

adidas (South Africa) Pty Ltd in Apparel (South Africa)

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Date: August 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

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Abstracts

Adidas (South Africa) benefited from a further marketing boost at the start of the review period, thanks to being an Official Partner of the Africa Cup of Nations football tournament. This was held in January in South Africa. Adidas notably supplied the official match football for this tournament. The company is also expected to continue to focus on strong and distinctive innovation, with 2013 for example seeing the launch of Energy Boost. This features new cushioning technology that provides...

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