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Last few years have been successful and profitable years for German sportswear firm Adidas. The brand has added \$5.8 billion since 2015 growing at an average rate of 17.6% whereas Nike footwear has only added \$4.3 billion at an average rate of 6.8%.

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This is just the analysis of the current Adidas brand design, re-thinking the brand marketing, giving a different perspective and a minimal brand design strategy to the brand through visuals, comparisons, designs and mock-ups. First of all I should tell that I'm a big fan of Adidas. I play soccer and I personally prefer to wear/use Adidas ...

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