

A close-up photograph of a newborn baby sleeping peacefully in a woman's arms. The baby's head is resting on the woman's shoulder, and its hands are near its face. The woman has long, wavy blonde hair and is wearing a white strapless top. The background is a soft, out-of-focus light blue.

alicia novoa

final 360 campaign
dec. 13, 2022

**The toughest athlete spends 9 months
preparing for the hardest marathon of their lives**

**Their bodies forced to change everyday in
order to qualify for the end goal**

Stretching



Growing



Contracting



**They go through the most
rigorous training possible**



Not knowing whether they'll win or lose

**But the race doesn't just
end at the finish line, it
only just begins**

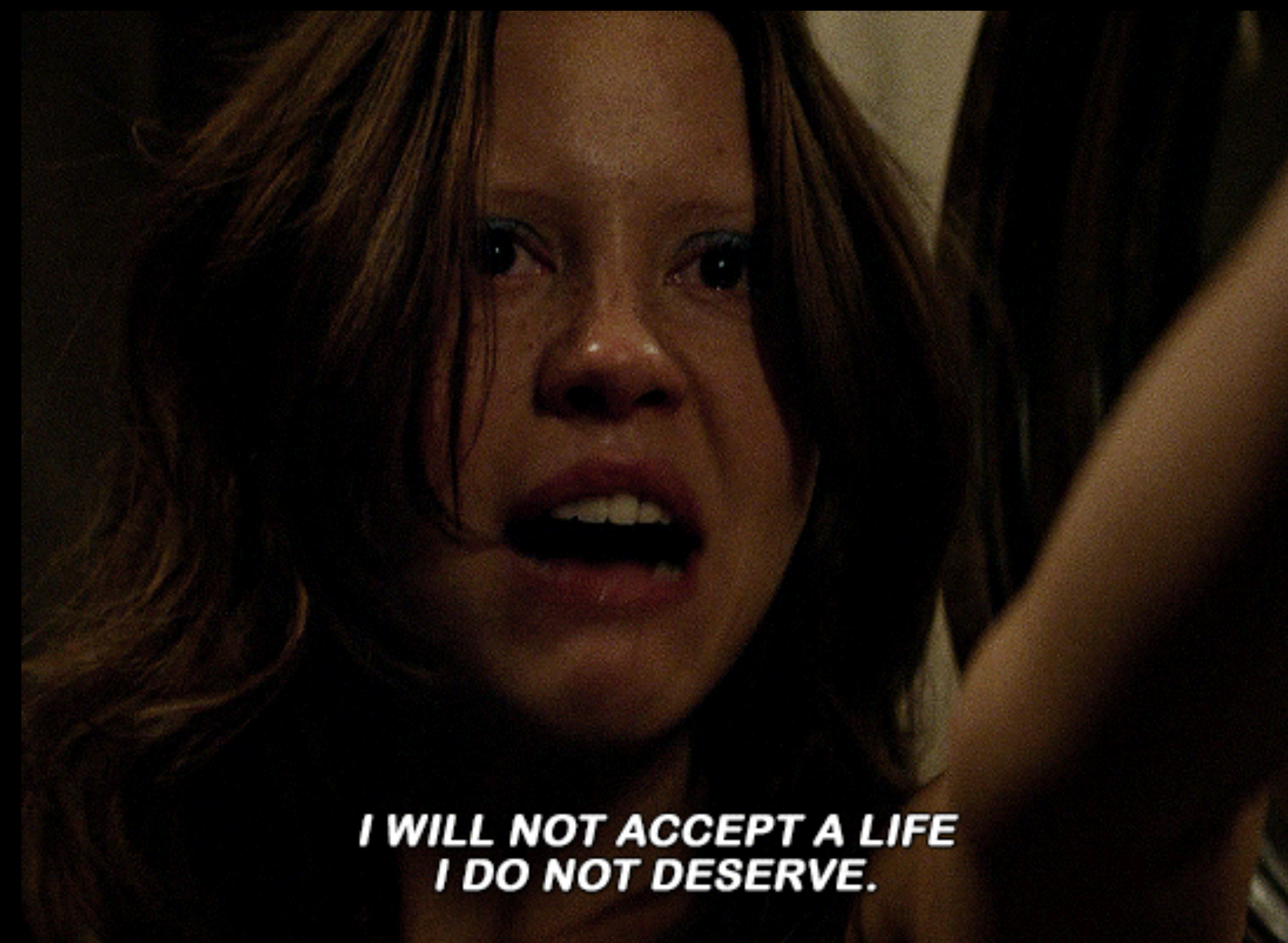


**Next comes the
challenge of acceptance**



Acceptance of a new body

A new life



**I WILL NOT ACCEPT A LIFE
I DO NOT DESERVE.**

Even more obstacles



More hurdles



Stretch marks, loose skin, leaking breasts

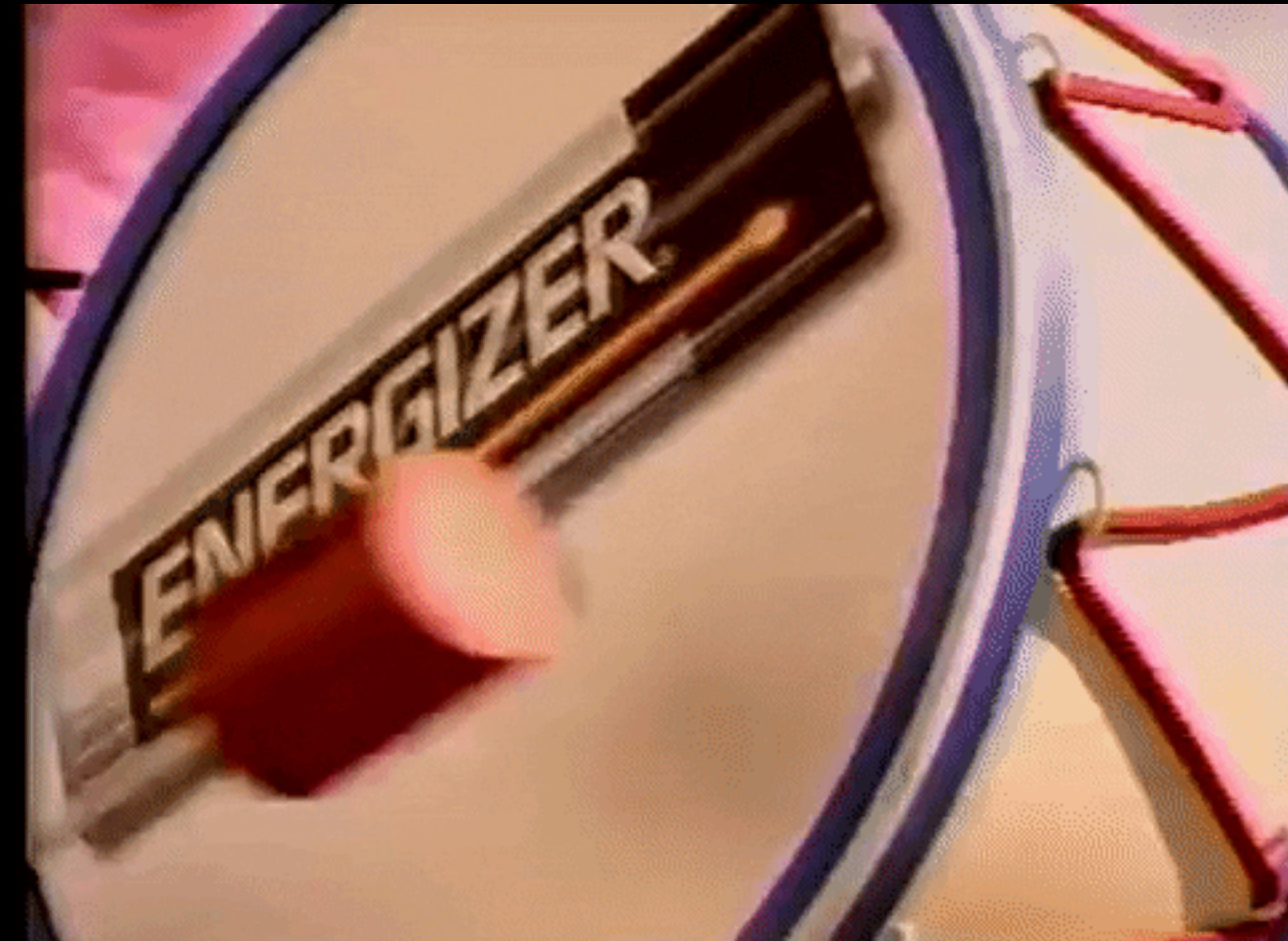
**Nothing fitting, nothing
feeling the same**



**The most selfless athlete
doesn't know when they'll
get a break**



**All they know is they were
made to keep going**



Made to embody the journey

embrace your stripes

adidas

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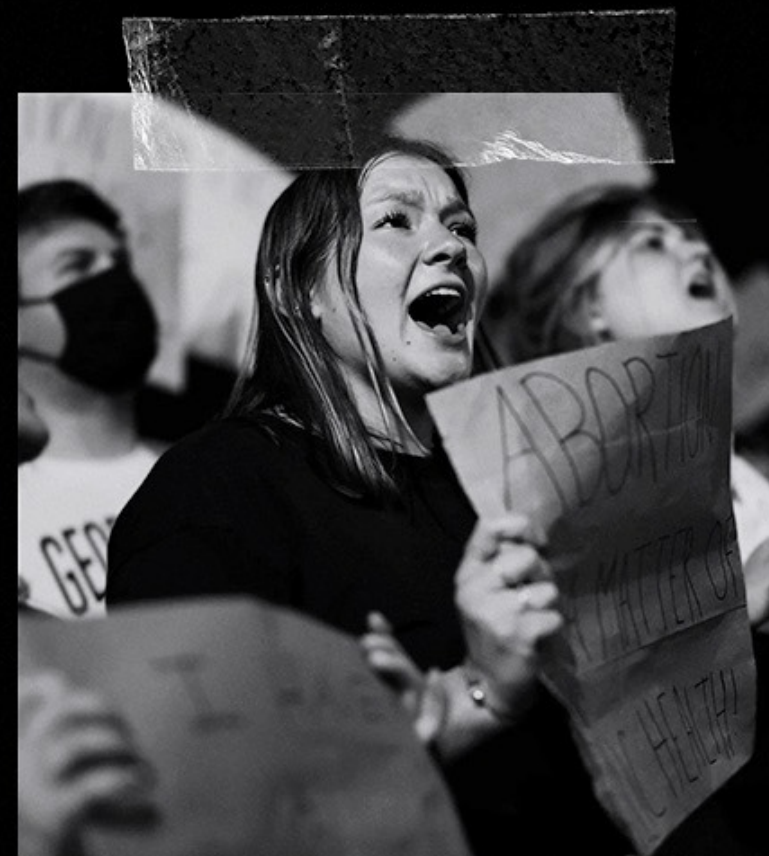
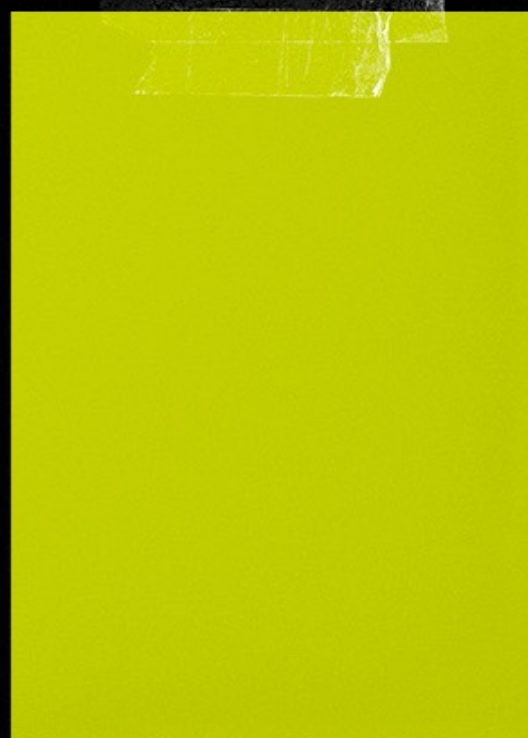
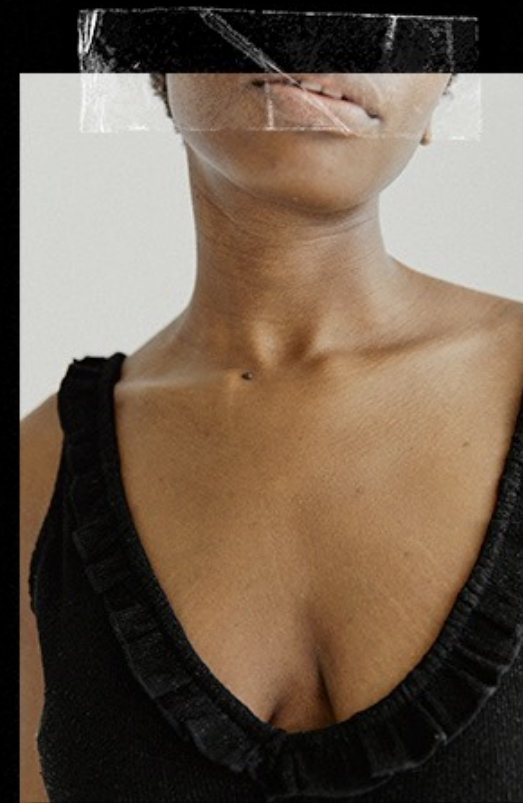
All they know if they were made to keep going

Made to embody the journey

Embrace your stripes

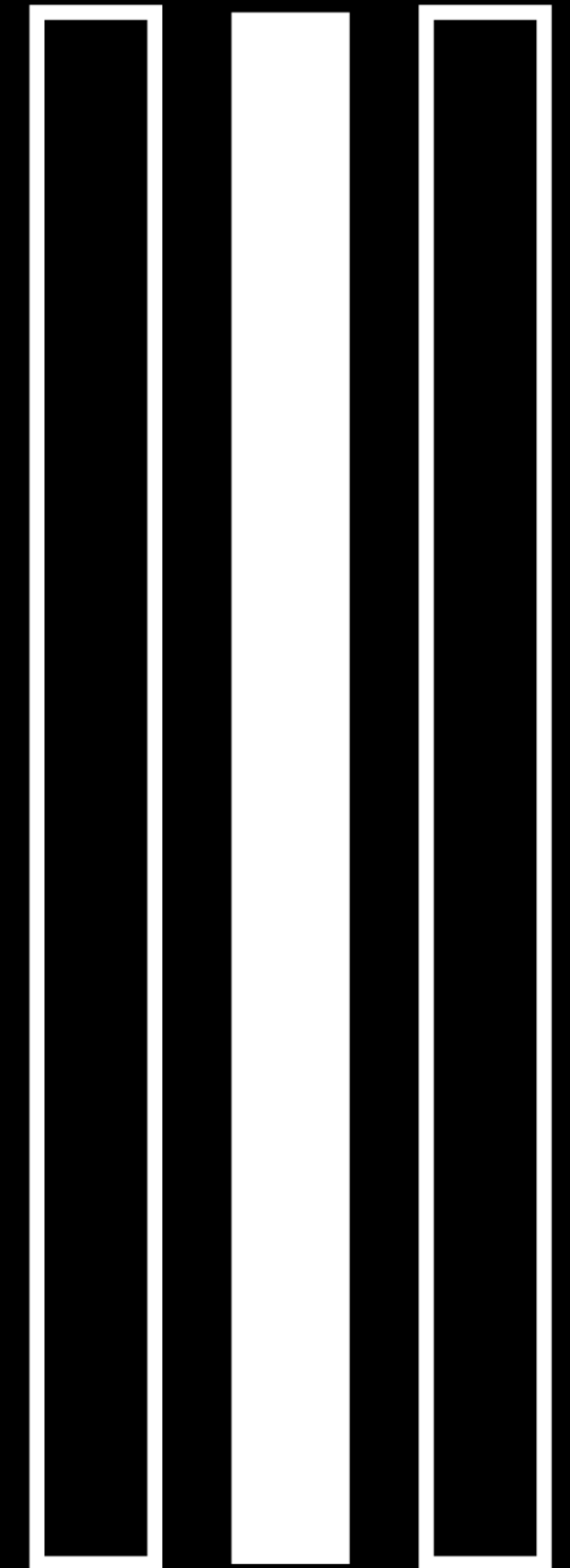
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Setting the mood

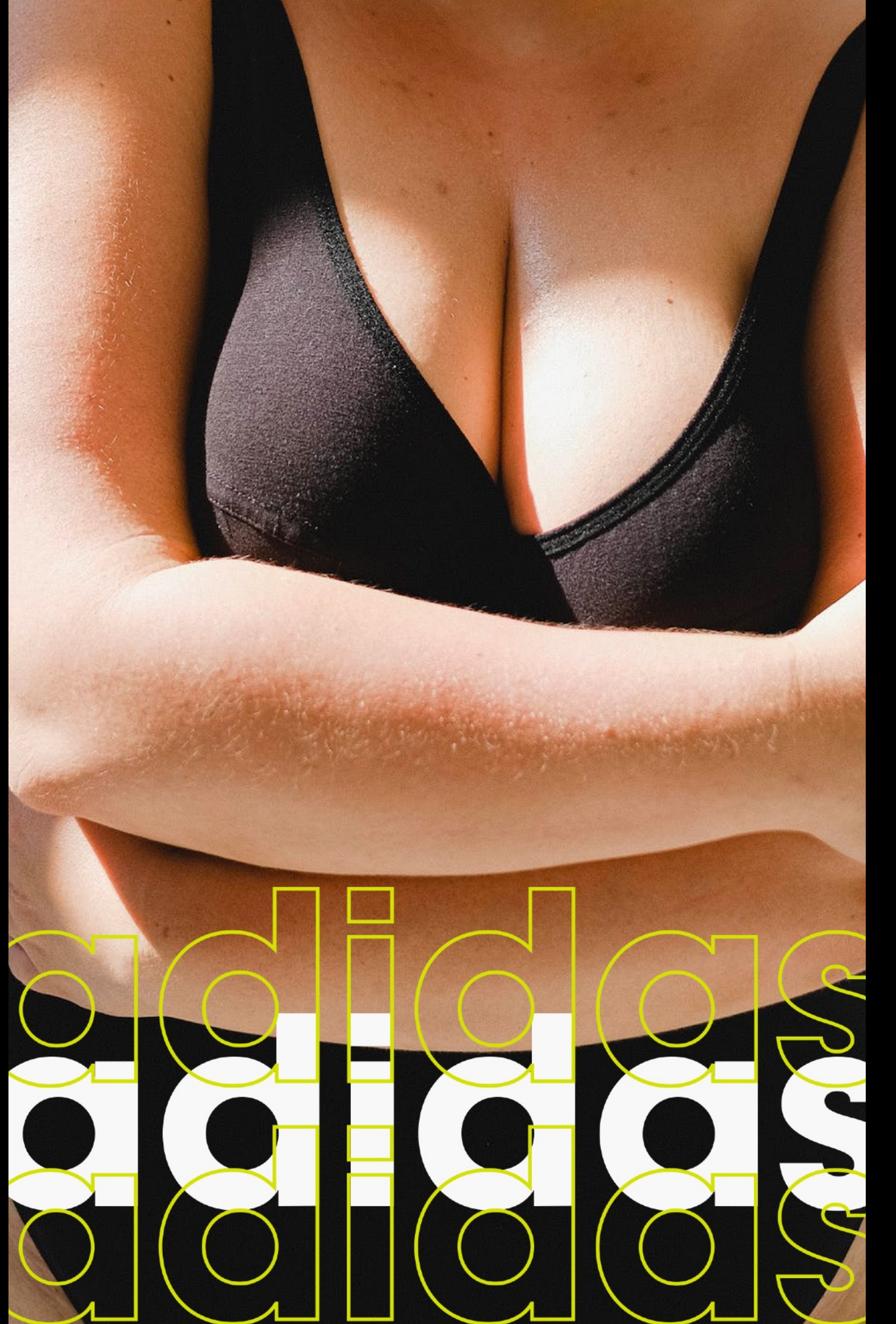
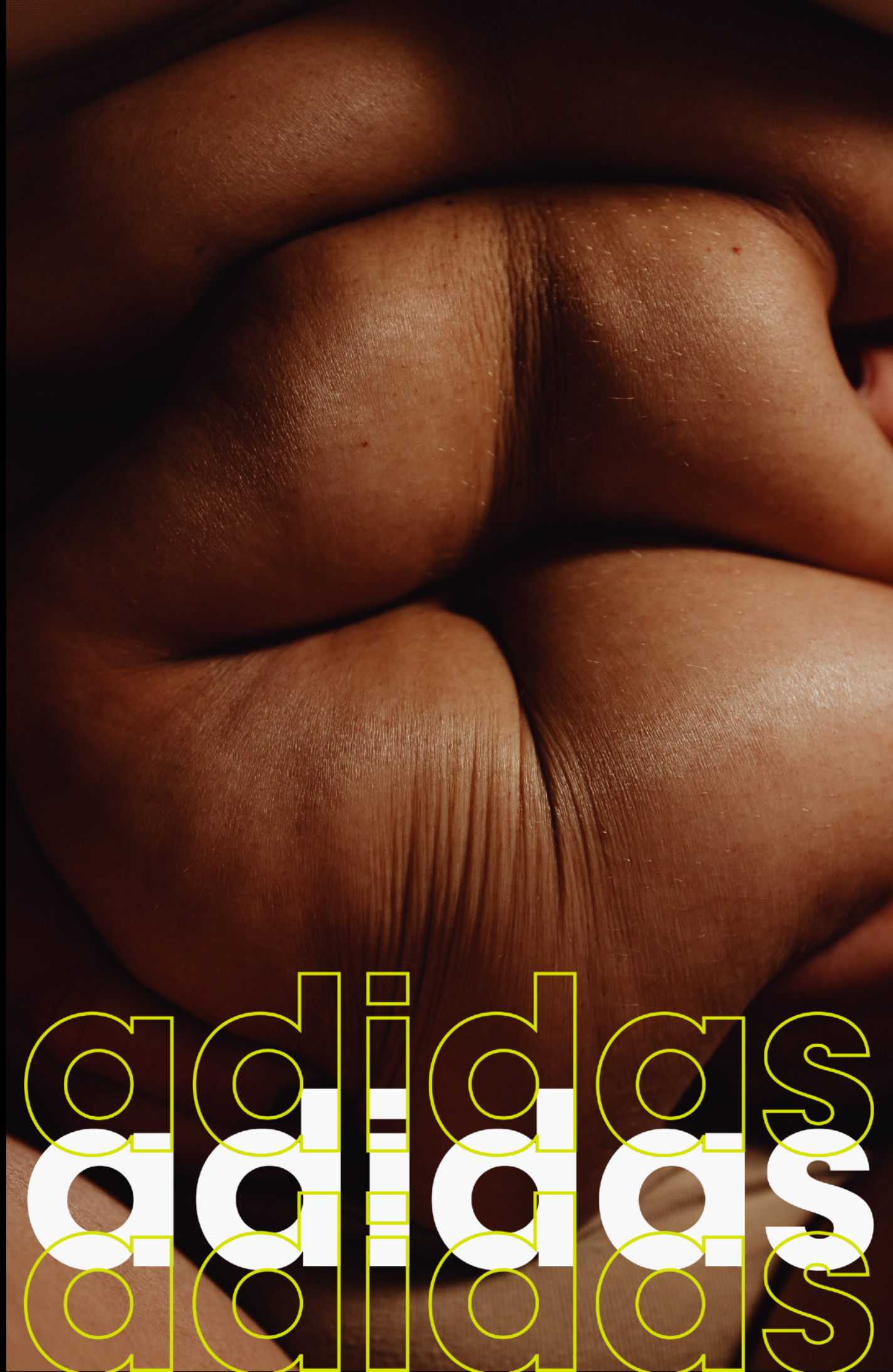


1 in 3

1 in 3 woman experience swollen feet, body dysmorphia, and stretch marks. These are just a few of the statistics that women face during pregnancy and the postpartum phase of their lives.

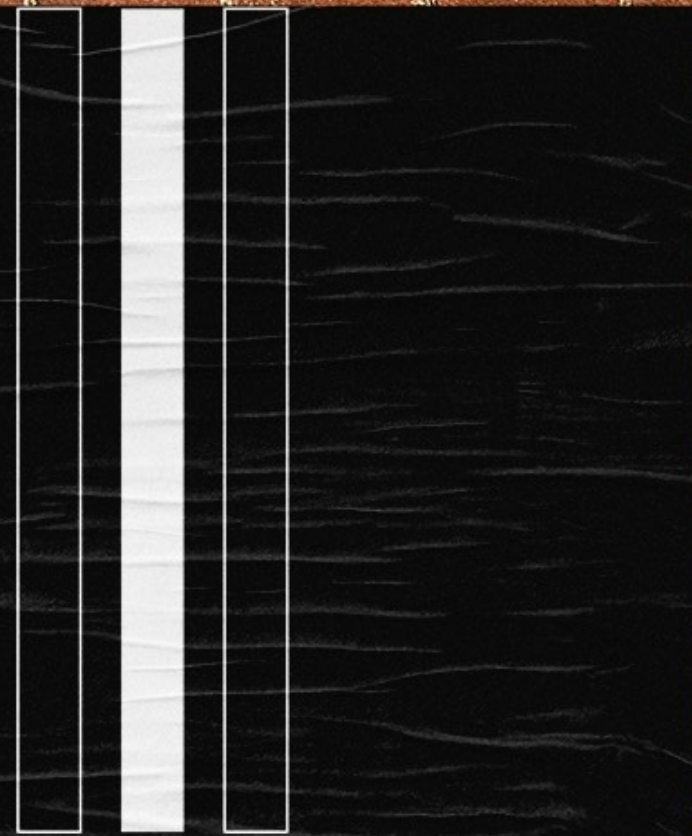


Out of home





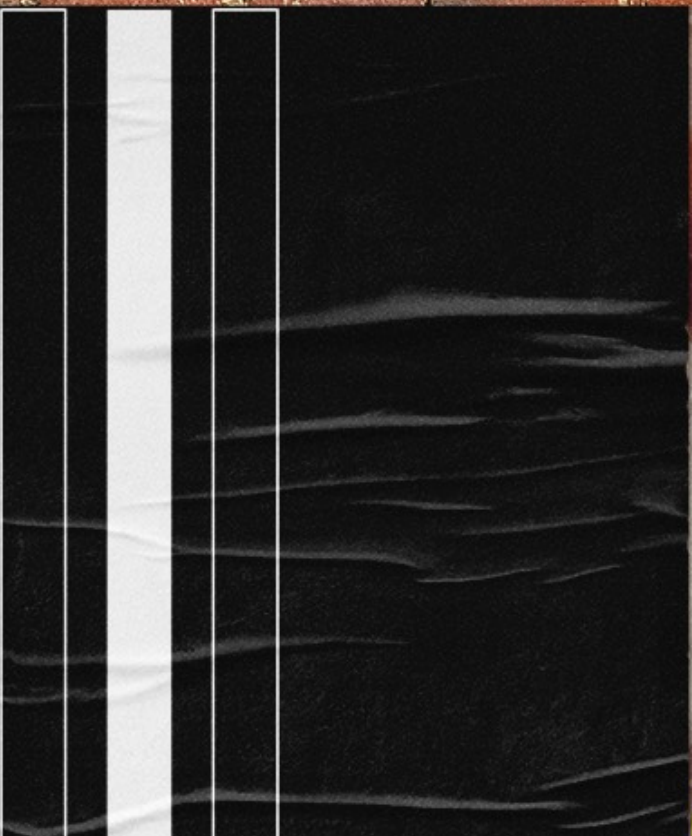
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1 in 3 woman
feel pressure to snap back
after giving birth.



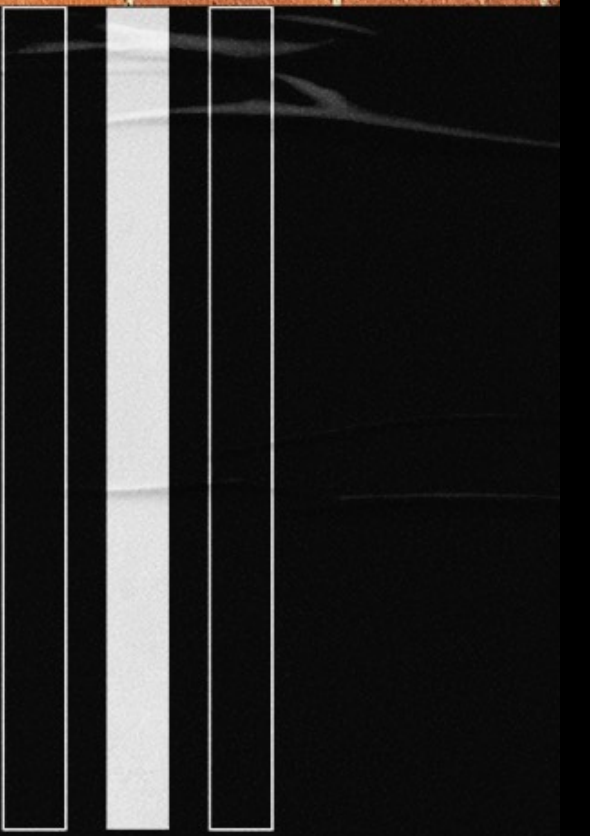
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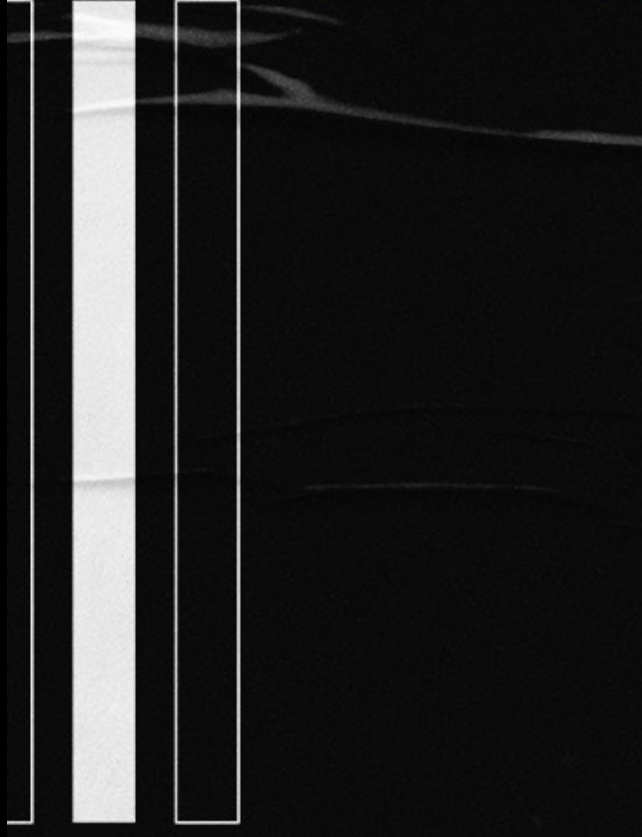
1 in 3 woman
experience undiagnosed
body dysmorphia.



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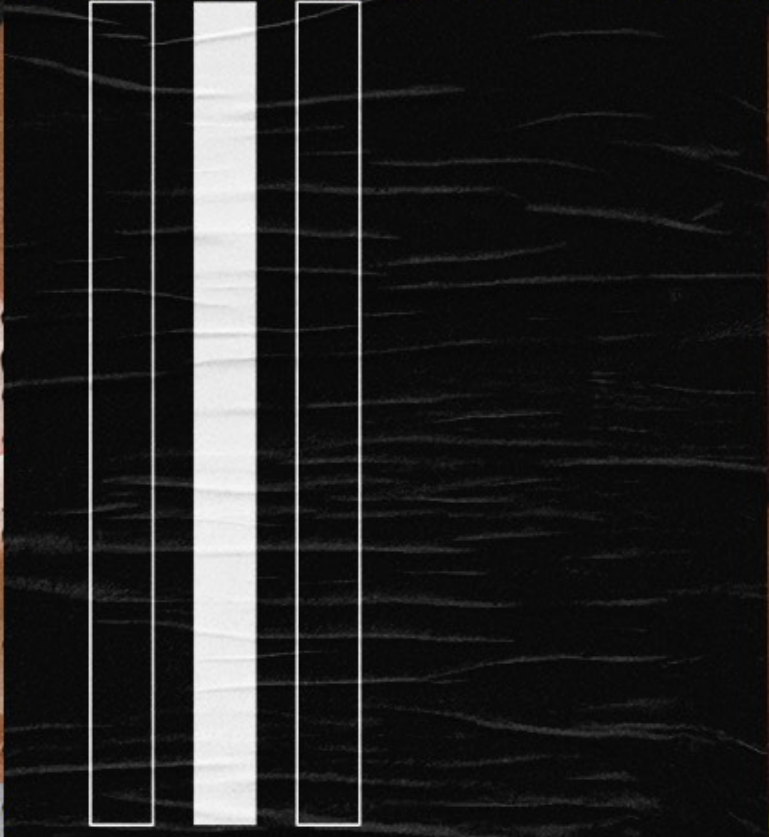
1 in 3 woman
experience swollen feet
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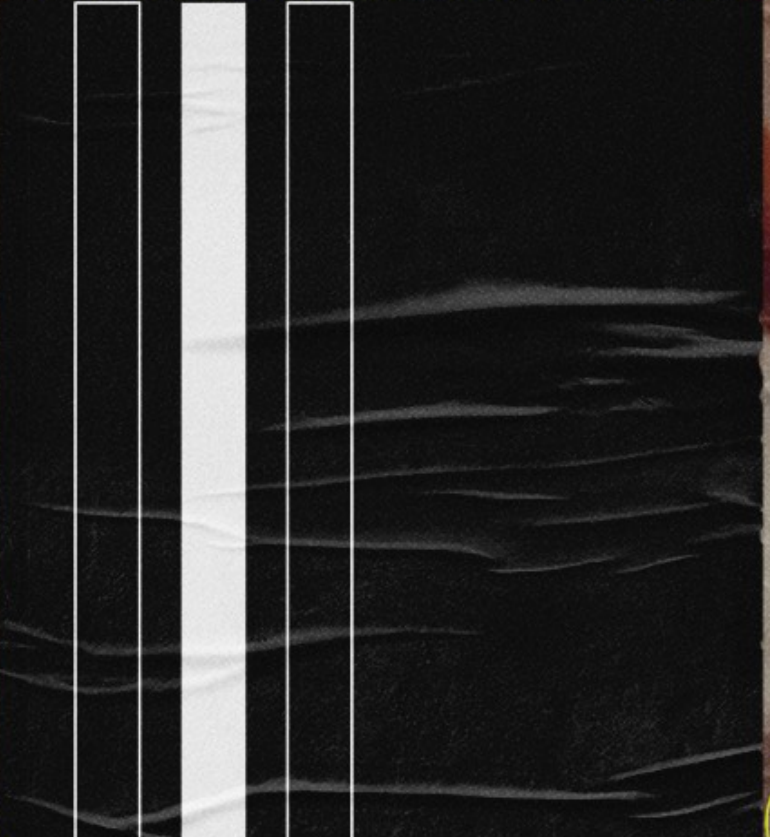
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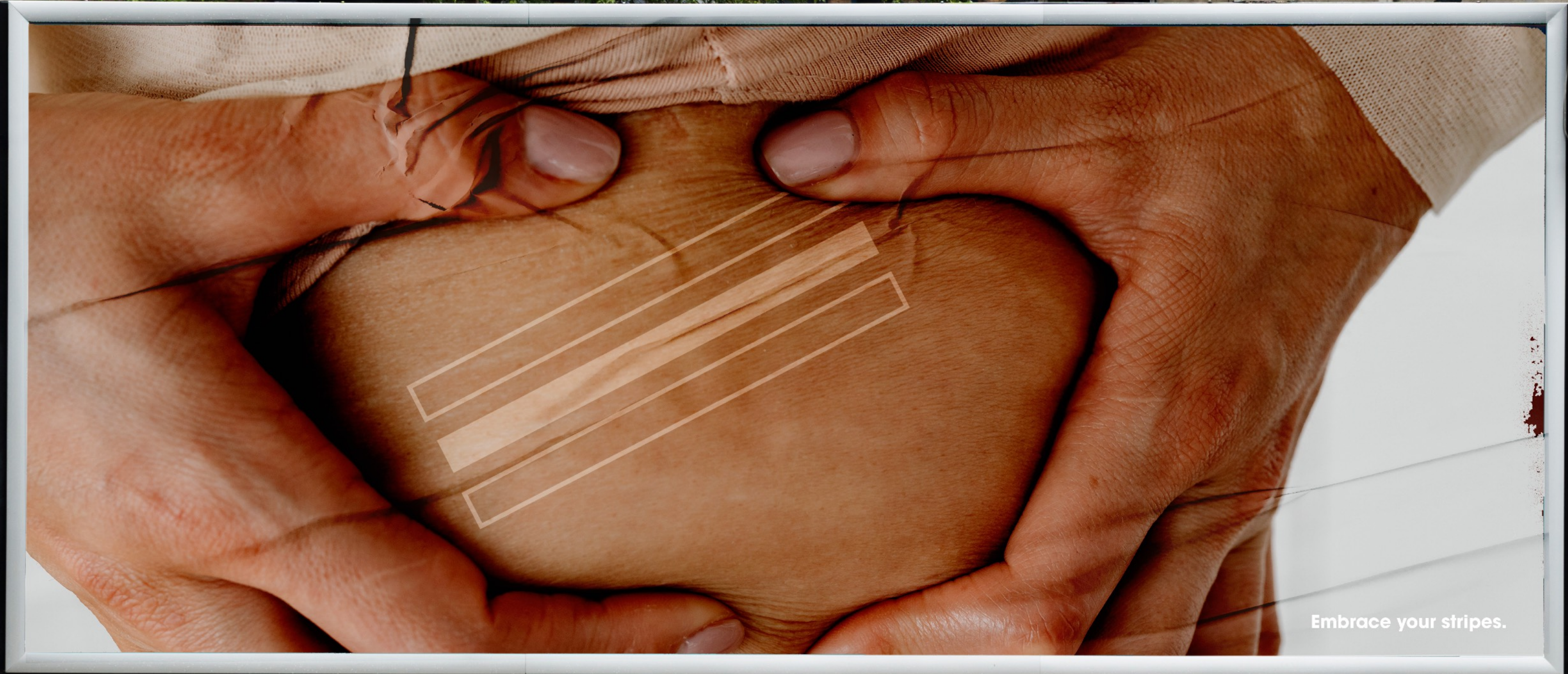


adidas



adidas

The image shows a large outdoor billboard for Adidas. The billboard features a close-up photograph of a person's back and shoulders, with the skin appearing smooth and tanned. The Adidas logo, consisting of the word 'adidas' in its characteristic font, is overlaid on the bottom half of the image. The logo is white with a yellow outline. The billboard is mounted on a building with a brick facade and large windows. The building has a classic architectural style with decorative elements around the windows and doors. The sky is visible in the background, and the overall scene is brightly lit, suggesting a sunny day.



Embrace your stripes.

Striped Social



The apparel

Postpartum wear is outdated and often inelegant.
Women deserve to feel comfortable in their own skin.
Our new line does just that while allowing them to
embody their new appearance in style.



The footwear

Many women suffer from swollen feet during and after pregnancy, making it difficult to find the right pair of shoes. Which is why we have created a new innovation of adjustable yet fashionable sneakers with cooling technology to minimize swelling.



The event

In celebration of all the new and soon to be mothers, adidas is hosting a Mother's Day brunch event at the Turning Point restaurant. Join us for a welcome reception, brunch, and meet & greet with other mothers in any of our decorated lounge rooms.



TURNING POINT

BREAKFAST • BRUNCH • LUNCH





adidas

09:00 AM - 5:00 PM

*Embrace
your
stripes*





welcome



adidas

09:00 AM - 5:00 PM

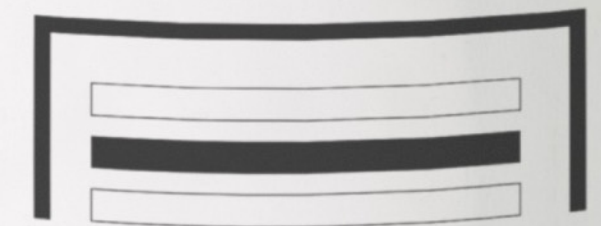




*Embrace
your
stripes*

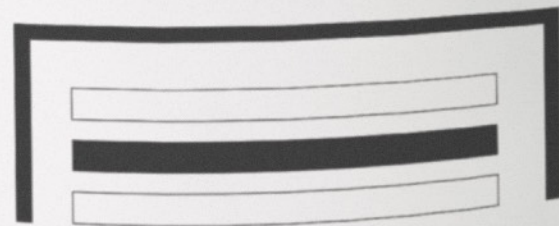


ALL GENDER
RESTROOM



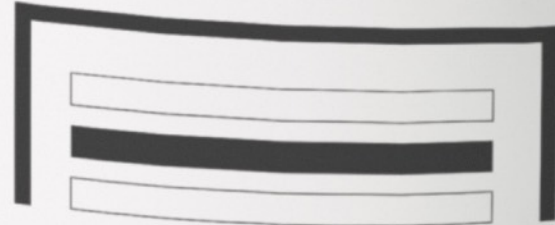
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Sunday, May 14 2023



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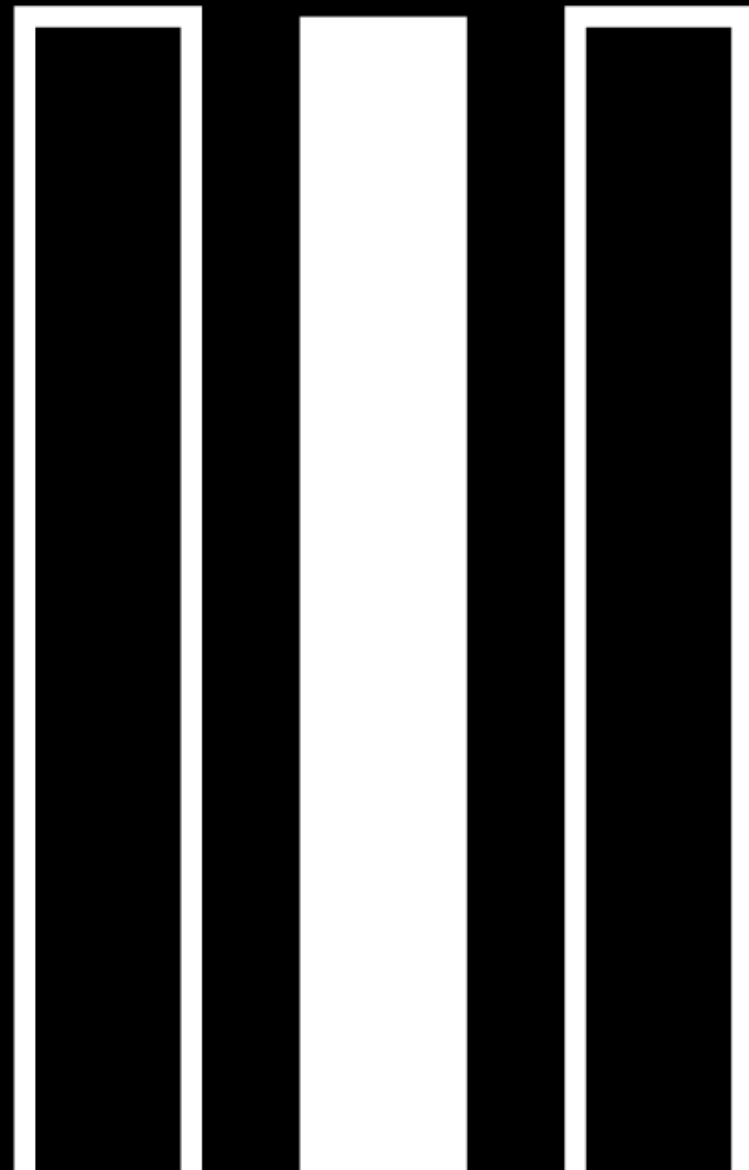
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Sunday, May 14 2023





embrace your stripes



A woman in a black bikini is posing in a room with warm, orange-toned lighting. She is standing in front of vertical blinds, with her back to the camera and her head turned slightly to the side. The text "thank you" is overlaid in a bold, yellow font. There are three vertical white bars on the left side of the image and three vertical white bars on the right side.

thank you