INTRODUCTION

IN MY THESIS THE QUESTION ‘HOW BRANDS CAN USE INSIGHTS OF CONTEMPORARY TATTOO NEO TRIBES IN ORDER TO ADDRESS A NEW TARGET GROUP’, HAS BEEN ANALYSED AND CONCLUDED WITH THE INTRODUCTION OF SIX NEO TRIBES.

AS AN ADVANCEMENT OF THIS RESEARCH I DECIDED TO CREATE A PRODUCT WHICH GIVES A VISUALIZED EXAMPLE HOW BRANDS CAN MAKE USE OF THESE NEO TRIBE PROFILES.

A BRAND MANUAL BUILDS THE BASE FOR A BRAND IN CREATION OF A NEW SUB-BRAND. IT CAN BE USED AS A GUIDELINE, SUPPORT OR INSPIRATION DURING THE DEVELOPMENT PROCESS AND GIVES INSIGHTS AND THE KNOW-HOW WHICH IS NEEDED TO UNDERSTAND THE CORE OF A BRAND.

THIS BOOKLET REPRESENTS A BRAND MANUAL SUGGESTION FOR ADIDAS ON HOW A NEW SUB-BRAND CALLED ADIDAS IMPULSE COULD LOOK LIKE. IT IS BASED ON THE GATHERED KNOWLEDGE OF THE GROWN-UP SKATER TRIBE AND SHALL PASS ON THE MOOD AND FEELING THIS BRAND COULD CREATE.
BRAND CONCEPT

ADIDAS IMPULSE IS A BRAND:
WHICH SEES SKATEBOARDING NOT ONLY AS A SPORT BUT AS A LIFESTYLE
WHICH SEES TATTOOS NOT ONLY AS DECORATION, BUT AS A FORM OF ART
WHICH PERCEIVES FALLING NOT AS FAILURE, BUT AS LIVING LIFE

IT ENCOURAGES PEOPLE TO LIVE NOW AND HERE, AND TO TAP FULL POTENTIAL OUT OF EACH
AND EVERY MOMENT. IT PUSHES PEOPLE TO LOOSEN UP THEIR MINDS AND TO LIVE WITHOUT
RESTRICTIONS AND INSTRUCTIONS FROM OTHERS. THE STRONG CONNECTION TO MODERN CLASSICS
AND CONTEMPORARY ART BUILDS THE BASIS FOR THIS CONCEPT AND IS THE INSPIRATION FOR
COLLABORATIONS WITH YOUNG ARTISTS AND TALENTS.
VISION
BE AUTHENTIC
BE YOURSELF
BE IMPULSIVE

MISSION
FOLLOWING OUR IMPULSE
WE ARE INVINCIBLE
THE 4 A’S

AGILE MOTION
Which is translated into the durability and flexibility of the products

AUTHENTIC PASSION
Which symbolizes the brands’ devotion to material quality and production

ASTONISHING TRADITION
Which stands for traditional print techniques and classic shapes

ARTISTIC COLLABORATION
Which refers to the brands’ interest in supporting and promoting young artists

BRAND VALUES
LOGO

The logo of adidas mpulse puts the classic adidas stripes into a new interpreted light. It displays a modern version of the common adidas brand logos which shall differentiate the sub brand from others and expresses its core value: astonishing tradition.

The sub brands' name derives from the sudden impulses of skateboarding and the target groups' characteristics. An impulse - short, strong, sudden - and moreover intense.

Two versions of the logo are introduced: black on white and reversed white on black.
THE TARGET GROUP

The target group to which Adidas Impulse is appealing to is the Neo tribe — grown-up skaters. The grown-up skaters are people who always stay true to themselves. They live for the moment and enjoy every minute with no regrets. This tribe is fashionable in its very own way, since they are strong-willed people who like to provoke. Tattoos are an inherent part of their fashion identity and combined with their classy modern style. They create their own individual look. Music and art are their main interests, which their outfits reflect. Humorous, offensive and artistic graphic design prints is what they prefer when buying clothes as well as quality and durability. They are inspired by talent and people that are successful in fields they are passionate about like skateboarding, arts and tattoos.

This Neo tribe is lead by spontaneous and impulsive actions, which are the reasons for their tattoos and buying behaviour. They do what they want to do and what comes into their minds. They do not care much about other people’s opinion except the ones within their own tribe.

Authentic style, limitless creativity and passionate devotion is what is appealing to them. It defines the grown-up skaters and is exactly what Adidas Impulse is offering.
ADIDAS IMPULSE’S COLLECTION COMBINES QUALITY WITH ART. THE SIMPLE CLASSY LOOK ATTRACTS PEOPLE WHO ARE LOOKING FOR MODERN TRENDY STYLES FOR A CASUAL BUT EXCITING LOOK.

SPECIAL GRAPHIC DESIGN PRINTS FROM YOUNG TALENTED ARTISTS ARE THE KEY FEATURE OF THE SUB BRAND IN ORDER TO ACKNOWLEDGE AND RESPECT YOUNG TALENTS.

UNKNOWN ARTISTS HAVE THE OPPORTUNITY TO SEND THEIR DESIGN IDEAS TO ADIDAS IMPULSE AND BE SELECTED TO HAVE THEIR DESIGNS PRINTED ON T-SHIRTS.

ADIDAS IMPULSE OFFERS A COLLECTION OF CASUAL STREETWEAR WITH THE USUAL ADIDAS PROMISE OF DURABILITY AND QUALITY.

ON THE RIGHT SEVERAL EXAMPLES OF A POSSIBLE PRINT COLLECTION ARE SHOWN. THEY DISPLAY THE HUMOROUS, PROVOCATIVE AND WITTY MOOD WITH WHICH ADIDAS IMPULSE DEFINES. THE GARMENTS ARE A SUGGESTION FOR KEY ITEMS.