



adidas and women

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■ Presentation : Cécile Montmasson, women marketing manager

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Women and sport

Women and sport : level of practise

	Men*	Women*
	in million people	in million people
Do sport	19,1	17,6
Do sport in Clubs/federations	6	3,9
Do sport free	13,1	13,7
Do competition	6,4	2
Don't do any sports	2,7	4,8

** between 15 to 75 years old, France, Observatoire du sport 2000*

- **Almost same number of athletes in men and women**
- **Women way of doing sport : more free and less competition than men**

Women and sport : sport

Which activities? :

- **Star sports : walking, swimming, Gym (including fitness and dance)**
- **Women sports : Gym (79%) Dance (80%) ice skating (71%), Horse riding (60%)**
- **Unisex sports : Walking (57%), swimming (52%), Cycling (41%), footing (35%), Basket (35%), volley (50%)**
- **Men sports : Football (8%), Tennis (32%)**

Motivations for sport

Motivation for sport

Same as men sometimes:

- performance, surpassing oneself
- own challenge : “I did it”
- effort, moisturing
- entertainment : “want to play”

But different also :

- Relaxing
- Health
- Looking after one's body
- entertainment
- social link /connection to people

that there are **different approaches to sport according to women types**

Attitude to Sports

Relaxation

Relaxing = discharge one's stress, looking for serenity

⇒ The relaxation comes from the fact **you unwind when practising ...**

... when you stop the day to day routine = **free oneself:**

- ↳ From educational restraints (school, university),
- ↳ From parental restraints
- ↳ Professional restraints,
- ↳ Family restraints (maternal role, household tasks...)

Attitude to Sports

Looking after one's body

Shaping your body

Our notion of looking after one's body concerns mainly keeping the body shapes/forms.

- *"Working on one's figure",*
- *"Keeping fit",*
- *"Muscles", "Shapes/Forms"*
- *"loosing weight"*

That looking after one's body through physical exercises does also some good to the health

- *"Sleep well",*
- *"Connecting with your breathing".*

Attitude to Sports

the image of oneself

the practice of sport, there is the will to control the image that they show of themselves to the society.

They want or still want to **BE LIKED.**

social link/connexion

at their friends.

- "*Conviviality*",
- "*Being with girl friends*",
- "*Meeting with girl friends*".

Motivation for sport : conclusion

Sport gets more and more place in women life

→ It has a social role for women

→ They do it in their own way

→ They enjoy it

Brand Market situation

Brand market situation

2 Key figures :

- ▶ **Market value weight (footwear and textile)**

Men : 50%

Women : 35%

Kids (under 11) : 15%

- ▶ **Women market growth**

Women : biggest growth - 20% / year in the last 5 years

Brand market situation

Women as a target group for sporting goods have for a long time been under-represented by most sports brands : Promotional activities, advertising, product offers was more or less focused on male athletes.

The question is : is women a different consumer from men?

Women competition athletes get roughly same aspirations and same vision about sport as men : tennis, track and field, olympic sports

But as we saw herebefore the recreationnal and regular athletes don't look for same thing as competition athletes

Brand market situation :

Product :

- ▶ For a long time there was not more than 10% of the overall range women product in all big brands : a minimum and short offer
- ▶ Wherease women is looking for esthetic, choice of products, comfort, colors
- ▶ Now all big actors come into the market with women product : shape, cut, fabric, colors, made for them

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adidas towards women

Of course women is different !

Of course she deserves her needs to be adressed separatly to men

but she want to be perceived equally with men and we have to be right with that statement :

Equal but different

► adidas mission is :

- to help and her to equip for her star sports**
- to encourage her various way of doing sport**
- to make her feel confident when shes does sport**
- to consider her as we do for men**

adidas towards women

- ▶ **Equal means :**
- **Product : Offer as wide as the needs are : adidas came from 10% of women products in 1998 to 30% in 2004.**
- **Brand advertising : As men she wants to achieve her own goals in doing sport whatever sport she likes, whatever the way she does it, whatever the motivation she gets for doing it**
- **Sports marketing : promotion of women athletes : Justine Henin (tennis number 1), Laura Flessel (Fencing, Olympic Games winner in 1996)**

adidas towards women

► Different means :

- Product :

- No more product with same shape as men : all are engineered for a women body : tank, shaped tee, $\frac{3}{4}$ tight, well cut of pants etc...

- Women colors

- Choice and silhouette approach : Tops with Bottom and shoes

- Brand advertising : women campaign in 2005 just for her : “achieve your own goal”



adidas toward women :

image of products



adidas toward women

image of products



adidas toward women

image of products



adidas toward women

image of products



adidas toward women

image of products



adidas toward women

image of adidas women advertising

Conclusion

- a) **Woman is unavoidable in sport**

- b) **she wants to be treated equally with men but we take her difference into consideration**