

Course Name – B.A. (Vocational) Small and Medium Enterprise

Subject Name- Marketing Strategy & Relationship Marketing

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The Marketing Mix of Adidas – Adidas Marketing Mix

One of the famous brands in the footwear and sports industry, Adidas has seen market movements i.e. ups and downs. The company was formed in 1936. Adidas is among the oldest and largest footwear brands in the world. However, organization is of old age, its heart is new. In the 1980s, Adidas faced tough competition from Nike but eventually conquered the competition by targeting young people as well as sports-oriented men. This article will concentrate on Adidas only and not on the other subsidiary of the Adidas group. Here's the Nike marketing blend.

Products in the marketing mix of Adidas – Adidas Marketing Mix

The Adidas group has four primary subsidiaries. The first is its own brand name-Adidas, which is used in both clothing and footwear. The second is Reebok, which has overtaken Adidas and is one of the leading branches of the Adidas group. The third is Rockport, which specializes in outdoor shoes, apparel, and accessories, and the fourth is Taylor designed, which focuses on golfing wear, tools, etc. Of all the subsidiaries mentioned above, Reebok is the biggest, followed by Adidas. Adidas has a range of products. The primary feature of Nike is, of course, their sneakers. Adidas shoes, available in various designs and types, are durable and athletic. The secondary product of Adidas is clothing and accessories.

Apparels like t-shirts, skirts, sweatshirts, shorts, etc. are in high demand. Where Reebok is stronger in boots, Adidas is stronger in clothes. The goal of Adidas is to give the best shoes to their customers that combine technology and design. These goods are not dependent on need. In fact, the shoes are bought by customers to fulfill their wishes and wishes. Similarly, clothing is designed for comfort during physical exercise. However, while sport is the main focus, clothing is also used by youngsters as a style statement.

Price In The Marketing Mix of Adidas – Adidas Marketing Mix

Due to the style, design, and promotion, Adidas uses skimming rates as well as competitive pricing.

Adidas uses aggressive pricing to run the mill products, keeping in mind rivals including Nike, Reebok and Puma. However, Adidas uses skimming rates on items that are newly launched on the market and are specially crafted. Apparels of Adidas are continuously using skimming rates and are priced higher due to the brand recognition and brand image of Adidas in the fashion industry. The main market for Adidas is the high-end consumers and upper-middle-class people. Adidas rarely uses penetrative pricing as it would have an effect on Adidas ' brand equity. In reality, the higher price point leads to the product quality strategy and, mentally, consumers conclude that higher prices would often equal better quality.

Therefore, Adidas never reduces its costs.

Place In The Marketing Mix of Adidas – Adidas Marketing Mix

The main way in which Adidas is sold is through retail outlets. Adidas has its own exclusive stores in which the content is supplied directly from the product. On the other side, several multi-brand showrooms will also have Nike clothes and accessories at the sale. Such multi-brand showrooms get the items from the distributor. Adidas is also selling its products online. The items are sold through the online channel through the retail stores myntra.com and Adidas online website.

Therefore the distribution structure of Adidas is as follows: 1) Manufacturing >> Adidas stores >> End customers 2) Manufacturing >> Distributor >> Multi-brand outlets 3) Adidas Manufacturin Unit >> Online E-commerce websites / Adidas website >> End customers Due to Adidas ' excellent brand value, the profits are relatively high, which leads to a motivated distribution channel. A happy distribution channel means a successful promotion of the business.

Promotions In The Marketing Mix of Adidas – Adidas Marketing Mix

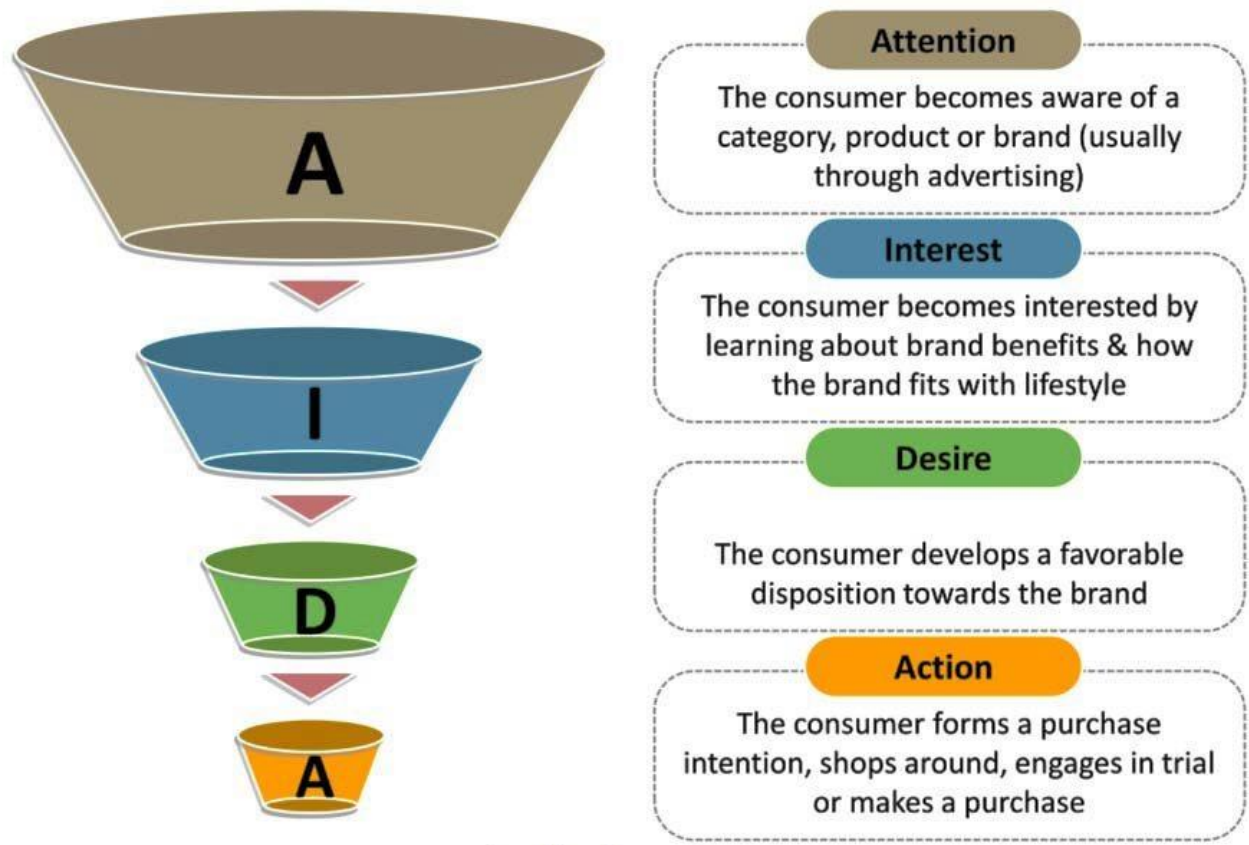
Adidas sells across various marketing channels, but the bulk of the campaign is focused on advertising and product placements.

Adidas marketing team is known to inject excitement into well-made, highly imaginative and enthusiastic advertising in their customers. Such commercials draw consumers to the company by delivering the right marketing message to the consumer. Adidas ' "Impossible is nothing" tagline is, in itself, a very strong message for the company. Since advertising, ad marketing is the second line of Adidas promotion. The strength of the brand is that it has relations with the world's top players, such as Sachin Tendulkar, Ronaldinho, Lionel Messi, and many others.

Adidas also sponsors several of the biggest teams include France, Real Madrid, Great Britain (in soccer), South Africa (in cricket), and England and many others. Here's a list of all Nike sponsorships. Under the Nike marketing sheet, there are several very innovative outdoor campaigns as well as marketing activities. Sales discounts and trade deals are also routinely provided by Adidas to its distributor partners in order to facilitate the selling of the brand. It ends the Nike marketing blend.

AIDAS Theory of Selling – AIDAS Model of Selling

The AIDAS theory of selling is one of the most widely known and the basis for training materials in many organizations. AIDAS implies Attention, Interests, Desire, Action and Satisfaction. The AIDAS theory of selling just states that five different stages of the prospective customer to go through and finally respond to our product satisfactorily. Thus, all five stages should be conducted efficiently.



1) Attention

Gaining attention is a skill, which can be developed in practice, just like any other skill. The phrase “First impression is the last impression” is applicable here. The salesperson’s initial attempt should be to make the customer completely happy. Casual discussion is one of the best openers for the seller to gain customer attention by bringing it to the sale. The aim here is to put the prospect in the right frame of mind to continue sales talk. In order to participate in the face-to-face interview, the seller needs to convince the prospective customer. A good start to a discussion can provide the stage for a full sales presentation. In order to make the prospective customers aware of their sales presentation a seller must apply his social and psychological skills.

2) Interest Creating

The second step is to increase the attention of the prospects to have a strong interest. The seller must be passionate about the product in order to do this. Another approach is to give the product over and allow prospect to handle it. The same intent applies to brochures and

other visual aids. Throughout the stages of interest, the hope is to explore the most efficient selling appeal. Some people are very good at the opening, but the techniques take over when they explain the product, they become uncomfortable. Others with strong product awareness could open up without hesitation but create interest in the second stage. Interest is an integral part of the sales process and therefore is part of the AIDAS theory. This is the second step in AIDAS Theory of Selling.

3) Desire

After attention is paid and awareness is generated, a strong desire for the product must be evoked. This is a point ready for purchase. At this point, complaints from the future will have to be dealt with carefully. You save time and improve the chances of a sale if complaints were expected and addressed before the prospect raised. The seller in personal sales must do the same. In the mind of the consumer, he must generate enough desire to buy the product immediately. Think of a sales person selling a tool or a mop. Sales Person explains the benefits of the product and made you think, "Why I have not purchased it before?" In this way, this impulse becomes an integral part of the philosophy of AIDAS sales. This is the third step in AIDAS Theory of Selling.

4) Action

The potential customer is ready to act, i.e. to buy, if the presentation has been perfect. Very often the prospect at this stage may have some hesitation. The salesman should handle this stage very carefully and try to conclude the deal effectively. The seller then has to reassure the client, once the buyer has asked the seller to pack the product, that the decision is correct. The customer may not act, although the product might be desired. Maybe he would like to purchase the product, but he would not. The customer must be inducted in such situations. The customer may be inducted in different ways to buy the commodity. For the sales person, it is important to understand whether the customer is to be specifically influenced or whether subtle reminders are to be placed on a sales call. Both methods work, however the customer needs to be known. This is the fourth step in AIDAS Theory of Selling.

5) Satisfaction

Satisfaction is 5th step in AIDAS Theory of Selling. The customer should feel that the seller has merely helped him in making right decision. The salesperson will ensure that the product is delivered to the consumer after the sales are made. The salesman can feel the opportunity and brings back his talks. Customer always expects good service and good products. Thus, you must reassure your customer that he took the right decision even after he purchased the product. The product is useful for the customer. He's right, and that's his decision. Since customer is king and we have to satisfy them in his queries and provide good after sales services. Good Products and services has a great impact on long lasting customer relations.