

# 148: A new chapter at Adidas with Sport15 'Create Your Own Game'

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 10 September 2015, from 9-10am, show host Warren Harding is joined by Bradley Stern ([@B5tern](#)), Director: Brand Activations at Adidas, to discuss Adidas Sport15 - which is the brand's new repositioning.



We chat to Bradley about the latest Adidas ([@adidasZA](#)) campaign, Sport15 and explore the idea of Adidas taking digital more seriously and how they are integrating the campaign across all brand touch points.



We also look at the major sports names behind the campaign and the YouTube video just released.

Lastly, we look at what the goals for Sport15, "Create Your Own Game" campaign.

## Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *Via Phone:* Bradley Stern

## How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

## Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

## Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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