

Sport15 - Create your own game

Global stars Gareth Bale, Thomas Muller, Mesut Ozil, James Rodriguez and Leo Messi, as well as NBA star Ricky Rubio, take a leading role in the latest chapter of Sport15 that launched on 6 August 2015. 'Create Your Own Game' is an inspiring 90-second film that challenges those who defy the norm and set out to create their own path - the next generation of creators - to 'unfollow' their heroes.

It represents a complete shift in how adidas communicates as a company, driven by the brand's mission to be the world's best sports brand. Shown through the lens of football, the film underlines its leadership and passion for sport and further demonstrates adidas' continued desire to revolutionise the game around the world.

To experience it, go to 'Create Your Own Game' at <https://youtu.be/hlqC9IYMUOU>.

For more, visit: <https://www.bizcommunity.com>