



SLEUTH:

STEALTH PERFORMANCE | UNCOMPROMISED STYLE

client// adidas Five Ten

date// Spring/Summer 2020

Delivery // Master Creative, Print Advertising, Digital Advertising, Creative Copy, PR, Social, Retail, Photography

Creative // The SLEUTH from adidas Five Ten was re-imagining of the adidas Samba in a Mountain Bike Shoe. Designed to combine the performance of Five Ten with skate stylings of the Samba. The SLEUTH brought performance without compromising style for a new generation of rider.

The creative was inspired by the early SAMBA campaigns, introducing a collage of images to showcase the multiple usage environments and the wider lifestyle of the sport. 50% of the imagery was created using iPhone shot by the athletes to create a real and authentic aesthetic to the campaign.



STEALTH PERFORMANCE
UNCOMPROMISED STYLE
ADIDAS.COM/FIVETEN





TRAILCROSS

CREATED FOR ADVENTURE

client// adidas Five Ten

date// Spring/Summer Fall/Winter 2020

Delivery // Master Creative, Print Advertising, Digital Advertising, Creative Copy, PR, Social, Retail, Photography

Creative // The all new Trailcross range from adidas Five Ten was built from the ground up with the adventure rider in mind. 'Created For Adventure' embodied the purpose and function of the shoe, targeting a new market segment.

The creative introduced the contour lines as a theme that ran throughout each shoe release, visually referencing the link with maps and adventure. The design themes created consistency whilst subtly showcasing the nuances in the different shoes.

adidas FIVE TEN TRAILCROSS LT

AVAILABLE COLOURS: CORE BLACK / GREY TWO / SOLAR RED

CREATED FOR ADVENTURE.

#BRAND OF THE BRAVE

PREPARE FOR THE UNKNOWN AT ADIDAS.COM/FIVETEN

adidas FIVE TEN TRAILCROSS LT

CREATED FOR ADVENTURE.

#BRAND OF THE BRAVE

PREPARE FOR THE UNKNOWN AT ADIDAS.COM/FIVETEN

adidas FIVE TEN TRAILCROSS XT

CREATED FOR ADVENTURE.

#BRAND OF THE BRAVE

PREPARE FOR THE UNKNOWN AT ADIDAS.COM/FIVETEN

adidas FIVE TEN TRAILCROSS MID PRO

CREATED FOR ADVENTURE.

#BRAND OF THE BRAVE

PREPARE FOR THE UNKNOWN AT ADIDAS.COM/FIVETEN



GRAVITY CARD

#BRANDOF THE BRAVE

client// adidas Five Ten

date// Spring/Summer 2021

Delivery // Master Creative, Print Advertising, Digital Advertising, Creative Copy, PR, Social, Retail, Photography, Packaging and insert design

Creative // Inspired by the mid-school movies that defined a generation of mountain biking. The gravity card collaboration with adidas Five Ten gave access to 26 Resorts across 6 countries with just one shoe. A statement of Five Ten's heritage in the sport and a unique package that rewarded the most loyal consumers.

Taking fluorescent colours and pairing them with TV static, the creative spoke true to the 90's. Continuing this lo-fi design into the creased paper and type choices, everything about this package was designed to invoke nostalgia with the core MTB community. The full package included a spot UV sleeve, sticker pack and map.

The limited-edition shoe sold out within hours of being released online and drove data acquisition of 10's of thousands of MTB fans through the 'Hype' raffle system.

ADIDAS 5.10 X GRAVITY CARD LIMITED EDITION IMPACT PRO

#BRAND OF THE BRAVE

5.10

GERMANY

REPUBLIC

AUSTRIA

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6 COUNTRIES
1 SHOE

GET SEASON LONG ACCESS TO 21 BIKE PARKS WITH THE INCLUSIVE GRAVITY CARD

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GRAVITY CARD LIMITED EDITION IMPACT PRO

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ADIDAS 5.10 X GRAVITY CARD LIMITED EDITION IMPACT PRO

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TRAILCROSS GORE-TEX

ENJOY THE ELEMENTS

client// adidas Five Ten

date// Fall/Winter 2021

Delivery // Master Creative, Print Advertising, Digital Advertising, Creative Copy, PR, Social, Retail, Photography

Creative // The Trailcross GTX is first flat pedal mountain bike shoe available with Gore-Tex technology. As a groundbreaking shoe that the industry had been waiting for it gives riders ability to keep their feet dry in the worst conditions. Now you can truly 'Enjoy The Elements'. Moving away from the 'Created For Adventure' campaign that launched the Trailcross family, we brought in darker colours and muddy drip effects to play on the usage situation these shoes will find themselves in. The imagery and layout however continued the theme of the wider Trailcross family. The action and product shots show the Trailcross GTX in it's natural environment.

As a Gore-Tex collaboration, we worked in partnership with Gore-Tex to ensure we incorporated the brand their design requirements, including tone of voice in all PR materials. The Trailcross GTX campaign launched it to the #1 selling shoe in adidas outdoor.





ADIDAS FIVE TEN X PARLEY END PLASTIC WASTE

client// adidas Five Ten

date// Spring/Summer 2021

Delivery // Master Creative,
Print Advertising, Digital
Advertising, Creative Copy, PR,
Social, Retail, Photography

Creative // The End Plastic Waste campaign launched adidas Five Ten's PRIMEBLUE technology into the MTB market for the first time. Taking an existing creative direction developed in partnership with Parley Ocean Plastic, we interpreted and recreated the adidas group messaging for the mountain bike community.

Utilising key athletes Danny MacAskill and Vero Sandler, we wanted to showcase the product in its usage situation and authenticate the brand with credible imagery. The End Plastic Waste campaign established Five Ten's position in the market and set a benchmark within the industry for sustainable product development.





NIAD

ENDLESS POSSIBILITIES

client// adidas Five Ten

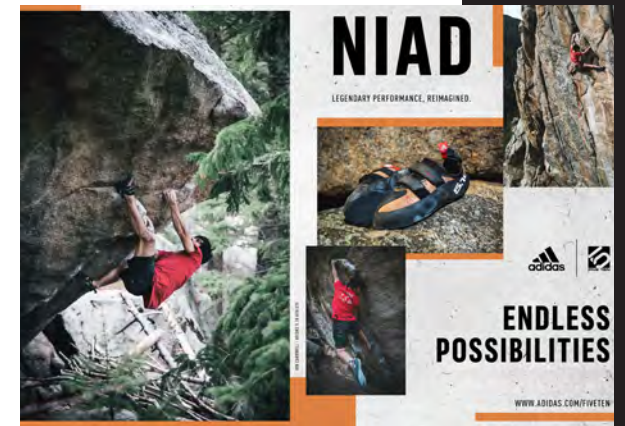
date// Spring/Summer 2021

Delivery // Master Creative, Print Advertising, Digital Advertising, Creative Copy, PR, Social, Retail, Photography

Creative // The NIAD from Five Ten was the re-imagining of a best selling shoe, the 'Anasazi'. Meaning 'Nose in a Day' the product stood for breaking boundaries.

As a multi purpose shoe we showed this through the use of collage, highlighting different usage situations and the product itself. We combined aspirational imagery with accessible aspects of climbing to appeal to a wide audience alongside male and female creatives.

Legendary performance, re-imagined. The NIAD campaign played off of its predecessors legacy and demonstrated that with the right equipment there are 'Endless Possibilities'





HIANGLE PRO

EXPLOSIVE PERFORMANCE

client// adidas Five Ten

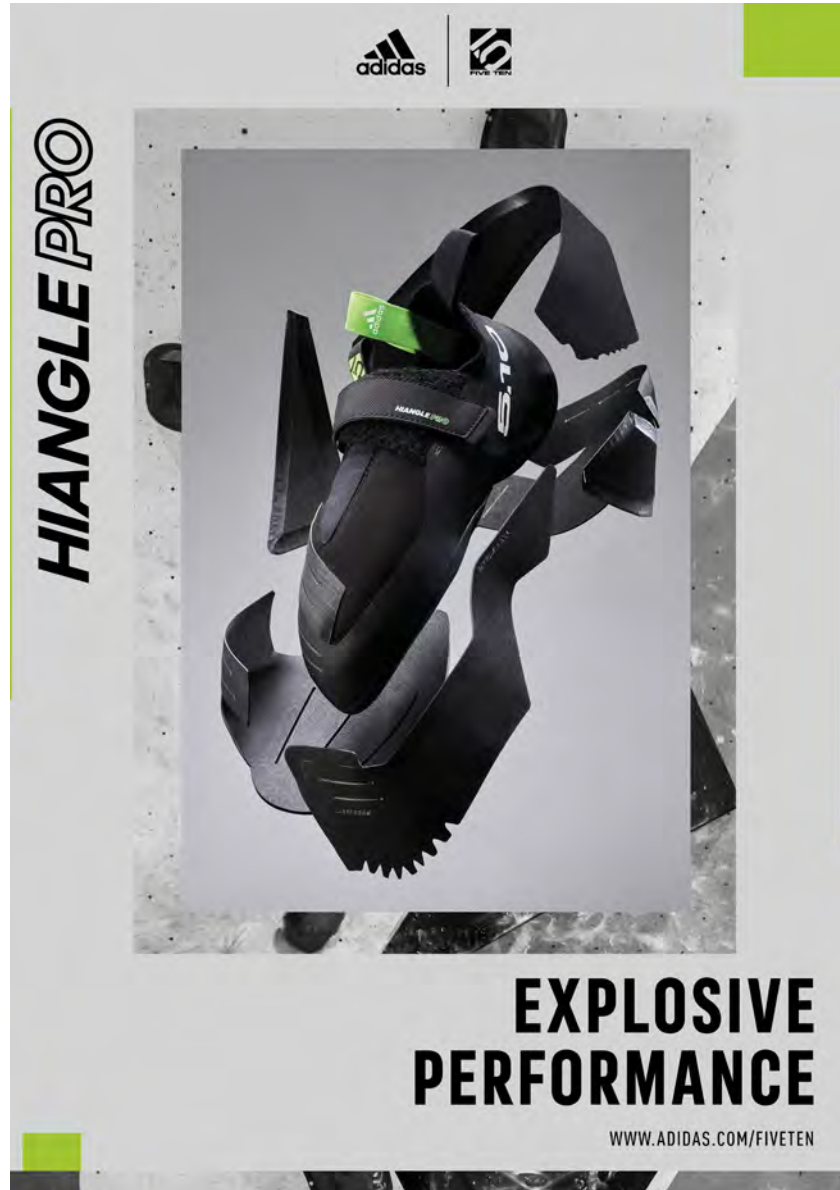
date// Spring/Summer 2021

Delivery // Master Creative, Print Advertising, Digital Advertising, Creative Copy, PR, Social, Retail, Photography

Creative // The HIangle Pro was the most innovative shoe from adidas Five Ten with a focus on elite competition and the Olympics. The structure of the shoe was unique, by deconstructing the shoe and rebuilding the shell we demonstrated the products intricate engineering and unique technology using exploded studio imagery (no CGI).

The background imagery played on the shoes usage situation incorporating a climbing wall. Additional digital creatives included Olympic Gold medalist Jana Garnbret to authenticate the product.

Discover how we made this campaign.





2021 FIVE TEN APPAREL

ENDLESS POSSIBILITIES

client// adidas Five Ten

date // Spring/Summer 2021

Delivery // Master Creative, Print Advertising, Digital Advertising, Creative Copy, PR, Social, Retail, Photography, Film

Creative // Endless Possibilities is an integrated authenticator campaign featuring 8 global Five Ten head to toe athletes. Developed to showcase the full 2021 apparel range whilst driving credibility and authenticity through an athlete led campaign.

- YouTube
- Social Media
- Partner Publishing / Athletes
- Vertical media advertising
- PR

Due to restrictions on travel, work and social mixing, WorkWith Studios had to get creative and innovate. Our solution was to put elements of the production in the athlete's hands. We asked ourselves what can we do? Not what can't we do? Our solution was to send each athlete a tool kit including a handheld video camera and 3 kodak cameras along with the latest apparel range

[Download the case study](#)



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