

WOOOT!

MEDIA



CASE STUDY - ADIDAS HARDWIRED



## ORIGINAL EDITORIAL SERIES

adidas wanted to launch their hardwired collection of football boots to young, style and performance-conscious football players

Leveraging the increasing cross-influence between football and music, we partnered with sport and culture platform, [VERSUS](#) to create an original branded editorial series: 'Fire In The Boots' providing a deep dive into emerging talent from the world of urban music that share a passion for the beautiful game

Content was further amplified via extensive social posts leveraging bespoke talent and product imagery, plus a product led announcement for the collection



Talent alignment



Original talent & product photography



Interview-led editorial

VERSUS



VERSUS

Sport

### Fire in the Boots: Joe Black

Joe Black is the legendary UK rapper who is giving back to the streets by running one of London's most successful youth football clubs, giving hundreds of inner-city people a chance to play the game.



VERSUS

Sport

### Fire in the Boots: Kamakaze

Kamakaze is turning the dreams of many into his own reality, living a double life as a professional footballer by day and a lyrically-untouchable grime artist by night.



VERSUS

Sport

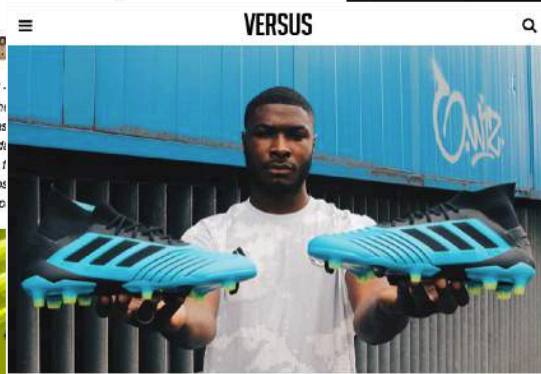
### Fire in the Boots: Monki

After giving up the game as a teenager because she was told women couldn't have a career in football, Monki is the superstar DJ who has made a return to the pitch after shutting down the world's biggest festivals.

Supported by adidas

By Corey Palatt • July 30th 2019

This is 'Fire In the Boots' - a new content series in partnership with adidas Football - where VERSUS takes the UK's most talented artists out of the studio and onto the pitch, exploring their passion for football and how it inspired them to be the MCs, producers, or DJs they are today. Football and music own the streets, and this series will find out how and why the two fields share so much in common by talking to the creatives who represent this cultural crossover. In this edition, we kit out the multi-talented DJ, broadcaster and Dulwich Hamlet baller Monki in the new...



VERSUS

Sport

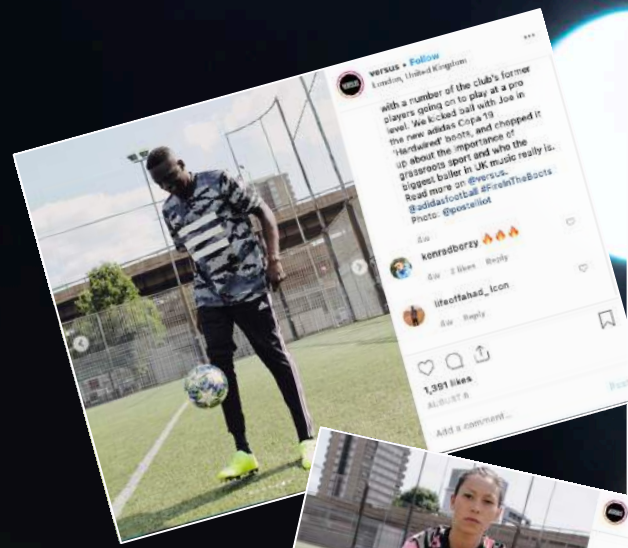
### Fire in the Boots: Nyge

Nyge is the prolific UK rap producer who was chasing a career in professional football while cooking up game-changing beats for the scene's biggest artists.

Supported by adidas

By Corey Palatt • August 14th 2019

This is 'Fire In the Boots' - a new content series in partnership with adidas Football - where VERSUS takes the UK's most talented artists out of the studio and onto the pitch, exploring their passion for football and how it inspired them to be the MCs, producers, or DJs they are today. Football and music own the streets, and this series will find out how and why the two fields share so much in common by talking to the creatives who represent this cultural crossover. In this edition, we link up with prolific UK rap producer Nyge as he steps to the pitch in the cold new adidas Predator.



VERSUS • Follow London, United Kingdom with a number of the club's former players going on to play at a pro level. Joe kicked ball with Joe in the new adidas Copa 19 'Hardwired' boots, and chopped it up about the importance of grassroots sport and who the biggest baller in UK music really is. Read more on @versus... @adidasfootball #fireintheboots Photo: @postalluk



VERSUS • Follow London, United Kingdom Photo: @postalluk

VERSUS

Sport

## adidas Football's New Hardwired Pack Is Made for Young Ballers Who Are Going to Shine Bright in 2019/20

Created For Ballers 🔥

Supported by adidas

By Corey Palatt • July 23rd 2019



VERSUS @versus - Aug 26 #FireInTheBoots is a new series in partnership with @adidasfootball taking the UK's most talented artists out of the studio and onto the pitch @KamakazeLc @monki\_dj @JoeBlackUK @Nyge\_ MORE: bit.ly/2Zwntvx

VERSUS with adidas Football. Paid Partnership

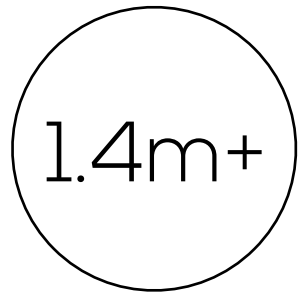
Nyge is the prolific UK rap producer who was chasing a career in professional football while cooking up game-changing beats for the scene's biggest artists. #FireInTheBoots

VERSUS.UK.COM Nyge, the Prolific UK Rap Producer Who Had A Secret as a Talented Baller

15 Comments 10 Shares

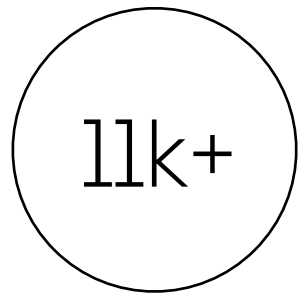
# RESULTS

Branded content delivered considerable above planned impressions and article views with high social engagement, particularly across Instagram



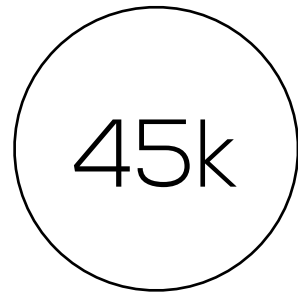
Content Impressions

1.51x Est.



Article Views

1.58x Est.



Social Engagements

3.1% Overall ER



# w00t!

MEDIA



[sales@w00tmedia.net](mailto:sales@w00tmedia.net) | 0161 817 4430