**Adidas - Exclusive brand positioning**

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Having the privilege of working in sports marketing and believing in the power of sport as a platform for brands to understand, align and interact with their audiences to bring that elusive brand promise to life, Adidas' latest campaign has really set the bar for brands in this space.

Using the inevitable world record transfer of Paul Pogba to Manchester United as the key example, the players agent (Mino Raiola) tweeted out for only the 25th time a couple of weeks ago, that 'no deal had yet been reached, just lots of blah blah blah'. Very ironically days later Adidas begin to release short form content leading to the full version below of their blah blah blah campaign. With Paul Pogba recently becoming one of the key ambassadors for Adidas and one of the biggest personalities in world football, coupled with the world record kit deal of Adidas and Manchester United, you can see how the brand is leveraging it's position and assets to fans.

It is one of the first times I have seen a brand being the facilitator of the breaking news, which is not being supplied by a rights holder or a news broadcaster with exclusive information and as a result places them in a special place with sports fans.

I firmly believe that Adidas, Paul Pogba, his agent and Manchester United have a huge plan for building momentum ahead of announcement to leverage their respective positions as partners and create a compelling marketing campaign for their fans which adds value to all stakeholders.

In a world where there is lots of blah blah blah, Adidas have really cut through the noise and resonated with their audience and proved that #firstneverfollows