



**Muhammad Ali stars in global adidas brand campaign
"Impossible is Nothing" by 180\TBWA**

adidas strives to be the leading sports brand in the world.
Year-long campaign to capture the essence of the adidas brand.

Amsterdam - adidas starts 2004 by launching a year-long brand campaign which commences in the US on 5 February followed by a global roll-out in March. The campaign comes from adidas' global advertising partner 180\TBWA, the alliance between independent Amsterdam-based 180 and TBWA Worldwide.

A global print and outdoor effort together with two global TV spots, entitled "The Long Run" and "Laila" will kick-off the campaign. Print and outdoor feature a rich stable of adidas athletes past and present starting with the greatest of all time, boxing legend Muhammad Ali and his daughter Laila, as well as long-distance runner Haile Gebrselassie, football icon David Beckham and NBA all-star Tracy McGrady, among many others. These print executions feature the Impossible is Nothing mantra:

Impossible is just a big word thrown around by small men who find it easier to live in a world they've been given than to explore the power they have to change it. Impossible is not a fact. It's an opinion. Impossible is not a declaration. It's a dare. Impossible is potential. Impossible is temporary. Impossible is nothing.

The intent of the print and outdoor campaign is to put the adidas Impossible is Nothing mantra into people's hands. It actually lets consumers discover the campaign piece by piece. Altogether, the campaign features 22 athletes from various sports and regions.



"The Impossible is Nothing mantra is a tribute to adidas and its connection to sport. It means that you are up to the challenge. You have the courage to attempt things that are seemingly impossible. It celebrates the brave, the experimental, those who push boundaries and those who don't believe in limits," said **Lee Clow, chairman and chief creative officer, TBWA Worldwide**. "It dares athletes to be dissatisfied with the status quo. It challenges consumers to dream about what they would like to achieve, and to believe with their entire souls that their dreams, no matter how "impossible," can and will be achieved."

adidas has a long history of challenging the impossible. Adi Dassler, the founder of adidas, had a passion for every sport and a passion to make equipment to help every athlete perform better. He equipped Olympic athletes from 1928 onwards, invented screw-in studs for football shoes, and was the first to make a sprint spike that weighed less than 140 grams. This passion for sport and innovation still drives adidas today.

For **Erich Stamminger, member of the Executive Board of adidas-Salomon AG responsible for Global Marketing and President of adidas America**, "Impossible Is Nothing" captures in one short thought the essence of adidas as a brand and the attitude that is known and shared by all athletes around the world. "Impossible is nothing is the spirit behind our brand positioning "forever sport" that clearly and emotionally communicates our passion for sport." And he adds, "as an athlete you always strive to go further, break new ground, and surpass your limits. So do we as a brand, to complete our mission to be the leading sports brand in the world."

The 60sec TV commercial 'The Long Run' features original 16mm footage shot by Leon Gast of Muhammad Ali, an icon of adidas' glorious past, on his famous morning training run in Zaire in 1974. Ali is joined by a new generation of adidas athletes including record-setting swimmer Ian Thorpe, Olympic sprint Champion



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Maurice Greene, running legend Haile Gebrselassie, football stars Zinedine Zidane and David Beckham, basketball all-star Tracy MacGrady, and Ali's daughter Laila, herself a world champion boxer, who all share Ali's 'Impossible is Nothing' attitude.

Two subsequent TV spots will expand on the Impossible is Nothing message. Executions include a 60sec spot in which Laila Ali gets in the ring with her father when he was in his prime. Another 30sec commercial features skateboarder Stacy Kohut, who lost the use of his legs in an accident but continues to 'skateboard' using his wheelchair.

180 Amsterdam's Executive Creative Director Peter McHugh explains: "That's one of the great things about sport: every generation brings a new group of athletes who embrace the notion that impossible is, indeed, nothing. 'The Long Run' spot celebrates the passion shared by all athletes and that the Impossible is Nothing attitude is as valid today as it was yesterday and will be tomorrow."

The spots were directed by acclaimed Park Pictures commercial director Lance Acord, famous for his DOP (Director of Photography) work on feature films like 'Adaptation' and 'Being John Malkovitch', music video's including Fat Boy Slim's 'Weapon of Choice', and Beastie Boys 'Sabotage'. Acord has also built a solid reputation as a commercial director and is currently among the five finalists for the 2003 DGA Award for Outstanding Directorial Achievement by the Commercials Directors Guild of America.

'Impossible Is Nothing' is adidas' second global brand campaign since 180 Amsterdam first won the account in 1998, and the first combined effort since 180 and TBWA teamed up to subsequently win the consolidated global adidas account in 2001.

The campaign will run in over 50 markets across the world starting in the US, followed by Europe and Asia in March. Three other spots in the TV and cinema



campaign, which consists of six commercials in total, will roll out later in the year. All media is handled globally by Carat International and by PHD in the UK.

Impossible is Nothing challenge

On the Web, adidas.com/impossible will feature not only the advertising, but will tell 20 stories of adidas athletes and how they overcame the impossible. But of course the internet is about interactivity, so there is the "Impossible is Nothing Challenge". Young people are asked to post their impossible stories on adidas.com/impossible. The most inspiring story, as voted by the internet community, will be rewarded with prizes that are impossible to get elsewhere: a private workout with Ian Thorpe in Australia, a tennis match with world number one Justine Henin-Hardenne, or free kick practice session with David Beckham. The challenge will start on March 1 on adidas.com/impossible.

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180\TBWA
'IMPOSSIBLE IS NOTHING'
Creative Credits

Client: **adidas International**
Uli Becker, Head of Global Communications

Print/Outdoor Credits:

Agency: **180\TBWA, San Francisco**
Executive Creative Directors: Chuck McBride (TBWA\Chiat\Day)
Lee Clow (TBWA Worldwide)

Art Director: Kai Zastrow, Tobias Eichinger
Copywriter: Boyd Coyner, Aimee Lehto, Crockett Jeffers

Account Handling: Michael Allen, Mike Zlatoper, Kara Jorge
Planning: Elena Hale
Print Producer: Justine Enoch
Project Manager: Suzanne Kottal
Studio Artist: Eszter Balazs

Photographer: Uwe Duettmann
US photography Producer: Kim Comeaux
Europe Photography Producer: Sabine Bolzen

TV & Cinema Credits:

Agency: **180\TBWA, Amsterdam**
Executive Creative Directors: Peter McHugh (180 Amsterdam)
Lee Clow (TBWA Worldwide)

CD/Copywriter: Richard Bullock
ACD/Art Director: Dean Maryon

Account Management Partner: Guy Hayward
Account Handling: Nathan Plowman, Melina Polly, Helen Maton
Planning: Josh Mandel
Executive Producer: Peter Cline
Agency Producer: Cedric Gairard
Business Affairs Manager: Chris Barrand

Director: **Lance Acord**
Production Company: **Park Pictures, New York**
Executive Producer: Jackie Kelman
Line Producer: Deannie O'Neil
DP: Lance Acord



Editing House:

Editor:
Editing Producer

SpotWelders, Venice, CA

Eric Zumbrunnen
Heather Kojima

Online Facility 'Stacy':

Sea Level, Venice, CA

Special Effects:

'The Long Run' & 'Laila':
Special Effects Supervisor:
Special Effects Producer:

Digital Domain, Venice, CA
Fred Raymondi
Stephanie Gilgar

Sound Design:

Sound Designer:

Mit Out Sound , Sausalito, CA

Ren Klyce

Music:

Long Run:

Music Company:
Publisher:

"Pepita", written by Joey Burns & John Convertino
Quarterstick, Chicago & City Slang, Germany
EMI GmbH, Germany

Laila:

"EZ revised Lime", original composition by Ren Klyce,
Mit Out Sound

Stacy:

"Revised Lime", original composition by Ren Klyce,
Mit Out Sound

Stock Footage provided by:

The Long Run:

Laila:

Stacy:

"Monster Communications, Inc.", New York, USA
"ESPN Enterprises, Inc." New York, USA
"Sport's Cinematography Group", Venice, USA and
"Action Sports-Scott Dittrich Films", Malibu, USA

Image research/clearance:

Lead researcher:

Nickerson Research, Los Angeles, CA
Susan Nickerson

Voice-overs provided by:

'The Long Run':

'Laila':

'Stacy':

Hannah Ali (Muhammad Ali's daughter)
Laila Ali
Stacy Kohut

adidas athletes:

**David Beckham, Tracy McGrady, Laila Ali,
Haile Gebrselassie, Ian Thorpe, Zinedine
Zidane, Maurice Greene.**

Special guest stars:

Muhammad Ali, Stacy Kohut

Titles of TV commercials:

'The Long Run', 'Laila', 'Stacy'

“Impossible is Nothing “
Commercials
launching on 5 February 2004

‘The Long Run’

The Long Run kicks-off the campaign and introduces a group of athletes past and present whose achievements, and commitment to future achievements, inspires us all. Muhammad Ali is being joined on one of his famous long runs by a new generation of adidas athletes, including record-setting swimmer Ian Thorpe, Olympic Sprint Champion Maurice Greene, running legend Haile Gebrselassie, football stars Zinedine Zidane and David Beckham, basketball all star Tracy McGrady, and Ali’s daughter Laila, herself a world champion boxer.

Some people listen to themselves,
rather than listen to what others say.
These people don’t come along very often.
But when they do
They remind us
that once you set out on a path
even though critics may doubt you,
it’s OK to believe...
that there is no can’t, won’t or impossible.
They remind us that it’s ok to believe ...
Impossible is nothing.

Following The Long Run, a series of 30 TVCs focuses on individual stories. Each addresses an aspect of impossibility, showing how every athlete has a unique barrier to overcome.

'Laila'

Laila Ali has to face the social barrier of people saying women shouldn't box. Following her father's example – not listening to people who say "can't or "shouldn't" – she is determined to rumble... starting with sparring with her father.

Impossible isn't a fact, it's an opinion.

Like when they said it'd be impossible to beat Sonny Liston,

He's too powerful, too experienced.

Or when they said don't take the fight in Zaire.

He's too young, too strong.

He's gonna destroy Ali.

So when my father looks impossible in the eye and defeats it,
again and again...

what do you think I'm gonna do when they say women shouldn't box?

Yeah, That's right.

Rumble, young girl, rumble.

'Stacy'

Stacy Kohut, a champion skateboarder and BMX rider in his youth, embodies the youthful spirit which insists that you can do just about anything... if you have the guts. After an accident that left him confined to a wheelchair, he's still in the half-pipe.

When I was a kid...

I didn't think anything was impossible.

I could do Grinds,

Frontside boardslides,

even Lein airs.

But then impossible came at me in a different way.

It ain't that big a deal,

I'm still on four wheels.