

adidas

V C C E M L D R I K G K P L A R I G P F C C E
H G E P B E L O W - T H E - L I N E B F O H W
O B M D U H S M N C O N S U M E R S X E I N I
F P A B C V W W U X M K E I S N K R E O W S K
V N R A M B T D D T B M A E I T A N G W - L R
M - K E S P O N S O R S H I P D I X D G R B U
- K E N P R R S C - A X F L A L C G C V D H O
- T T S P O D O X E N G X L - D A M W B C R B
X F I M V I P S M M D - - E O T E C H N M V R
X P N N M - G E E O G N H L X - C X E C X O E
S R G R N R U G D X T T I P G D C V X R I F C
D S M X D O U F A D - I L X V B G N - L A V G
B N I U U K V L R E F B O F C V E L O A S N I
E K X C C O P A V D A I D N G P O F G C L L S
N T S P T G U O T W I T T E R R T I S K X U F
S D E N T L B E N I H C I O W R B U E P C G P
D B I A R A I D A M O D E L O B W G O L - E S
V A E A U A T V K S N N T P R I C E P A H V W
B P M F L D B H T P B E R B X P F V G A R L W
- A R P S W P L W S T B I L S B E F D O F P K

AIDA model

Brand

Marketing mix

Price

ROI

Above-the-line

Consumers

Place

Product

Sponsorship

Below-the-line

Innovation

Portfolio

Promotion

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