



Client: adidas
Project: Microride

INVITATION

The Microride sports shoe was an iconic product launch. Adidas came to Rivers Run Red to see how they can extend this into new forms of media. What role might the Adidas brand play in the new virtual spaces?

ENGAGEMENT

Rivers Run Red created the strategy and build for Adidas' journey into the virtual world space. Consumers were offered the opportunity to wear and experience the same brand attributes and feature of their favorite sports shoes in their virtual lives, projecting their self in a way they are familiar with from the real world.

The shoe was designed to allow the user to experience, virtually-enhanced features and benefits of the real life attributes: springy step and the ability to bounce.

Product testing and consumer feedback were key components of the engagement process.

RESULTS

Rivers Run Red brought Adidas into the virtual world space - one of the first companies to use Second Life® for a brand campaign.

The virtual experience, while playful, also extended peoples' understanding of the Microride offering.

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