

ADIDAS NCAA NIL: WINTER STYLE

SPONSORED BRIEF



CAMPAIGN OVERVIEW

Keep warm with favorites from our Winter Shop.

Inspire your audience to find comfy and sporty styles for this winter season from adidas' new and classic collections. Styles you love, your new favorite sneakers, or even gifts you'd give.



THE ASK

Style and post your favorite adidas outfits winter outfits this season. This can be outfits you love, gifts you'd give for holiday, or your favorite adidas products. We encourage creativity!

Share your content on either Instagram and/or Tik Tok:

- 1 Vertical Reel / Video - Full Outfit Look (:15 – 60sec)
- 1 Infeed Post on Instagram
- 2-3 Story posts / amplification
 - Amplification of the video
 - Amplification of the infeed post
 - Min 1 story post

Draft posts of the videos and images to be submitted to adidas for review. Given the nature of this campaign, adidas encourages athletes to create multiple looks and shots for review.

We ask that only adidas products are featured in the video as well as only yourself as the model.



PRODUCT OVERVIEW

ADIDAS WINTER STYLES

You will receive a \$300 Gift Card to buy product from:

<https://www.adidas.com/us/winter>

Product must be purchased from this page:

Please choose a head-to-toe look.

We ask that you purchase your product as soon as you receive your gift card.



APPROVED AD COPY

OFFICIAL ADIDAS WINTER AD COPY FOR CONSIDERATION. CAN BE INCORPORATED INTO POSTS

POST COPY

Keep warm for winter with cold-weather classics:
jackets, parkas, fleece, shoes and more.

Find 3-Stripes essentials for your crew this holiday
season.

Shop sneakers, down jackets and more for your whole
crew.

HEADLINES

MAKE WINTER YOUR SEASON

Great gifts for your whole crew.

Shop Now at [adidas.com](https://www.adidas.com)

SELF CAPTURE GUIDE

LOCATION

Shoot in a relaxed environment and keep outfits aligned with activity (i.e. athletic gear for exercising, leisure clothes for lifestyle, etc.). For example: lounging at home, walking to class, or at a park.

STYLE & FRAMING

Make sure you or the product are fully in the shot and in clear view of the camera with nothing distracting in the background. Please do not have any brand logos other than adidas visible in the frame. Please avoid shooting any school logos, mascots or tag lines. School colors are permitted. **We ask that you are the only model in the content you create.**

PRODUCT FOCUS

Make sure the adidas logo or stripes on product are visible in all content. Avoid university slogans, mascots, etc.

No name, logo or identifying mark from other companies can be in background of photos.



MESSAGING

tone of voice/tagging requirements

Your captions and responses to community comments should always be positive and encouraging while also showcasing the unique way you express yourself.

Tone of voice should be aligned with your usual content: if you normally create long & personal captions for your fans, feel free to create similar for adidas campaigns.

“adidas” is always lowercased

Tag @adidas and Postgame (see tags on next page) in your post and caption, and use #createdwithadidas #adidasNILambassador

Please avoid directly calling out your university, slogans, or mascots in your caption.

COPY EXAMPLES

Shop @adidas sneakers, sweaters, and beanies to stay warm this season.

@postgame.official
#createdwithadidas” #adidasNILambassador”

“Staying cozy this winter season in my favorite pieces from @adidas.

@postgame.official #createdwithadidas
#adidasNILambassador ”

POSTING GUIDLEINES

USE YOUR TRACKING LINK

The Postgame team will be providing your unique affiliate tracking link.

In order to earn commissions for the sales you drive to adidas.com you **MUST** use the affiliate link provided. Without the link we cannot track your commissions earned.

You can put this link in your bio and as a sticker in your stories. **Make your link visible and easy to click!** The more users who click through the link and make a purchase, the more you earn.

TAG ADIDAS IN YOUR POST

“adidas” is always lowercased.

Please ensure you tag @adidas in your copy and post.

Please ensure you tag Postgame as well in your post:

Instagram: @postgame.official

TikTok: @postgame_nil

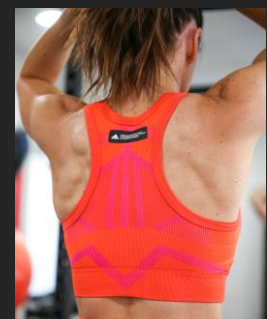
Please use the following hashtags in your post:
#adidasNILambassador #createdwithadidas

INSPIRATION + EXAMPLES

FULL BODY



PRODUCT FOCUSED



NEXT STEPS

CREATE YOUR CONTENT

Once you receive your gift card from adidas, order your product and create your signature look. Enlist a friend with videography and photography skills to help.

SUBMIT POSTS FOR REVIEW

Please submit your posts for review by the deadline instructed to you from your Postgame contact.

POST AND EARN

Once approved by adidas and Postgame you can start posting. Make sure you add your unique tracking link to your bio and stories so you can earn more through commissions.

ADDITIONAL RESOURCES

[GETTING STARTED](#)

[HOW TO EARN & BEST PRACTICES](#)