

INFLUENCER MARKETING TRANSFORMATI ON

ANNA KECHAIDOU – ADIDAS



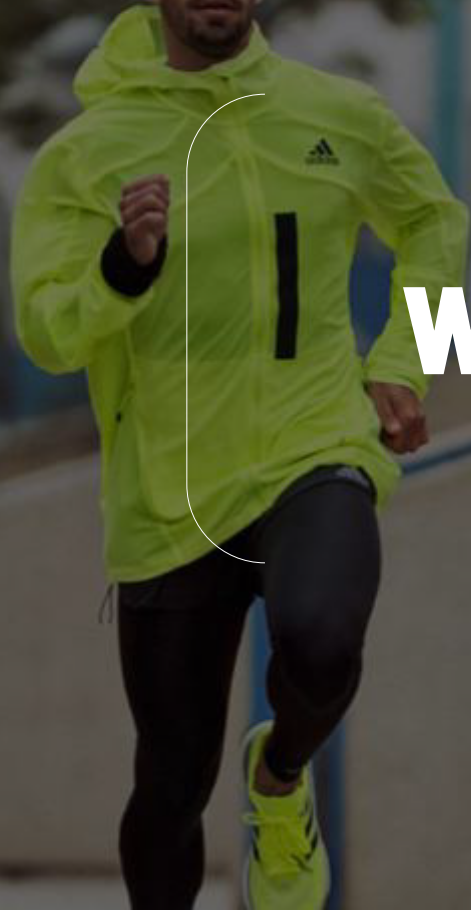


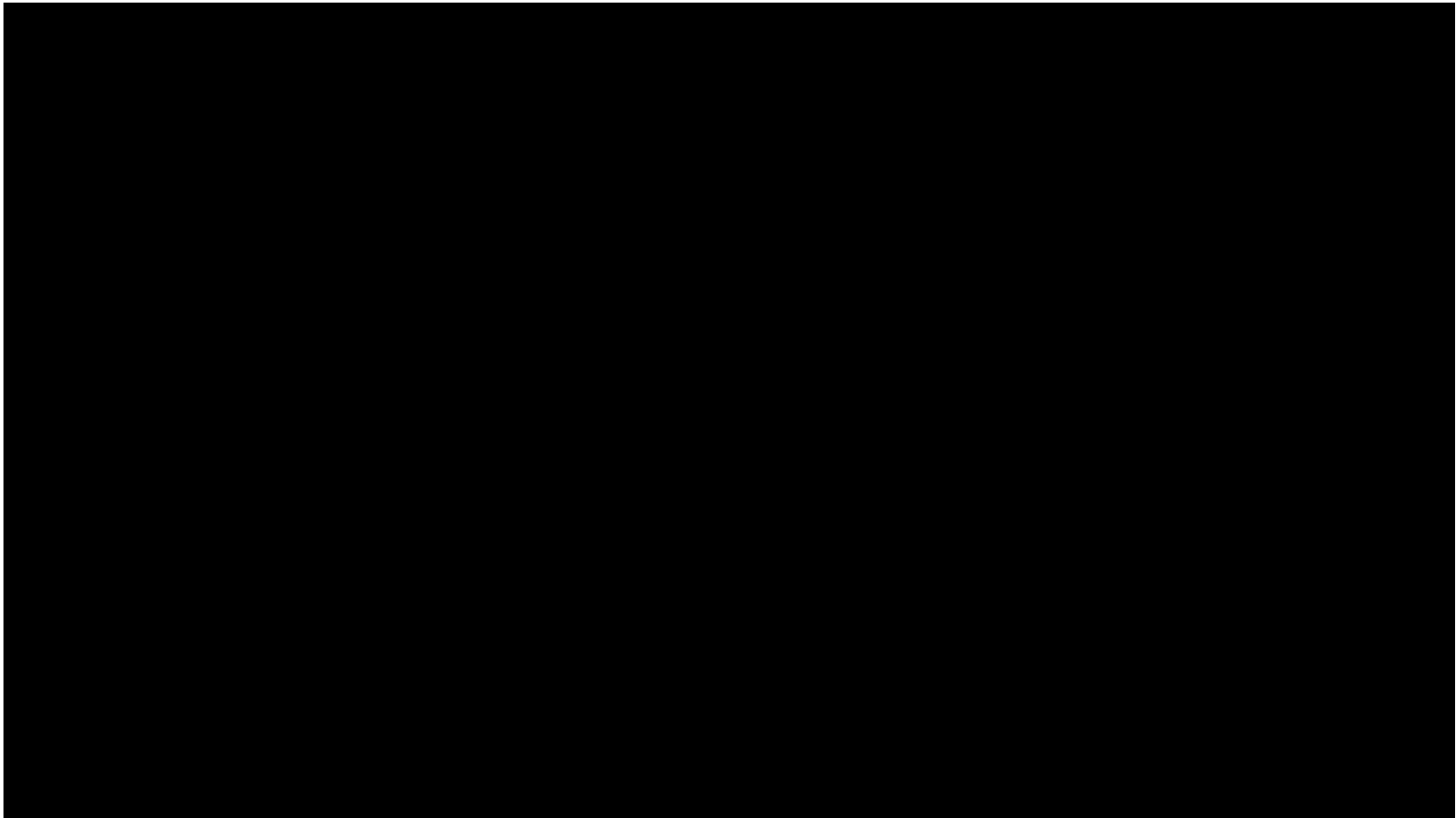
2020

A YEAR FULL OF LEARNINGS

ADIDAS PURPOSE

**THROUGH SPORT
WE HAVE THE POWER
TO CHANGE LIVES**









ειεανnalima • Ακολουθήστε

ειεανnalima HOME ARMS 🤖🤖🤖
Tag a friend 😊

- 1) 3 x 30 seconds
- 2) 3 x 20 reps
- 3) 3 x 15 reps
- 4) 3 x 15 reps
- 5) 3 x 10 reps

#adidasgr #hometeam #armworkout
#bobtail #oldenglishsheepdog #doglover

2 εγδ.

sofiejuzere Αχ αγκαλιά θα...

Αρέσει στο χρήστη nikoleta_oikono και άλλους

28 ΜΑΡΤΙΟΣ



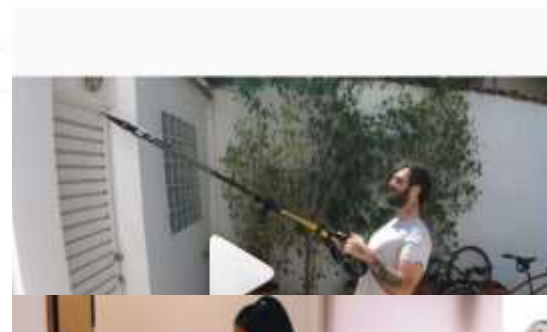
6 εγδ. Αρέσει σε 1 Άνεστηρη

karampela 🤖🤖
6 εγδ. Άνεστηρη

vasilofapp Καυτός ο παίκτης 🤖
6 εγδ. Άνεστηρη

Αρέσει στο χρήστη marianna.filikaki και άλλους

28 ΜΑΡΤΙΟΣ



coachzarou • Ακολουθήστε
Hometown

coachzarou I use my backyard as a gym and I let the sunshine get into my training routine.
10 reps for each exercise if you're interested to join from your #hometown #hometeam
Nothing can stop you from dreaming and creating.



rtm_one Lately I participated in a variety of creative projects. Live painting for #adidasgr's events were a few of my favourite ones! #hometeam is one of their projects supporting their community of artists. Check this specific tag for some upcoming cool activities and artworks!

Also, enjoy my #hometeam illustration and let me see your own version! Yes, I challenge you to send me your favourite adidas shoes, through your creative way of sketching reality!

2 εγδ.

ef.grischa 🤖
2 εγδ. Άνεστηρη

Αρέσει στο χρήστη kostis.edi και άλλους

28 ΜΑΡΤΙΟΣ

Πρασιέντε ένα σχόλιο... [Δείτε περισσότερα](#)

INFLUENCER MARKETING TRANSFORMATION

KEY SUCCESS FACTORS



**PERSONAL
CONNECTIONS**



**TRUE
STORYTELLING**

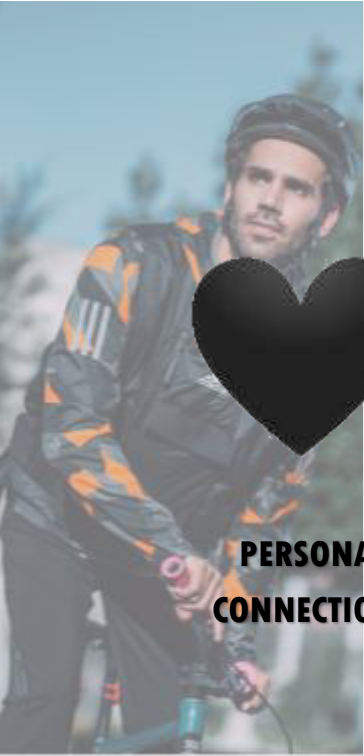


**AUTHENTIC
CONTENT**



**CREDIBLE
INFLUENCERS**





**PERSONAL
CONNECTIONS**



**TRUE
STORYTELLING**



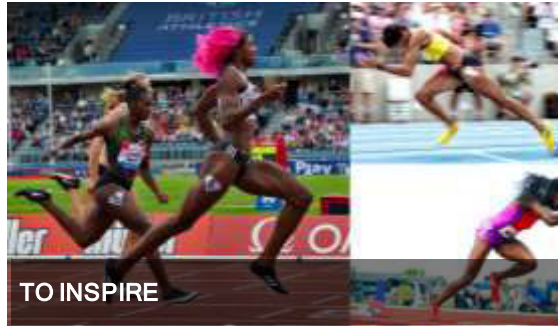
**AUTHENTIC
CONTENT**



**CREDIBLE
INFLUENCERS**



THE POWER OF SPORT



THANK YOU

ANNA KECHAIDOU – ADIDAS

