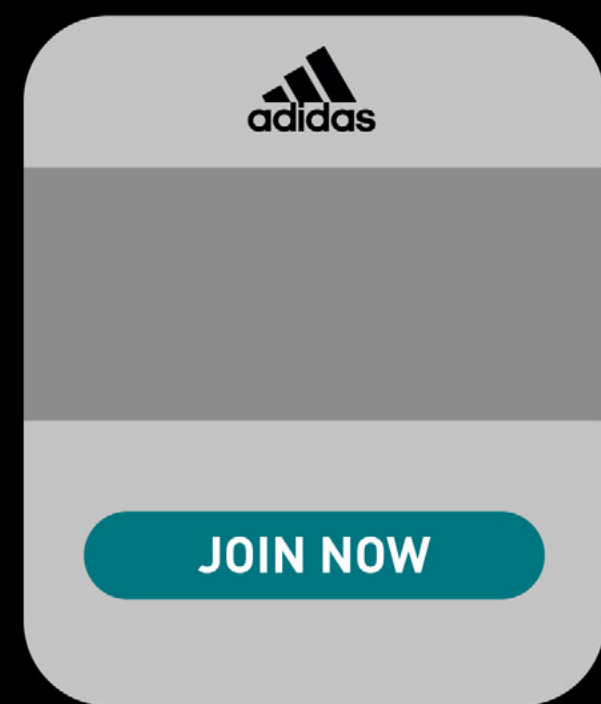
4

Provide all required assets for implementation and prepare the hand over to other teams.

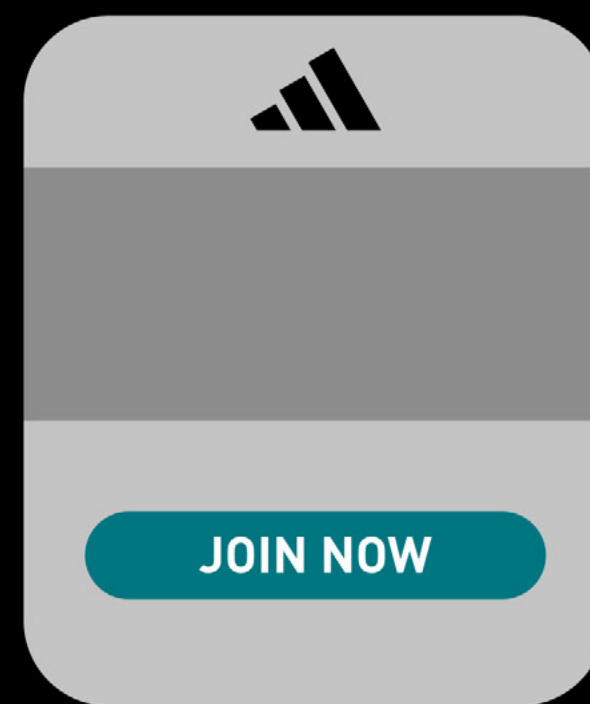


ROLLOUT

The Performance Badge rollout will happen before the channel redesign, which means that the channels will at least be updated twice. Here is an example with a fictional channel:



Current version
Now



Performance badge update
April 2022



*Design language update
TBD (Q2 2022)*

SECONDARY GOALS

The design language update is also the opportunity to experiment and dive deeper into our brand visual communication:

5

Rethink our channels core structure and look & feel, in order to create the best user experience.

6

Envision how a new user-facing brand name would look like on our channels (adidas Fitness).

7

Look at how Premium can be integrated into the new design language and make adaptations if necessary.

TIMELINE

OCTOBER
2021

NOVEMBER
2021

DECEMBER
2021

JANUARY
2022

FEBRUARY
2022

MARCH
2022

APRIL
2022

PROJECT SET-UP

▲
PROJECT
KICK-OFF

PHASE I: PERFORMANCE BADGE UPDATE

PERFORMANCE BADGE IMPLEMENTATION (PREPARATION)

●
PRODUCTION TEAM & CHANNEL STAKEHOLDERS
INTRODUCTION TO THE PERFORMANCE BADGE

▲
PERFORMANCE BADGE ROLLOUT
(EXACT DATE TBD)

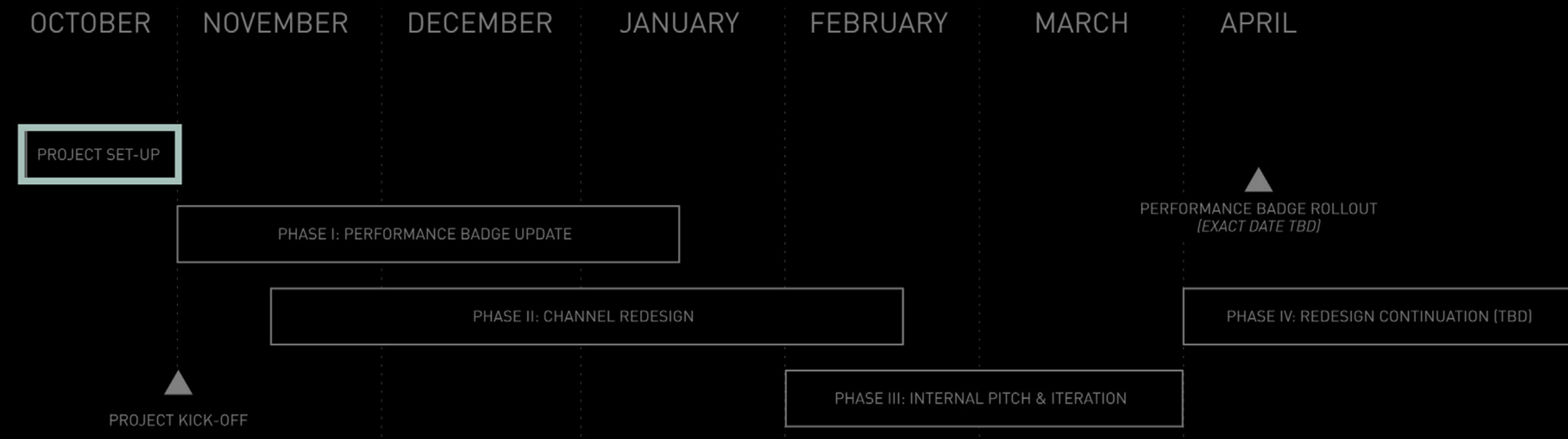
PHASE II: CHANNEL REDESIGN

PHASE IV: REDESIGN CONTINUATION (TBD)

●
BRAND DESIGN TEAM INTRODUCTION TO
THE ADIDAS DESIGN LANGUAGE (aDL)

●
BRAND DESIGN TEAM INTRODUCTION TO
THE FINAL SPORTS APP DESIGN SYSTEM

PROJECT STEPS



PROJECT SET-UP

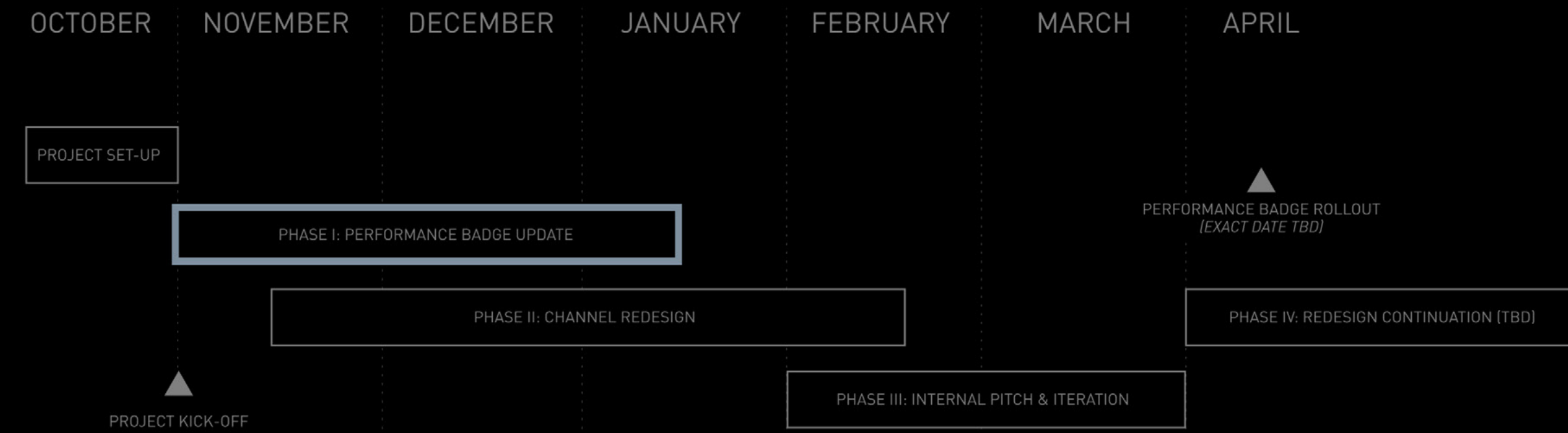


1 Create project brief with documentations, tools, folders and define the goals, mission, timeline, scope, stakeholders involvement for the project.

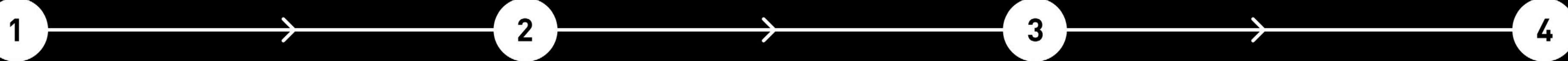
2 Get a status update from Product Design, get on-boarded to the adidas design language.

3 Kick-off the project and introduce the topic to key stakeholders.

PROJECT STEPS



PHASE I: PERFORMANCE BADGE UPDATE



1 Provide guidance on performance badge application & list all touchpoints where the logo will need to be updated. Add dependencies for each touchpoint.

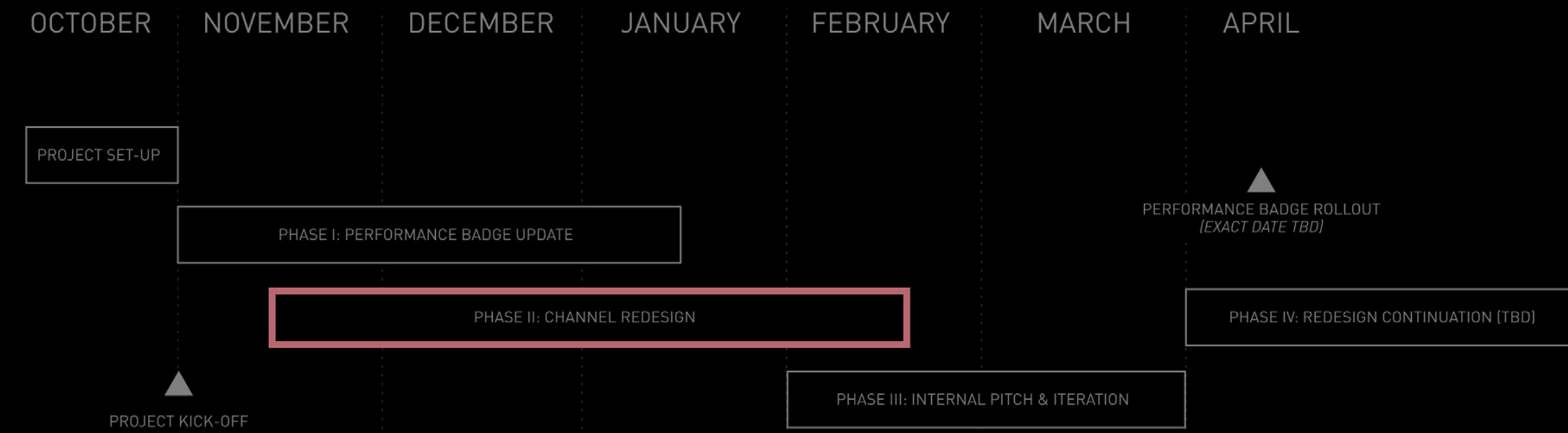
2 Rebrand all existing logos to the performance badge (adidas Runtastic, app logo etc...) and export the master files.

3 Update where visible on all touchpoints/assets/channels (incl. app icons). Export the assets in all required formats. *

4 Support teams for new logo implementation, align on rollout date with the Product Design team, Production team and channel stakeholders.

* Brand Design Team support needed for asset creation.

PROJECT STEPS



PHASE II: CHANNEL REDESIGN

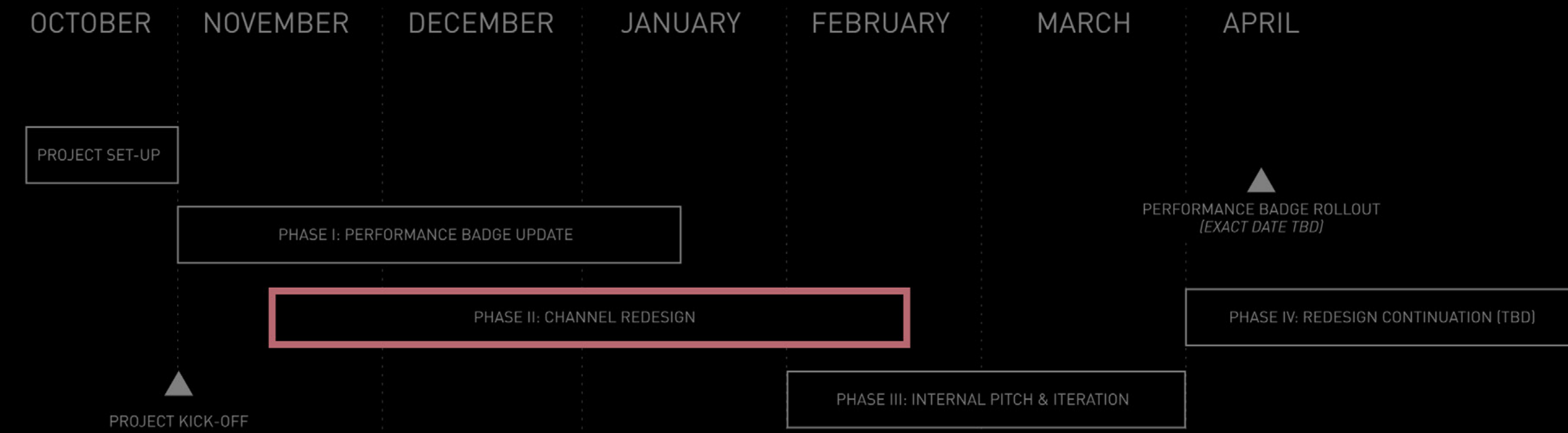


1 Provide guidance on adidas Design Language (aDL) and link all related documentations (how it is applied, what are the components, where to find them...). On-board the brand design team. List all channels affected by the redesign, and for each touchpoint, follow the next steps.

2 Show the channel status quo and think of what could be improved based on current issues or feedback from user. Add channels dependencies (emarsys, dev, tech, links etc...)

3 Benchmark and compare to the adidas equivalent channels or competitor channels when relevant. Also think of what could be improved additionally to the design language update - write down key findings.

PROJECT STEPS



PHASE II: CHANNEL REDESIGN

4

Brainstorm & write creative briefs: think of new visual ideas to try and list what elements will be impacted by the adidas design language update (button, typography etc...) *

5

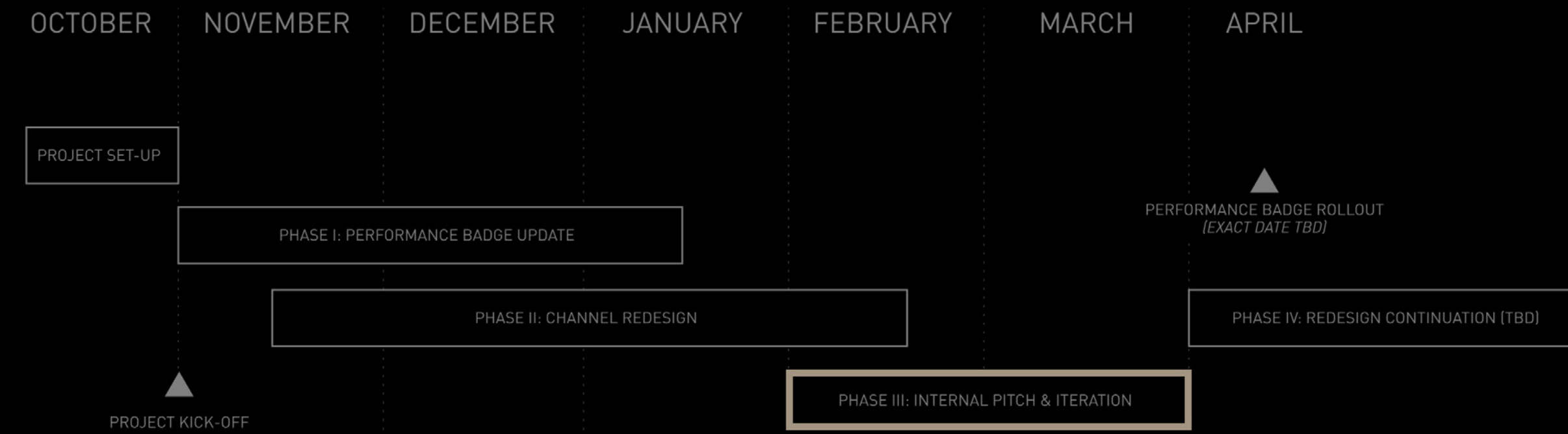
Ideate, research and explore. Create drafts for each channel. *

6

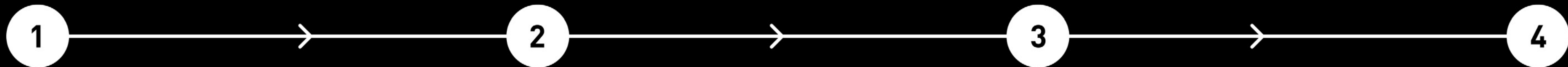
Review, iterate and provide a final draft for each channel. Get feedback from the Product Design team regarding the aDL application. Adapt drafts accordingly.

* Brand Design Team support needed for asset creation.

PROJECT STEPS



PHASE III: INTERNAL PITCH & ITERATION



1 Create an additional version of all selected drafts from phase II with adidas Fitness branding instead of adidas Runtastic (TBC by Management).

2 Prepare a pitch showcasing all the drafts (potentially one version with adidas Runtastic and one with adidas Fitness).

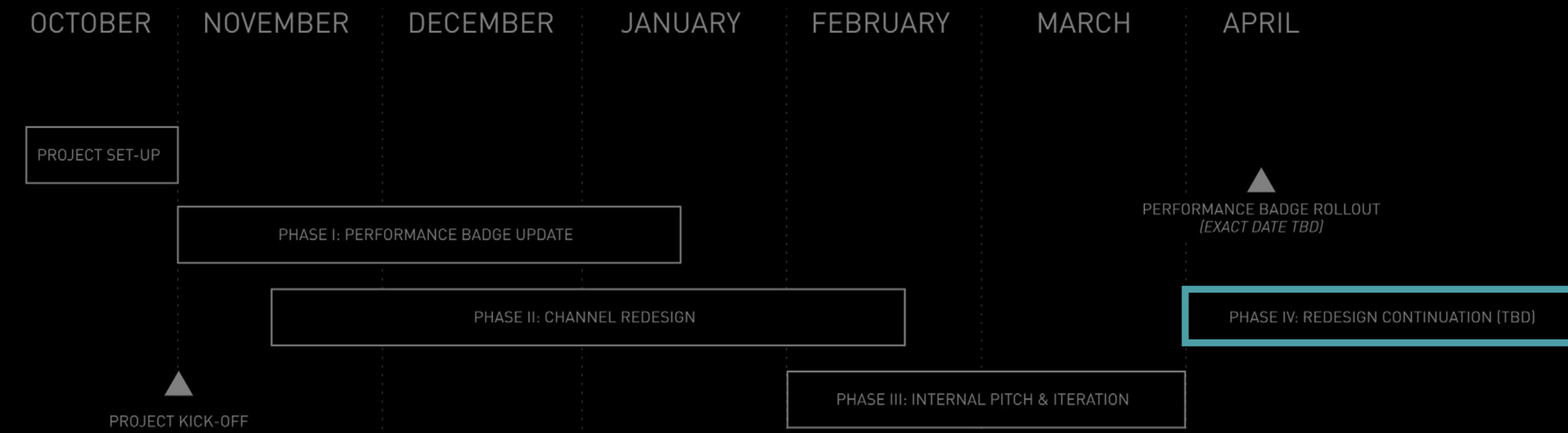
3 Pitch. Then, review, iterate and finalize drafts based on feedback received at the pitch from stakeholders (in regards of feasibility & implementation). * ●

4 Prepare for implementation/hand-over by providing guidance to channel stakeholders and exporting the final assets. Align on go-live date(s) with Product Design team and other key stakeholders. * ●

* Brand Design Team support needed for asset creation.

● It may not be possible to already finalize some channels at this stage. They will be tackled in the Phase IV of the project.

PROJECT STEPS



PHASE IV: REDESIGN CONTINUATION (TBD)

This phase has to be defined based on the findings of the previous phases. Some channels might be updated gradually or at a later stage only (e.g.: website, premium etc...). Also, other channels like the app store screenshots depend on the outcome of the Product Design team and can be worked on only when the new screenshots will be available. A reassessment at the end of phase III is required to clearly define this phase. Here are the key points to consider:



Support other teams for assets implementation and continue to adapt channels that need further work to be done to be aligned to the adidas visual language.

If time allows it, some user research should be conducted too. The Product Design team can support the Brand Design team.

An internal alignment regarding the go-live date and how we communicate the change to our users is also needed during this phase. Ideally, the redesigned channel will go live at the same time as the new sports apps.

Additionally, all changes should be documented during this phase (brand guidelines update, components list etc...)

STAKEHOLDERS INVOLVEMENT

BRAND DESIGN

is the main contributor to this project. The team is on-boarded right after the kick-off and introduced to the adidas design language as soon as the framework & documentations are ready.

CREATIVE STUDIO

is invited to the kick-off and the pitch. Specific team members will be consulted for feedback in the course of the project.

PRODUCT DESIGN

is involved through regular check-ins to align on the design language between sports apps and channels. The Product Design team provides feedback on the Brand Design work. Ideally, the Product Design team can also support the Brand Design team in conducting user researches.



STAKEHOLDERS INVOLVEMENT

PRODUCTION TEAM

is updated by the Project team at the end of Phase I: the final performance logo assets are shared with the Production team and an introduction to the logo usage is conducted and documented.

CHANNEL OWNERS

are invited to the kick-off and will be in direct contact with the Project team to align on the dependices in terms of feasibility, implementation and timelines.

MANAGEMENT

is asked to give feedback on the rebranding opportunity to adidas Fitness. Their feedback on the pitch is also essential.



BRAND DESIGN TEAM WORKFLOW

On-boarding session to the adidas design language (aDL) by NED.

On-boarding session to the finalized design system of the Sports app by the Product Design team.

Ad hoc team support (mainly RES) for specific redesign topics: jira tickets will be created by NED.

Weekly check-ins / review sessions with ROR and TYR.

Weekly status update during the Jour Fixe meetings.

Access to one Figma overview working file, documentation and a shared Creative Cloud Library.

Potentially one internal team workshop to brainstorm on new ideas for the channels (during Phase II).

Potentially one shared workshop with the Product Design team during Phase IV to review advanced channels drafts & sports app drafts. Support from the Agile team needed.

LINKS, TOOLS & COMMS

[Project Google Drive folder](#)

FOR BRAND DESIGN:

- Creative Cloud Library & Figma working file:
NED will send direct invites to relevant stakeholders
- All relevant documentation regarding the Performance badge and the adidas design language will be added in dedicated pages of the Figma working file.



THANK YOU!

