

# Adidas Originals launches All Originals Get On The Bus

Adidas South Africa has introduced its new Originals campaign called All Originals Get On The Bus. The campaign launched at the Originals store in Melrose Arch, Johannesburg, and introduced the adidas Originals bus that will travel to night clubs, music festivals, street inspired events, art events and various other unexpected pop-up parties.



Keeping with the retro aesthetics associated with the trefoil logo which was created in 1972, the bus is a classic VW seventies bus. It was restored to its original glory and converted into an icon of adidas Originals. Affectionately named the adibus, it features the classic blue and white logo and three stripes and is kitted out with an on-board photo booth, sound and screens.

The bus showcases adidas Originals exclusive ranges, while the latest collections are presented on-screen, including Jeremy Scott's and David Beckham's. Another dedicated screen allows people to instantly join the adidas three Stripes program and get the exclusive VIP adidas treatment, by being the first to know about special offers, exclusive prizes and invites to adidas events.

A busy schedule lies ahead. For the next few months, the adibus will be popping up at the hottest clubs, events and festivals around Johannesburg. Fans are invited to step on the bus and get their picture snapped, and stand a chance to win prizes. The campaign is run through social media; people can follow the movements of the bus on Twitter (by following @adidasZA) and find their picture on adidas Originals Facebook page which counts over 10 million fans worldwide ([www.facebook.com/adidasoriginals](http://www.facebook.com/adidasoriginals)).

Check out the video of the launch here: <http://www.youtube.com/watch?v=urM7cwutvs0>

Culture marketing agency What's Phat conceptualised and produced the All Originals bus, and is managing the campaign roll out. [www.whatsphat.com](http://www.whatsphat.com)

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