



"Sparks has once again raised the bar and provided adidas with yet another level of service and quality well beyond our expectations. Thanks for helping us reach and exceed our goals!"

Client: adidas

Event: 7 on 7 Football Tournament Series

Location: University of Central Florida, University of Tennessee, UCLA, Notre Dame, Texas A&M and Florida International University.

Challenge: Extend adidas' reach into the high school football market by providing an elite competitive experience and relevant brand impressions. The program also needed to maximize the impact of the "Thrill & Destroy" campaign, showcase new sports partnerships (Reggie Bush & Mario Williams), and build strategic relationships with co-sponsors (Gatorade & Xbox).

Solution: The resulting program, dubbed "adidas 7on7," launched in June 2007 and consisted of six regional two-day tournaments followed by a National Championship competition. High school coaches were encouraged to register their teams on the adidas 7on7 web site, and up to 45 teams per venue were selected. Each regional event also included the "adidas Village" housing numerous branded activities including product testing and demonstrations, sponsored Xbox videogames, live music, cookouts, and more. The winning regional teams were flown to the Home Depot Center in Los Angeles to compete for the newly coveted title of 7on7 National Champions on July 18th.

Performance: Nearly 5,000 players took the field across six partner colleges, and crowds of up to 900 per venue were immersed in the "adidas Village" experience. Sparks was responsible for the total design, execution and management of this program. For more information about the event visit: adidas.com/campaigns/adidas7on7/content/.



Driving Brand Performance.™

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