

Retail Toolkits





Toolkits

adidas / NCAA / Basketball Toolkits

As the success of the Adidas US college football toolkits expanded, there was a push to start designing better uniforms with a focus on smarter technology combined with compelling color blocking and graphics. 'All Light All Fast' expanded into the Adidas world of college basketball with eight teams: Kansas, Baylor, Cincinnati, Louisville, Michigan, Indiana, Kansas, Miss State, and Wisconsin.

Jason Weeks / Creative Direction / Art Direction / Design

Eric Levin / Photography

Velvet Robot / Agency

Client / NCAA / Kansas University





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Kansas



Louisville



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Mississippi State



Baylor



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Cincinnati



Indiana



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Michigan

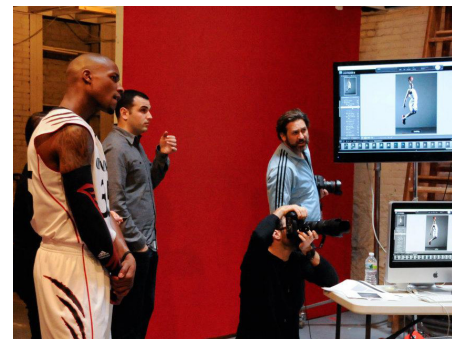


Wisconsin



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Behind The Scenes



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adidas / NCAA / Texas A&M / Training & Lifestyle Marketing Toolkit

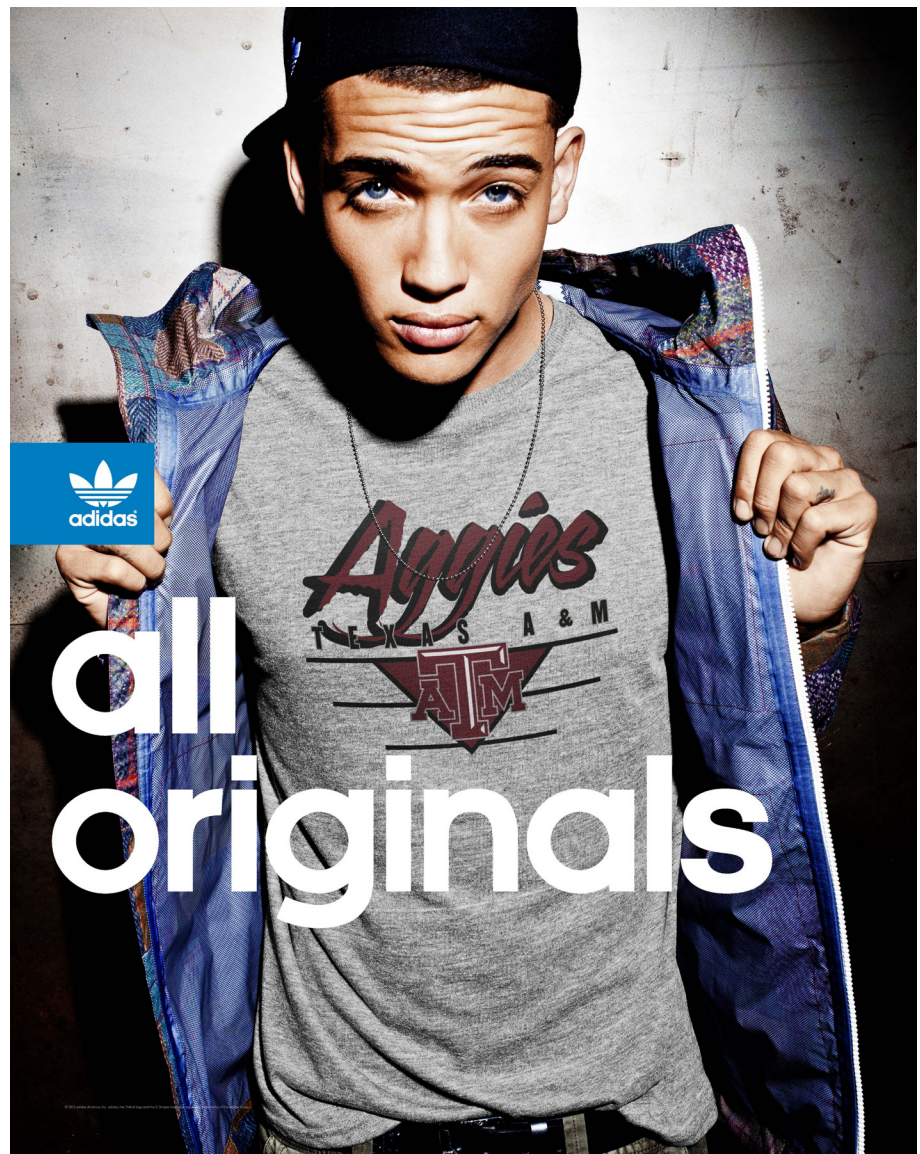
The start of every season begins with a multitude of preparations. Sports graphics and advertising worked directly with Adidas and NCAA, along with the college teams, to brand each retail outlet on their campus. Our team of installers, project managers, and creative directors visited 14 markets across the country to identify all brand opportunities, and led the project from start to finish. Working with a provided Adidas toolkit, we applied window graphics, trailer wraps, clothing identifiers, wall graphics, decals, and both permanent and non-permanent applications to all 14 identified college and university markets.

Jason Weeks / Creative Direction / Design

Mark Mann / Photography

Traffic / Agency

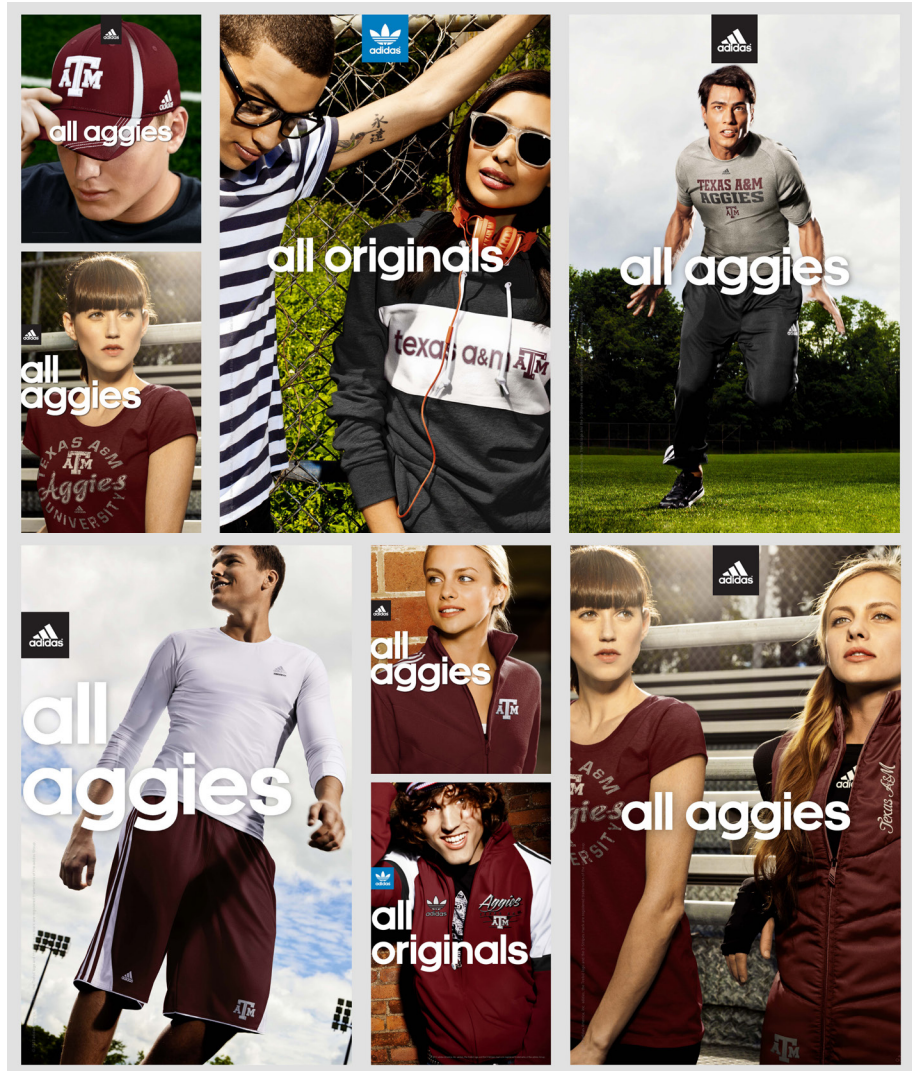
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