

adidas Japan KK in Apparel (Japan)

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Abstracts

The company aims to further strengthen its position in sports clothing and footwear through advertising on television and other media strategies. Recently, the company particularly focused on the development of running wear and casual sportswear in response to the recent running and exercise boom. The company aims to improve brand recognition as a global sportswear manufacturer with active sponsorship engagements with domestic athletic professionals; including Japan's national football team and...

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