



# ADIDAS KICKS OFF SALES TRAINING WITH BRANDLIVE



**Mike Gugat**  
*Senior Sales  
Director, Adidas*

I was introduced to Brandlive by a colleague when I was in desperate need of delivering a virtual brand experience to sales associates outside Portland. Brandlive far exceeded my expectations when they turned my simple idea of a live streaming seminar into an interactive event that included video, imagery, and live interaction with our product team. To top it off, Brandlive provided eye-opening analytics about our audience that helped me better redirect resources. Brandlive is truly a creative leader in this space. We're proud to call them a partner.

## Product Launches With Retail Training

Adidas Running uses Brandlive to launch new products and train retailers around the country, educating them about the latest Adidas product releases. For the Boost and Springblade product launches, 37 Adidas retail locations around the country tuned into the broadcast to get the latest updates on the Adidas product line and learn the technical details about the new footwear and apparel. In addition to learning the technical details about the product, trainees hear the stories behind the products directly from the people who designed them. Attendees learn why consumers should purchase the product beyond the details on paper – they can relay to consumers the entire Boost experience that comes with using the shoe.

## Speaking about the new Boost shoe during the broadcast:

“We feel that our future has changed. We don’t think running will be the same. We could tell you why with sell-through, or with anecdotal notes, but we can also tell you that this won the best new debut product from Runners World. This has tested higher for cushioning and responsiveness, the things that runners love, than any other shoe.”

Adidas provides the history, story, and experience of the product to retailers – stories that those retailers can pass along to running enthusiasts in-store, providing the thought process that went into the design of the shoe. Rather than fly in person to individual locations, Adidas is able to train employees nationwide via the web in a very cost effective manner, efficiently and with a level of social interaction that rivals in-person training. Because employees are able to discuss the new products with each other and with the expert presenter, they are able to improve comprehension, resulting in a true understanding that can be conveyed to in-store shoppers.

