

BRINGING BACK THE LEGACY: ARTEFACT

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FMP Component 2

I acknowledge the use of AI tools or technologies in the process of working on this assessment, however I confirm the work submitted is my own and is not generated by any AI tools or technologies. I have kept a log of the use of AI for this assessment

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PHASE 1

“TIMELESS ORIGINALS” LITTLE SIMZ ADVERTISEMENT VISUAL WALKTHROUGH

As explored on page 64 of the FMP, the heart of the campaign lays at this advertisement including Little Simz, aiming to create a “magical moment”. Here are some stills created with OpenAI from the proposed video.



(Image 1)

Opening with Little Simz in the studio, recording music wearing contemporary Adidas apparel.



(Image 2)

Young Little Simz aged 8-9, appearing in the studio cross legged in an Adidas tracksuit writing lyrics. She is spotted by her current self.



(Image 3)

Young Simz and current Simz after breaking past ripples and barriers, standing face to face dancing in unison to a synchronised routine.

“TIMELESS ORIGINALS” LITTLE SIMZ ADVERTISEMENT VISUAL WALKTHROUGH



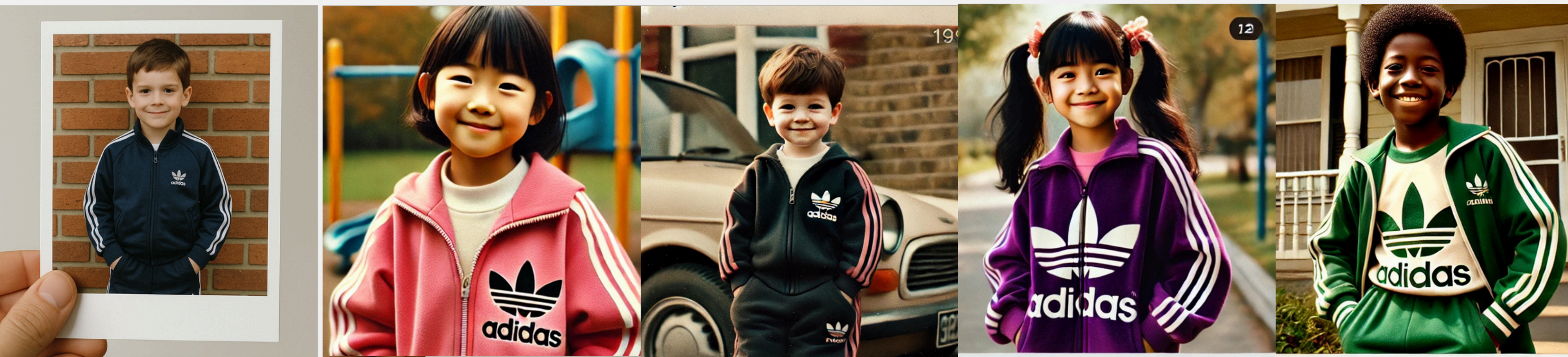
(Image 4)

The final shot displays Little Simz walking on the Parklife stage in Adidas apparel, foreshadowing phase 2.



(Image 5)

A final Adidas logo appear on the screen as Little Simz begins to sing with a “Timeless Originals” overlay. A reflection of her younger self appears connecting Adidas to nostalgia and as a core memory.



#MyAdidasSelf (Image 6) #MyAdidasSelf (Image 7) #MyAdidasSelf (Image 8) #MyAdidasSelf (Image 9) #MyAdidasSelf

The second part to phase 1 is a nostalgia hashtag campaign, as explored on page 65 of the FMP. As this hashtag explores the concept of the younger self introduced in the advertisement with Little Simz, people are invited to post childhood images of themselves wearing Adidas with the hashtag #MyAdidasSelf. Here are some mock-ups created by OpenAI that displays people taking part with a range of images of childhood images, all from different backgrounds, with only Adidas relating them in common.

NOSTALGIA HASHTAG CAMPAIGN

#MYADIDASSELF

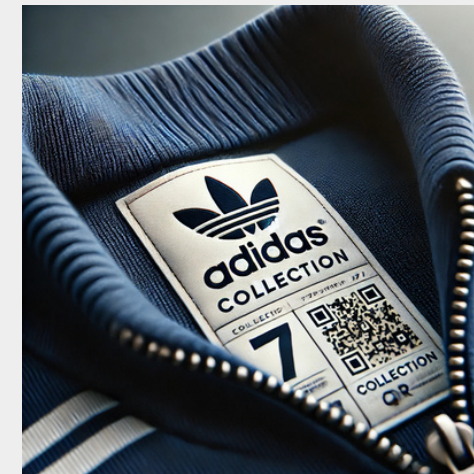
“TIMELESS ORIGINALS” APPAREL COLLECTION

The final part to phase 1 is the “Timeless Originals” apparel collection in reflection to the consumer research conducted in the FMP which can be found on pages 54 and 55, here are some mock-ups created by OpenAI displaying the apparel range.

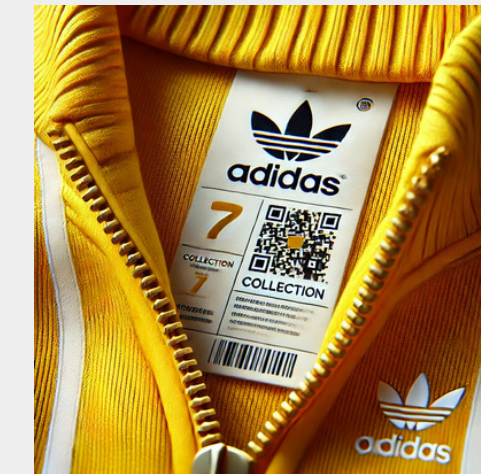


(Image 10)

The colours in this collection are blue, yellow and green as displayed with a black Parklife limited edition one. The collection features upturned collars and baggy trousers ensuring the 90s style preference found in the FMP. The black parklife one contains red detailing, interweaving Parklife colours in the design.



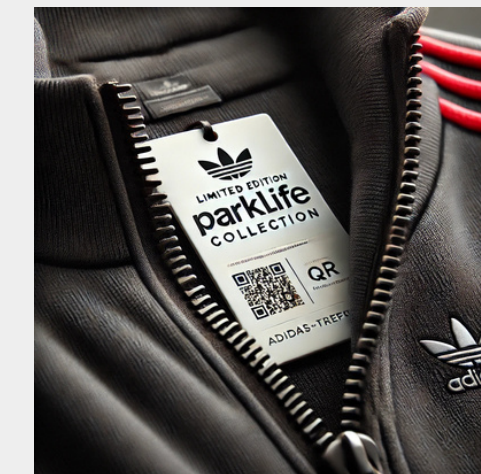
(Image 11)



(Image 12)



(Image 13)



(Image 14)

Each tracksuit contains a special woven label displaying the collection number and year as explained on page 66 of the FMP, creating collectible status. The Parklife tracksuit has the festival name on the label.

PHASE 2



(Image 15)

This image shows the Parklife stage surrounded with Adidas branding. This makes it clear that the festival is sponsored by Adidas, integrating the brand throughout the festival.



(Image 16)

This image shows the wristbands for the Parklife festival with the Adidas logo integrated within it.



(Image 17)

This image shows the VIP section of the Parklife festival with Adidas apparel spread around the lounge.

FESTIVAL INTEGRATION

Phase 2 of this campaign revolves around the festival integration as explored on page 67 of the FMP. Here are some mock-ups of the Parklife festival sponsored by Adidas generated using OpenAI.



(Image 18)

This is an image of a pop-up at the Parklife festival, the images sent in from the #MyAdidasSelf hashtag trend are displayed at the pop-up creating a cohesive campaign.



(Image 19)

This is an image of a retail pop-up that will be displayed at the Parklife festival.



(Image 20)

This is an image of another brand activation pop-up at the festival, creating a back drop for people to be able to take content to take part in the #OriginalsAtParklife campaign.

FESTIVAL INTEGRATION



(Image 21)

(Image 22)

(Image 23)

(Image 24)

Phase 2 of this festival also includes another hashtag campaign, #OriginalsAtParklife, this can be further explored on page 68 of the FMP. Here are some mock-ups of the trend which will feature on TikTok mainly, and allow people to share their Parklife festival outfits with Adidas across social media. Here are some mock-ups generated by OpenAI.

FESTIVAL HASHTAG CAMPAIGN

#ORIGINALSATPARKLIFE



(Image 25)



(Image 26)



(Image 27)

The immersive retail experience is the final phase and element of the “Timeless Originals” Campaign as explored on page 69. Here are mockups generated by OpenAI that display the VR headset experience that will be available at the Adidas London flagship store. The Parklife VR experience activation will have a dedicated area in the store with Timeless Originals apparel displayed and a screen live showing Parklife festival.

IMMERSIVE RETAIL EXPERIENCE

REFERENCE LIST

Image 1: Open AI Image - Little Simz in the studio at the beginning of the ad.

Prompt:

[Insert Little Simz Photo]

Create an image of Little Simz in a studio recording, in an Adidas Originals navy tracksuit with a white blockprint and three stripes with upturned collar.

Image 2: Open AI Image - Little Simz aged 8-9 writing in a notebook

Prompt:

Create a younger version of the Little Simz you have created, aged 8-9 in an Adidas tracksuit with an upturned collar writing in a notebook.

Image 3: Open AI Image - Little Simz and her younger self dancing

Prompt:

Create an image of the Little Simz you created and her younger self dancing together facing each other. Can they be wearing wide leg Adidas tracksuits with Little Simz in a green tracksuit.

Image 4: Open AI Image - Little Simz on the Parklife Stage

Prompt:

Create an image of the back of Little Simz wearing an Adidas tracksuit with Parklife written on her back, facing a crowd on the Parklife stage.

Image 5: Open AI Image - Final ad image of Little Simz on stage with a reflection of her as a child self.

Prompt:

Create an image of the same Little Simz in an Adidas and Little Simz branded tracksuit with an upturned collar performing with a reflection of her child self and an Adidas overlay of the logo and it saying "Timeless Originals".

Image 6: Open AI Image - #MyAdidasSelf trend

Prompt:

Create an image of an Instagram post captioned #MyAdidasSelf with a picture of a child in an Adidas tracksuit on a Polaroid photo.

Image 7: Open AI Image - #MyAdidasSelf trend

Prompt:

Create an image of an Instagram post with the caption #MyAdidasSelf. Make the post of a vintage looking throwback picture someone would post of themselves as a kid wearing Adidas, make the child an East Asian girl wearing pink.

Image 8: Open AI Image - #MyAdidasSelf trend

Prompt:

Create an image of an Instagram post with the caption #MyAdidasSelf. Make the post of a vintage looking throwback picture someone would post of themselves as a kid wearing Adidas, make the child a white boy wearing a green tracksuit with pink stripes.

Image 9: Open AI Image - #MyAdidasSelf trend

Prompt:

Create an image of an Instagram post with the caption #MyAdidasSelf. Make the post of a vintage looking throwback picture someone would post of themselves as a kid wearing Adidas, make the child a South Asian girl wearing purple.

Image 10: Open AI Image - #MyAdidasSelf

Prompt:

Create an image of an Instagram post with the caption #MyAdidasSelf. Make the post of a vintage looking throwback picture someone would post of themselves as a kid wearing Adidas, make the child a black boy wearing a green Adidas tracksuit unzipped with a white Adidas t shirt.

Image 11: Open AI Image - Tracksuit mock-up display

Prompt:

Create 4 Adidas tracksuits in a sunset background. Make the colours blue, yellow and green with wide leg trousers and upturned collars. Create a black one of the same but with Parklife detailing and red stripes.

Image 12: Open AI - Blue tracksuit label

Prompt:

Create a clothes label on a blue Adidas tracksuit saying "collection 7" with an Adidas logo please.

REFERENCE LIST

Image 13: Open AI Image - Yellow tracksuit label

Prompt:

Create a clothes label on a yellow Adidas tracksuit saying "collection 7" with an Adidas logo please.

Image 14: Open AI Image - Green tracksuit label

Prompt:

Create a clothes label on a blue Adidas tracksuit saying "collection 7" with an Adidas logo please.

Image 15: Open AI Image - Parklife tracksuit label

Prompt:

Create a clothes label on a black Adidas tracksuit with red detailing saying "collection Parklife" with an Adidas logo please.

Image 16: Open AI Image - Parklife x Adidas Stage

Prompt:

Create an image of the Parklife stage with Adidas branding on it.

Image 17: Open AI Image - Parklife x Adidas Wristbands

Prompt:

Create Parklife wristbands with Adidas branding

Image 18: Open AI Image - Parklife vip lounge

Prompt:

Create an image of a VIP lounge at Parklife with Adidas branding and Adidas apparel displayed.

Image 19: Open AI Image - Parklife Adidas retail pop-up

Prompt:

Create an image of an Adidas retail pop-up at Parklife festival . A box in the field selling tracksuits.

Image 20: Open AI Image - Adidas retail pop-up

Prompt:

Create an image of a pop-up/brand activation at Adidas where people can take photos. Have polaroid photos displayed in the background with the Adidas logo branded on the pop-up and it saying "Timeless Classics".

Image 21: Open AI Image - #OriginalsAtParklife

Prompt:

Create a TikTok post mockup of an image of a mixed race girl wearing a green Adidas tracksuit with a green denim jacket over with the caption #OriginalsAtParklife

Image 22: Open AI Image - #OriginalsAtParklife

Prompt:

Create a TikTok post mockup of an image of an East Asian girl wearing a black Adidas outfit with a skirt and bucket hat with the caption #OriginalsAtParklife

Image 23: Open AI Image - #OriginalsAtParklife

Prompt:

Create a TikTok post mockup of an image of a mixed race girl wearing a yellow Adidas outfit with a bucket hat with the caption #OriginalsAtParklife.

Image 24: Open AI Image - #OriginalsAtParklife

Prompt:

Create a TikTok post mockup of an image of a white girl wearing a colourful Adidas tracksuit with an upturned collar with the caption #OriginalsAtParklife.

Image 25: Open AI Image - VR In-store Parklife Experience

Prompt:

Create an image of an Adidas in-store Parklife experience with a girl wearing a blue Adidas tracksuit with a VR headset.

Image 26: Open AI Image - VR in-store Parklife Experience

Prompt:

Create an image of 4 customers and a helper at an Adidas flagship store VR experience activation. Have a Parklife screen in the background. Have the Adidas tracksuits in the activations.

Image 27: Open AI Image - VR in-store Parklife Experience

Prompt:

Create an image of 4 customers and a helper at an Adidas flagship store VR experience activation. Have a Parklife screen in the background. Make everyone wear the new line. Have the Adidas tracksuits in the activations.