

adidas Korea Ltd in Apparel (South Korea)

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Abstracts

As a direct subsidiary of the global adidas brand, in 2012 adidas Korea promoted itself via the international 'adidas is all in' campaign which aims to integrate sports, arts, events and music under the adidas brand. In addition, adidas Korea will focus more on sponsoring large sports events like K-League, soccer, baseball, basketball and running in order to improve its brand image in South Korea.

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