

ADIDAS NCAA NIL: BACK TO CAMPUS CAMPAIGN

TOOLKIT



CAMPAIGN OVERVIEW

Inspire your audience to head back to campus in comfort and style with your favorite adidas pieces. Complete the look with your adidas collegiate Ultraboost.

Style the product in a way that feels authentic to your personal aesthetic.



POSTING INSPO

NCAA 1.0 ULTRABOOST – SUGGESTED FIRST POST

You may have already received a pair of NCAA Ultraboost from your University. Share your school pride by styling them with other adidas pieces to inspire you audience with the energy of your campus.

YOUR FAVORITE ADIDAS APPAREL

Show your audience how you head back to campus in outfits that take you from class to the quad. Your entire outfit does not need to be adidas but should not show other logos.

SEASONAL STYLING

Stay in season by promoting warmer clothes when it's cold, gifting ideas when its holiday, or thematically relevant product to connect best with your audience.



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.

PRODUCT FOCUS

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

Can't shoot original content? You may use product images from the adidas site instead.



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

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

COPY EXAMPLES

“Back to class but make it comfy. The @adidas gear is perfect for busy days running from class to class.
@postgame.official #createdwithadidas”

“Rep your team’s colors with @adidas collegiate Ultraboost.
@postgame.official #createdwithadidas”

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.

**Exclusions include but not limited to Yeezy, 4D, Ivy Park, STMNT, Gift Cards, etc. Please refrain from promoting these products . If unsure, reach out to info@pstgm.com*

TAG ADIDAS & POSTGAME 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

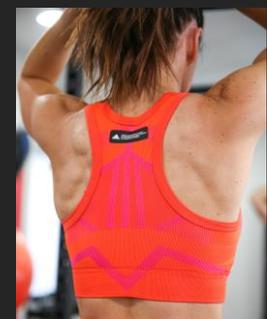
Please use the following hashtags in your post:
#createdwithadidas

INSPIRATION + EXAMPLES

FULL BODY



PRODUCT FOCUSED



NCAA 1.0 ULTRABOOST GUIDANCE

UNIVERSITY MARKS

Due to NIL guidelines, please make sure your images of the NCAA Ultraboost feature the adidas webbing only. Please swap out the university specific webbings.

DO



DON'T



NEXT STEPS

CREATE YOUR CONTENT

Grab your NCAA 1.0 Ultraboost and favorite adidas gear! Enlist a friend with videography and photography skills to help. The more you images you capture the more content you have to post and earn.

PLACE YOUR TRACKING LINK

Make sure you add your unique tracking link to your bio and stories so you can earn more through commissions. Without this **specific link** we cannot track your earned commissions.

POST AND EARN

Share on your favorite social platforms in a way that feels authentic to you. We recommend Instagram stories & reels for high reach or Tik Tok.

ADDITIONAL RESOURCES

GETTING STARTED

HOW TO EARN & BEST PRACTICES