

ADIDAS:
SUPERCOLOR



OBJECTIVE

As exclusive media partners at the originals x Pharrell Williams Supercolor launch event, complex were tasked to:

Deliver a 'choose your colour' experience

Land superstar heritage

Support entertainment piece with a male edge

STRATEGY

We created an immersive visual experience for the event via a video wall, plus a custom photobox allowing users to customise and share portraits from the event



VIDEOWALL

Partnering with London based multimedia video artist, Dan Swan, we produced custom artwork referencing the brand's heritage. The wall of screens was also used for Pharrell William's video link to the event

PHOTOBOX

We created custom graphic backgrounds for guest's portraits directly referencing the visual style of the Video Wall and Supercolor aesthetic

[EDITORIAL COVERAGE](#)

SUCCESS

- › Each attendee took a minimum of 2 portraits in the photo box over the evening
- › Complex social drove 2x the number of retweets vs. the official adidas UK account



“Complex delivered a top-drawer experiential solution – demonstrating a capacity to craft fresh creative concepts, alongside quick and sturdy production. They were a reliable, flexible partner with a holistic understanding of our client needs, and clear passion for their business – an absolute pleasure to work with”.

Ben Moutrie, Client Director, Carat / adidas UK



WOOT!
MEDIA