

ENGAGING CONSUMERS THROUGH CUSTOMIZATION Customization is an increasingly important priority for the Reebok brand. With technologies such as KineticFit and The Pump™, Reebok provides consumers customization elements in its products. Reebok also offers North American consumers the opportunity to design their own shoes through its web-based customization platform "Rbk Custom". The brand's product offerings on the website also include limited editions of high-light products such as shoes created by famous graphic designer John Maeda and the Freestyle. In 2008, Reebok will expand its product offering available via "Rbk Custom" and also extend the platform's reach to European countries. Further, Reebok will offer key directional retailers the possibility to order customized products on quick delivery timelines (i. e. 60 days). Reebok also increasingly interacts with consumers on a personal level, utilizing predominately digital marketing initiatives. Going forward, the brand will take a digital leadership role by extending both its customized product initiatives and digital marketing activities. Reebok will launch a new digital platform in 2008, which will feature some of the latest developments in personalization technology.

BALANCING SPORT AND LIFESTYLE Most brands in the sporting goods industry define themselves as either a sport or a lifestyle player. Reebok has a heritage within the industry based on products that bridge the gap between sport and lifestyle. The brand therefore puts equal emphasis on developing products for sports activities and daily life. With a holistic approach across all categories, Reebok addresses different consumer groups – from the active athlete to the sports fan, from the urban to the suburban consumer. To grow its sport business going forward, Reebok has defined two global category priorities: women's and running. In addition, the brand has also set regional priorities such as American sports (North America) and football (Europe and Latin America). At the same time, Reebok is sharpening its lifestyle focus by broadening and upgrading its product offering.

WOMEN'S: LEVERAGING REEBOK'S HERITAGE Reebok enjoys a distinctive position in the women's market. As the brand that virtually invented the aerobics category in the 1980s, Reebok has an unrivalled heritage in serving the unique needs of female athletes. The brand continues to hold leading global positions in important women's categories such as workout and walking.

Going forward, Reebok intends to further strengthen its profile in the women's market. As fit is particularly important to women, Reebok is introducing new materials and colors as well as women-specific patterns and size schemes in its product lines. With targeted marketing concepts and partnerships with top athletes (e. g. Amélie Mauresmo, Carolina Klüft, Nicole Vaidisova) and celebrities, the brand will show that it fully understands the unique needs of the female consumer. Reebok's partnership with the 2008 Avon Walk Around the World for Breast Cancer illustrates the brand's strong commitment to women and will help build a connection with consumers worldwide. [▶ see Reebok Products and Campaigns, p. 138](#)

RUNNING: TARGETING NEW AND RECREATIONAL RUNNERS

Running is the sport with the highest participation level and the most diverse consumer base worldwide. Reebok's positioning in the category differs from that of most brands. Instead of focusing first on the competitive athlete, Reebok clearly targets new and recreational runners.

In 2008 and beyond, Reebok's product offering in the running category will focus on fit and comfort. In this context, the Hex Ride Rally running shoe clearly represents the highlight product. [▶ see Reebok Products and Campaigns, p. 138](#) Reebok remains committed to developing comprehensive running ranges and establishing itself as a "head-to-toe" running brand.

To adequately support its product initiatives and to further underline its unique running positioning, Reebok's brand communication will feature running as a priority category. To increase traction in the category, Reebok also engages in grassroot activities around smaller, local running events.

AMERICAN SPORTS: CAPITALIZING ON LEAGUE PARTNERSHIPS Reebok's activities in American sports aim to underline Reebok's positioning as an American-inspired brand. This is an important regional initiative in North America but also a differentiating factor versus competitors in the rest of the world. American football and baseball are critical categories to strengthen the brand's credibility in sport.

Due to its partnership with the NFL, Reebok has a unique position in American football, the most popular sport in the USA. As the official outfitter of the NFL, Reebok provides on-field uniforms as well as off-field apparel products to all 32 NFL teams. This gives Reebok an unrivalled presence at all NFL games during the season. In addition, the partnership enables Reebok to drive its licensed business and has a positive halo effect on the brand's cleated footwear and branded apparel business. By utilizing individual players such as Peyton and Eli Manning and Vince Young as brand ambassadors, Reebok strives to strengthen its connection with consumers.

Reebok is also committed to further building its position in baseball and basketball. In baseball, the brand utilizes its partnerships with Major League Baseball (MLB) and David Ortiz to drive sales in both sport and lifestyle. By utilizing the Pump custom-fit footwear technology and further capitalizing on key partnerships with individual players such as Allen Iverson and Yao Ming, Reebok also intends to grow in the basketball category.