



MIADIDAS 2017
COPY GUIDELINES

MAY 2017

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WHAT IS THIS GUIDE?

Simply put, this guide provides a crystal clear instruction on how to write and execute miadidas copy for website content, campaigns and other communications intended for a general audience.

It exists to lay the necessary groundwork to keep relevant, set ourselves apart, and unlock new opportunities with our consistent with our tone of voice. We must be clear about what miadidas is, to always speak to our target markets, To direct our creativity and marketing efforts to create provocative content creators will love.

WHAT IS MIADIDAS?

miadidas is unique, made-to-order adidas shoes. It is also the name of the place creators go online to design and customize their own adidas shoes online, as well as the product category that lives under adidas.

miadidas is always one word.

miadidas is almost always lowercase, except in ECOM pages where all-caps is default in the design.

WHO IS OUR TARGET?

The miadidas target audience is women and men between the ages of 18-40. The preferred target audience is women and men, between the ages of 15-25. We aspire for a younger audience to nurture sustainable growth of the brand.

Our target market is always referred to as the “creators.”

HOW DO WE TARGET?

Since our creators are different ages, genders, and come from different walks of life, targeting them can be difficult. Luckily, we have put together a simple trick to position miadidas as the best made-to-order shoe experience to such a wide market.

Always shoot to answer these three questions in every project you write.

Why should the creators customise this product?

How does this miadidas products express quality?

What unique elements went into producing this product?

THE MIADIDAS TONE OF VOICE?

The *miadidas tone of voice* is not **what** we are saying, but **how** we are saying it. It defines the attitude of any content it is associated with. A simple way to explain what miadidas tone of voice, is to compare it to what it isn't.

MIADIDAS IS...

Provocative but not abrasive

Educated but not patronizing.

Helpful but not wordy.

Informal but not sloppy.

Athletic but not elite.

Witty but not slapstick.

Positive not negative.

Excited but not hyperbolic.

tone of voice TIPS

Explain the benefits of product technology in the way it effects a users life.

When explaining the product or technology. Product is always premium, technology is benefit of an already great product.

Make creators feel like they own the products you talk about by describing them with "the" or "your" instead of "our."

Follow negative information with a benefit to alleviate tension.

Explain things from a customers point of view.

Create a realistic emotional connection with the customers.

WHAT IS CURRENT CAMPAIGN?

A STORY IN EVERY BOX is the current seasonal miadidas campaign. It aims the creative spotlight on creators, their stories, their custom miadidas products, and the things that influenced the elements of their designs.

For more information about this campaign visit:

[*http://www.adidas.co.uk/customise*](http://www.adidas.co.uk/customise)

SEASONAL

A seasonal campaign is the yearly or biyearly campaign that defines the overarching concept of miadidas.

STANDALONE

A standalone campaign for miadidas is a product specific campaign toolkit. This lives below the seasonal campaign.

INLINE

Inline campaigns are similar to standalone and seasonal campaigns but exist outside the miadidas categories.

CREATOR JOURNEY

The creator journey is the path that leads through marketing touch points to the customizer - the page where you design and purchase a miadidas product.

Good copy cannot work within a silo. Good copy works across every interactive touch point. So before you start writing, it is best to familiarize yourself with the creator journey and how creators navigate through our site.

TOUCHPOINTS

Newsletters / CRM / Meta

Social/ Affiliates/ Blogs

Inline Cross Sales

Banners

Retail

CLP

PDP

PLP

Homepage / Gender landing pages

Checkout

Help / FAQ

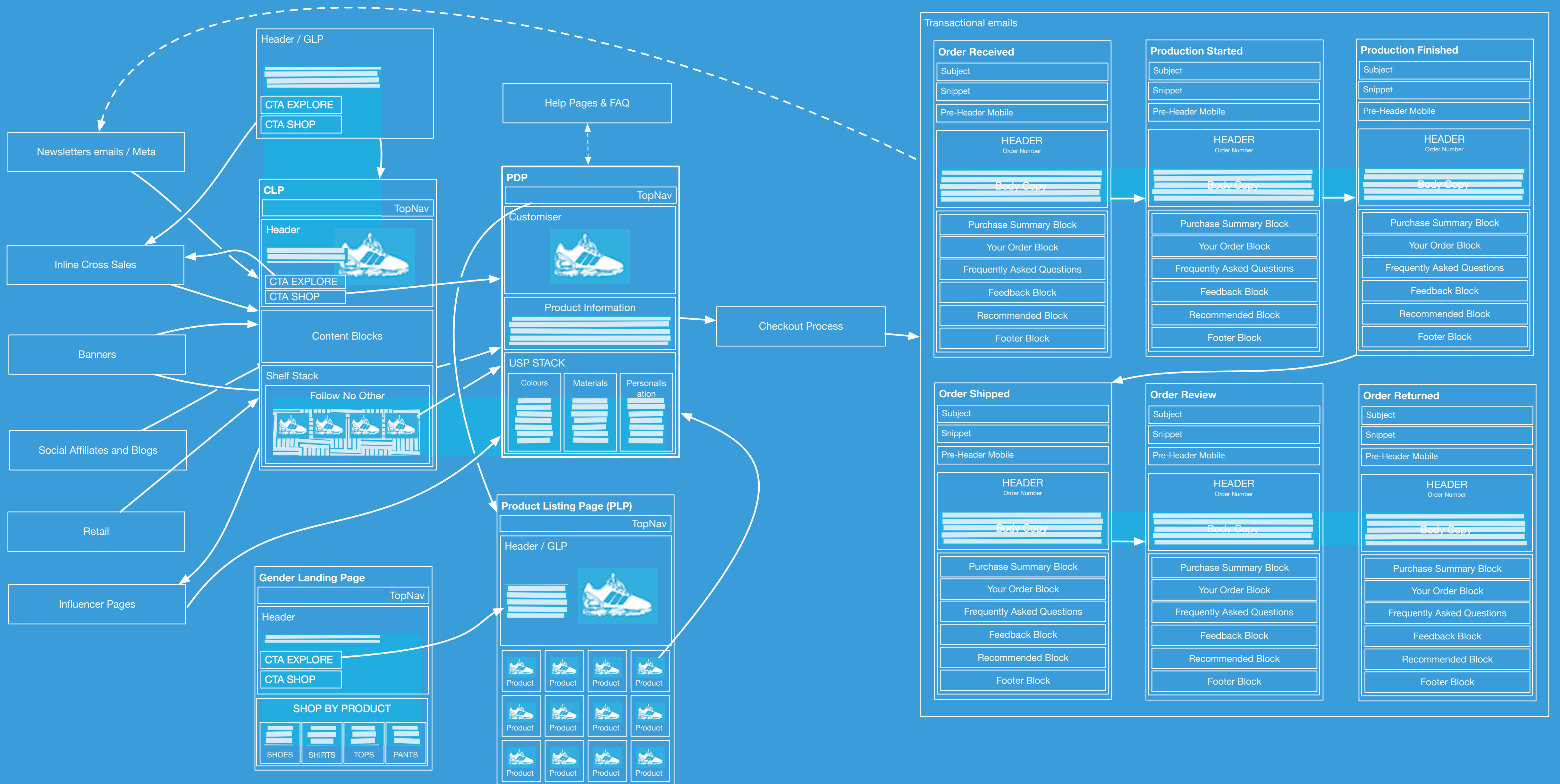
Transactional emails.

Campaigns

Packaging / box insert

Shelfstack

Topnav



NEWSLETTERS, CRM, META & TRANSACTIONAL **OVERVIEW**

The key to writing effective email newsletters is to explain things in the shortest impactful way possible. Contrary to popular belief, people don't read, they skim for information. So it's important to educate people fast. Combine compelling messaging with bold visuals to tell a story that draws creators in, gets them excited about the content and direct them to customise and purchase products.

SUBJECT LINES: The subject line should inspire, educate and get people to open an email. It should sound personal and not like it comes from a company. Always use a variation of the main story headline combined with the product or product line you are writing about. Do not use emoji's or CTA's within the headline.

PREHEADERS OR SNIPPETS: A preheader or snippet is the short summary text that follows the subject line when an email is viewed in the inbox. Many mobile, desktop and web email clients provide them to tip you off on what the email contains before you open it. Keep your copy approximately 40-50 characters long. This way anyone can see it easy on the fly.

MAINSTORY HEADLINES: Headlines should be short, punchy, and invoke emotion about the information you are about to share in the body copy.

MAINSTORY BODY: The body of the email should explain your USP (unique selling points) of the email in a short paragraph.

MAINSTORY CTA: CTA's should be a clear call to action that educates the creatoris where they are navigating to. For a list of CTA's, please view the glossary.

SEO **OVERVIEW**

SEO or Search Engine Optimisation is the name given to activity that attempts to improve search engine rankings.

To do this effectively, write copy that uses phrases and specific words that your target market uses. That way when they search on search engines it effectively pulls up the right content pages.

For more information or for tips on keywords or hashtags, check with your Global SEO manager.

SOCIAL CONTENT / PR **OVERVIEW**

SOCIAL MEDIA: Copy written for social media should be clear, short and aligned with the miadidas tone of voice. Avoid using emojis. If working with paid social, influencers or affiliates, direct them to the messaging that they need to cover and give them examples. Sentences can be written phonetically.

PR RELEASES: PR releases are a repository of informational snippets on the pertaining miadidas product. They should be written in longer form, in complete sentences and avoid using exhausting hyperbolic language that will be edited out later by publishers. Always use adidas ton of voice for PR releases, unless if the content pertains to a specific miadidas campaign.

For more information or for tips on content, keywords or hashtags, check with your marketing manager.

INLINE CROSS SALES **OVERVIEW**

Inline Cross Sales are when a miadidas is tied directly, or indirectly to an inline adidas campaign. When writing content let the content be driven by the lead story and space that it exists.

Note:

Since miadidas is a chapter within the overall adidas inline product category, never let miadidas overshadow inline in its own space. Match the vocabulary and theme of the inline, but the CTA matching miadidas.

INLINE CROSS SALES **TIPS**

Write short punchy lines that fit the dimension of the smallest banner space being briefed.

Be creative, and avoid sounding repetitive by rephrasing and using synonyms.

Provide a clear CTA that instructs creators where they are navigating to. Don't write confusing copy or vague idioms that are hard to translate.

BANNERS **OVERVIEW**

The most valuable element of a banner ad is the value proposition – What you are offering to a creator, and how it affects the way they live. A good value proposition not only attracts the attention of potential creators, but entices them to click through on the path to conversion. Find insight on the value proposition from the relating toolkit, creative brief, or the marketing team. When writing copy for these pages stick with the standard miadidas tone of voice following the connected standalone or seasonal campaign..

BANNERS **TIPS**

- Do write short punchy lines that fit the dimension of the smallest banner space being briefed.
- Do be creative, and avoid sounding repetitive by rephrasing and using synonyms.
- Do provide a clear CTA that instructs creators where they are navigating to.
- Don't write confusing copy or vague idioms that are hard to translate.

RETAIL **OVERVIEW**

Writing copy for retail environments are simple when you know the space you are writing for. Always aim to write less than the expected amount. When writing copy for these pages stick with the standard adidas inline tone of voice.

RETAIL **TIPS**

Use the space and the imagery to your benefit. Don't state the obvious. Explain the unclear.

Write short punchy lines that fit the dimension of the smallest space being briefed.

Be creative, and avoid sounding repetitive by rephrasing and using synonyms.

Avoid confusing copy or vague idioms that are hard to translate.

CLP **OVERVIEW**

The Content Landing Page (CLP) is the landing page for all of miadidas, and the location where miadidas showcases the current seasonal campaign content. When writing copy for these pages stick with the standard miadidas tone of voice.

PLP **OVERVIEW**

The product landing page (PLP) is the category specific, or product specific page an adidas product. When content for these pages is included in a miadidas toolkit, follow the standalone or seasonal campaign for how to write the content.

HELP / FAQ / ERROR MESSAGES **OVERVIEW**

The goal of miadidas help and FAQ sections is to explain complex information in the simplest way possible. Avoid using technical jargon unless it is required to fully explain the process. The Help, FAQ and error messages are rarely connected to campaigns, so copy should be written in general adidas tone of voice.

LOCALISATION **OVERVIEW**

When we create content it is always for a global purpose, so always assume that it will be translated for local markets. Avoid using offensive words. If using idioms, reach out to the translations teams to check if an English expression with one from your native language. If you are localizing content through a translation team, please use their given format.

“Big Six” – The big six western europe languages are as follows:
UK, FR, DE, NL, ES, IT

“Full miadidas toolkit” is as follows:
US, UK, FR, DE, NL, ES, IT, PL, SK, CZ, SE, DK, RU, JP, KO, CN

Languages available are as followed:
DE, FR, ED, IT, NL, CZ, SK, DK,SE, PL, HU, TR, PL, HU, TR, PT, RU,
BR, AE, CN, HK, TW, JP, KR, LATAM (PA, AR, CO, MX, CL, PE), GR

LOCALISATION **TIPS**

Avoid using offensive words, idioms or hard to translate expressions. Unless those expressions have an acceptable, similar local phrase.

Always provide translations teams context of the campaign and project in the form of explanations or wireframes.

HOMEPAGE / GLP **OVERVIEW**

Writing copy for homepage and gender landing pages (GLP) can be simple and easy if you follow the rules and be consistent with your messaging. First follow the messaging that aligns with the campaign or toolkit you are writing for.

Then write copy for gender landing pages that avoids patronizing or stereotyping people based on their gender. Instead use similar messaging but targeted vocabulary both male and female landing pages.

The copy on these pages should be inline campaign specific, unless it is calling out a specific miadidas product.

PDP OVERVIEW

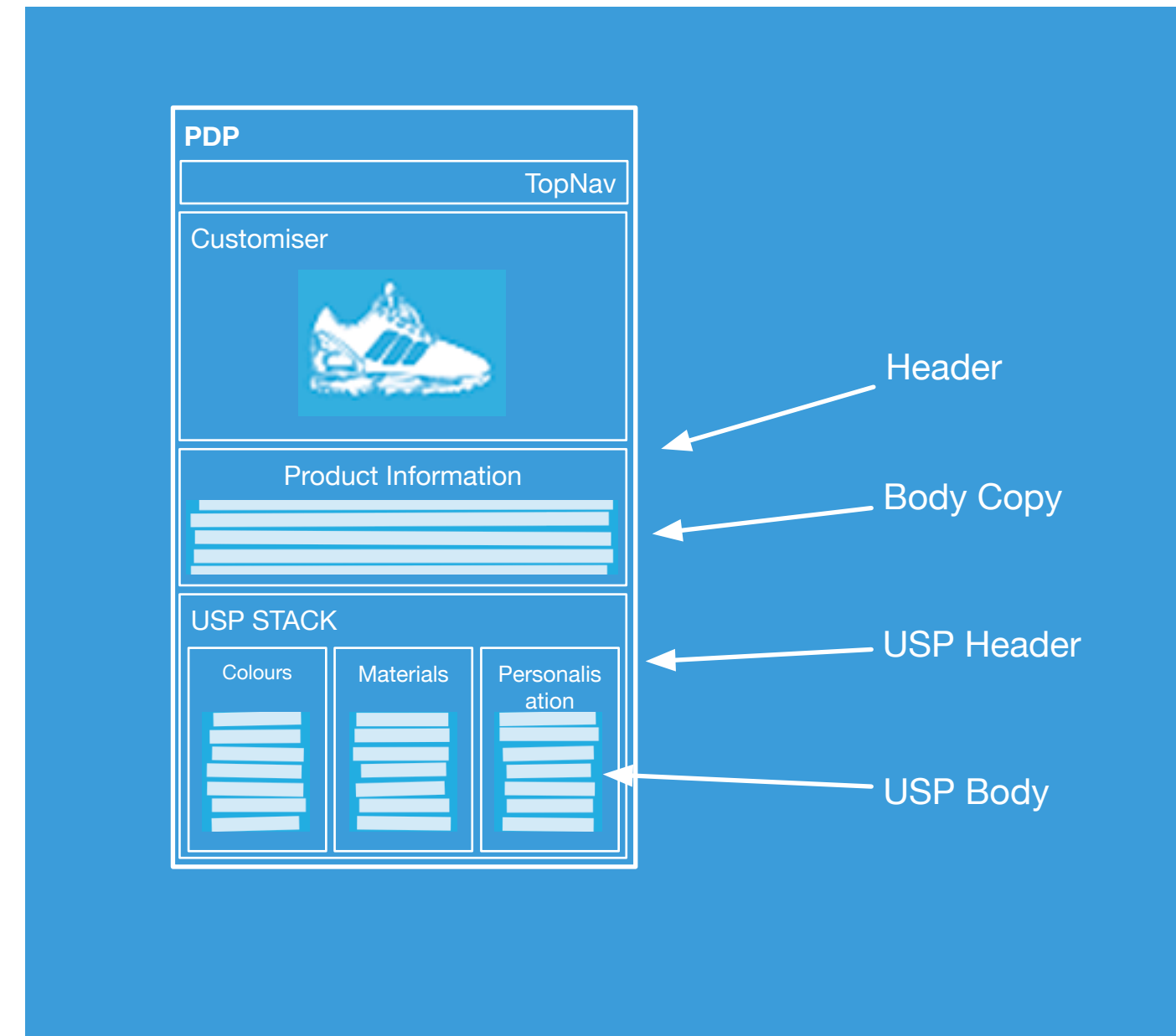
The product description page (PDP) is the page that houses the customizer and explains the finer points of the product below it. Use this page to educate creators on the product's cutting edge technology, as well as the products USP's; Colour, materials, and personalisation.

HEADER: Use the product name

BODY: The body copy should about a paragraph long and educate the reader on the finer points of the shoe model.

USP HEADER: The USP block header should always be a short line about the main Unique Selling Points.

USP BODY: Use a consistant length between all three USP sections so the copy does not look unbalanced in the environment.



ADDITIONAL **OVERVIEW**

Attached you will find a glossary of with most used phrases and CTA'S organized by miadidas and miadidas campaign.

THANKS