

Adidas TV spot strives to make tennis sexier

by **Francesca Newland**

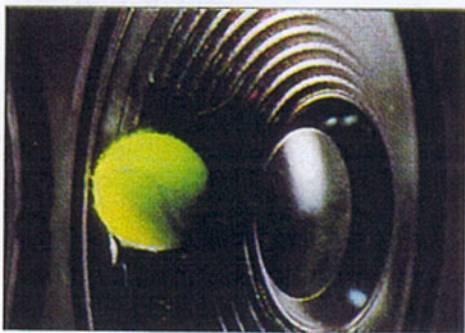
Leagas Delaney has created a global television campaign for Adidas which centres on the brand's association with tennis.

The campaign will break in relevant markets as the world tennis tournaments progress around the globe. It broke in Australia to coincide with the Australian Open, and is likely to go on air in the UK in June to coincide with Wimbledon fortnight.

The ad pools four of Adidas' sponsored tennis stars, including Martina Hingis and Anna Kournikova. The four are shown playing a game of mixed doubles in the middle of a New York nightclub.

The four players perform tennis tricks, such as hitting the ball through their legs to the beat of the soundtrack. The DJ, Roger Sanchez, is the umpire.

Clubbers dance at the side of the court until a player hits the ball into a loudspeaker. The music softens until the beat forces the ball out of



Adidas ad... tennis stars perform tennis tricks in a nightclub

the speaker at Kournikova.

The commercial ends with the line, "Welcome to the club", and the Adidas logo.

Neil Simpson, the global advertising director of Adidas, said: "This spot proves that tennis can be youthful and fun. As one 17-year-old said to me, 'Adidas knows what we like — sport, a great DJ, decks, girls and sex'."

The campaign was written

by Mark Goodwin and Will Farquhar and art directed by Tiger Savage and Ian Ducker. It was directed by Phillippe Andre through The End. UK media buying is through NewPHD.

Colin Clarke, the board account director of Leagas Delaney, said: "This ad acts as a counterpoint to the stuffy image of tennis that some people have."