Branding Strategy

[Name of the Writer]

[Name of the Institution]

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# Introduction

Adidas Yeezy is the brand that was created when the collaboration happened between American Rapper Kanye West and the American Sportswear brand Adidas. The idea behind the brand Adidas Yeezy was to make sure that the celebrity status of Kanye West can be used to cater the audience that belonged to the demographic that seems to have affiliation with him. At the same time, Kanye West himself propagated a style and these shoes are based on that style. The first item of the brand was released in October 2015 and from then onwards, they are being made the part of the four different colourways. Adidas has been using a special material for the brand that they have referred to a Boost. The deal was not approved by the LVMH board and West was left with no clothing partners. After the "Yeezy Season 1" show, Adidas announced they would no longer be a part of Yeezy apparel. Instead, they will only be collaborating on footwear. With Yeezy Season 6, we are introduced to several articles of clothing with adidas branding.

# Problems Faced by the Brand Adidas Yeezy

Despite the fact that it is affiliated with one of the biggest brands of the world, it has been far from smooth sailing for Kenya West, one of the reasons that the product has not been able to create its mark is due to the fact that the brand penetration has been far from ideal for the given product. At the same time, the other major reasons that the brand has not been able to be a success is due to the fact that there is lot of negative publicity faced by the brand. The accusations have been made that Kanye West is defrauding the workers in the allies of the brand. This is in stark contrast to the success that his wife has been able to make. No matter what one thinks about Kim Kardashian, the argument can be made that she has been able to create one of the biggest brands in the world due to her efforts. The other major problem is that the product itself has not been able to replicate the quality of the Adidas brand in the isolation. There are many reasons for it but one of the reasons that the reception about the quality of the products has not been good is due to the fact that Kanye West is himself trying to take hold of the production process and is not allowing the right people to make decisions in this regard. The ideal thing that is needed to be done in this regard is that the right people must be allowed to make decisions with regards to the brand and how it is supposed to progress and move forward.

# Recommendations for the Brand

One of the first thing that is needed to be done by the brand is to make sure that they revaluate their strategy in terms of the public relations. The social media and the other forums must be used to make sure that the all the claims about the product being manufactured through abuse of the labour are needed to be brought down. One of the reasons that it is such a huge risk is due to the fact that any negative publicity in terms of the PR is going to be the major driving force behind the lack of long-term sustainability of the brand. At the same time, the other thing that has to be kept in mind is that how the leveraging of the brand is supposed to be done. The idea must be to make sure that the brand has to be leveraged in an appropriate manner and there has to be an attempt to ensure that the brand name of the Adidas that is associated with the brand is needed to be used in an appropriate manner when the decisions making pertaining to the brand is supposed to be made. The better they become at using and leveraging the brand name of Adidas, the higher is the likelihood that the brand would turn out to be a major success. Coming towards the other major aspect of how the branding can be created in a more successful manner, the ideal thing that has to be done here is have this understanding that how the sustainability concerns that have developed about the brand are needed to be taken care off. Again, it has to be noted that it is one of the issues that is going to be one of the major pain points for all the stakeholders in terms of how the broader decision making is being done at the level of the brand and efforts must be made to mitigate any negative publicity that the brand is facing at the given point of time. The brand must take a cue from how Kanye West’s own wife is leveraging her celebrity status as she only allows the brand to be used for the positive reinforcement of her lifestyle and this is another thing that can be done by the brand to make sure that they stay ahead of the curve in terms of the broader business planning. When Kanye left social media in 2017, a group name called YEEZY MAFIA started to leak and announce anything YEEZY months before official announcement, there has been some controversy around this group while some even thought that it was Kanye behind this account.

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