



Adidas

DESIGNING CUSTOMIZABLE & PERSONALIZED BASKETBALL CONCEPTS

DISCIPLINE

Product Innovation

"Bulldog traveled across the country. They played on the courts, they watched, listened and really dug in. It was that in-depth perspective that allowed them to help us look at personalization from a fresh perspective."

AL VAN NOY, SVP FUTURE TEAM

CHALLENGE

Adidas wanted to explore how personalization and customization could drive new product innovation in their basketball business. Recognizing these new trends were more than monogramming on a sweatshirt or customizing colors on a shoe, the Adidas Innovation Group partnered with Bulldog Drummond to define personalization and customization as opportunities to fuel future growth.

RESULT

We designed an in-depth program to look at how players think about the game, the rituals, the equipment, and why and how they do what they do. We went to courts, played the game, went into homes and lived the lifestyle. We used the insights gained to fuel collaborative idea development with the Adidas Innovation, Product, and Marketing teams. We developed 36 concepts and narrowed them down to five key platforms that have been driven into commercial development.



CREATES SPACE FOR ME
GOOD DESIGN
ELEVATES YOUR GAME
PROTECTIVE
RELAXED
LIGHTWEIGHT
SLEEK DESIGN
COMFORTABLE
TRACTION TECHNOLOGY
GRIP TECHNOLOGY
DURABLE
SUPER FLEXIBLE
NICHE DESIGN
CATCHES THE GROUND BETTER
PREVENTS IRRITATION
KEEPS FEET COOL
VENTILATION
SUPPORTIVE

“THE SOLE
CATCHES MY EYE—
IT HAS A GOOD
DESIGN. IT'S
LIGHTWEIGHT
AND SEEMS LIKE
IT WOULD UP
YOUR GAME.”

