

adidas do Brasil Ltda in Apparel and Footwear (Brazil)

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Abstracts

In order to reach its goal of becoming the leading brand in football in Brazil, adidas is expected to continue investing heavily in marketing. Besides advertising campaigns, the company will continue to focus on sponsorship with local football teams and players from the national team. However, in order to increase its value share in sportswear, adidas will also increase its investments in running, which is already a key category for the company in the country.

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