



Adidas - a³ Microride

Adidas have a shoe range called a³ aimed at the youth market. The a³ shoe's USP is its technology - 'unstoppable cushioning'. Its secret is a full-length a³ cushioning unit designed to store energy for a bigger take-off on every step. glue were asked to create digital advertising for the latest a³ shoe – Microride.

The ads needed to appeal to the fashion conscious 17 year old who are inspired by musicians and athletes. We had to make the shoe look cool and demonstrate the awesome bounce you can get from it. So to show these kids of today that this is the shoe that will get them running faster, jumping higher and flying further - some great flash creative along with audio got them doing just that.

