

"Do not think that simply allow them to wear Li Ning clothing. Do you have any feel five sets photographed reporters, presenters of the image is more appropriately?" According to Zhang Zhiyong introduction, Li Ning, the company has hired a professional image consultant The company, CCTV photographed personnel from clothing to the overall design of all taking shape.

attentive viewers will find that even when wearing a suit photographed, photographed staff will do a chest Li Ning company signs. "This is part of the image display, but also the details of the agreement to be considered. We can not leave a chance to the opponent." Zhang Zhiyong said. different kind of survival

2008 to compete in the Olympics partner Adidas Li Ning chose to withdraw the bid. This allows for the award of clothing this trick quite proud feeling depressed Li Ning, the 2000 Sydney Olympic Games, Li Ning, the company designed to take off the main Chinese dragon pattern "Dragon suit" and inspiration from nature "Butterfly shoes," the critically acclaimed and, ultimately, the Olympic Games," the title of the best award equipment, ".

But Li Ning face of Nike, Adidas opponent. Li Ning Company with 2005 sales of \$ 300 million. Adidas acquired Reebok, in 2005 global sales of \$ 11.8 billion, while Nike was \$ 13.7 billion.

According to Zhang Zhiyong said, as a listed company, Li Ning annual marketing expenses were strictly controlled in about 16% of turnover, which also includes signing players and so on. The traditional way of sponsorship, each item has a formidable opponent to compete, we only find opponents think of solutions. Faced with 10 billion 300 million feelings, and anybody can imagine.

Of course, even Nike, also rely on clever devious tactics to successfully promote the Olympic victory. As early as the 1996 Atlanta Olympics, Nike Experience Center was established in the Olympic City and the Olympic Park, allowing viewers to experience the joy of free movement. In addition, many college students employment distribution badge lanyard, easy to carry tickets for the audience. This strategy, so many people mistakenly think that Nike is the sponsor, rather than the fact of Reebok.

But with the Olympic market development system matures, the chance of such a peripheral non-Olympic outflanking less and less. Adidas 2008 Olympic sponsors; Nike in China has brought to support 24 sports associations, including athletics, swimming, basketball and other projects, which are likely to win the gold medal. This means that Adidas and Nike clothing will show the award and the gold medal in the race to the players to the audience.

Of course, the opportunity is everywhere, as long as the ground mindless. "But the sponsors of most concern will depend on the level of exposure of the lens to be played in the media screen frequency. And each time broadcast, photographed presenters, reporters who will be wearing clothing of Li Ning Li Ning brand to do a show." Zhang Zhiyong stressed, not to mention These agreements do not require too much money spent Li Ning Company.
;; ; Adidas fall last one "pure land"?

;; ; last Wednesday, August 16 the German team and the Swedish team's warm-up before the game, I want to strike the relevant German public international boycott of Adidas sneakers messaging monopoly position in the German national team all over the world. In Germany, at present only six people, including Michael Ballack, Asamoah and others, including at the club also wear Adidas sneakers. Clos big squad, Lehmann or Frings who are Nike, Hildebrand PL privately and Puma have peace. Even after negotiations Wednesday's game players in the German team still is the all Adidas sneakers debut, but it is likely to be the last time. German time Friday, Heiner Adidas and the German Football Association on behalf of executives met, most late next month on the 2nd German team before the first match of the European Cup qualifier, a mutually acceptable solution will be introduced, circle people think, when German international will for the first time can wear their shoes at the club participating in the national team.

;; ; before the World Cup had "launched an attack"

;; ; for adidas leader Dr. Bott ? Heiner Haier, the German international's current shoes storm as early as before the World Cup started: it was the team leader Bierhoff specially called - striker Miroslav Klose do not want to wear Adidas shoes, because they are too crowded feet. Phone, Bierhoff for Clos argued that he wanted to wear Nike shoes and Nike is not only because there is a private contract.

;; ; This is intolerable Adidas: 50 years, they have been the only equipment provider of the German national team, head to toe, of course, including shoes. To this end, they paid the German Football Association sponsorship fee is considerable. Heiner company will soon send two professionals rushed to the national team training camp before the World Cup for Cross re volume size, solve the problem of the shoes do not fit. A few weeks later, they do not like Clos wearing Adidas classic "World Cup" shoes, with five goals to get the World Cup Golden Boot

;; ; "We brand monopoly of the national team is taken down, the players want this thing anti been a long time. "Adidas said a manager to the outside world. Although at the moment and the German Football Association Adidas sponsorship contract expire until 2010, but death caught hold shoes clause seems to be unrealistic. "This will only bring more trouble," he said. The reason is very clear that if a star repeatedly told the media complain Adidas sneakers discomfort for the brand itself is not a good thing.

;; ; fight to fight all the money for a word

;; ; World Cup, Klinsmann was promoted men One irony goalkeeper Jens Lehmann had publicly dedicated Adidas ball free kick

"Team Star" kick like Beckham - ten, nine directly into the net. As a spokesman for Nike, he was criticized as the Adidas high-tech crystal ball in the air flying erratic. Lehmann's speech was very □□□□ it angered the people responsible for this crisis Lehmann shoes back again rushed to the forefront because of the problems caused by Adidas shoes, had to fight to ease the pain has gone to the media during the World Cup complaining. However, the focus of this debate is not big shoes grind the blisters, but the euro, which is all well aware of. The simplest example: Over the past two years, the German national women's soccer team isolated situation is also head to toe Adidas equipment. At Lehman, Klose, who complain constantly when Adidas also more delicate feet from not from Women's voices heard any complaints. "Women have not heard of any problems there." A spokesman for Adidas said.

;; ; insiders know, this level of player to Lehmann, signing a sports brand can easily have an additional annual six-figure income. If they still wear this brand of shoes in the national team, then the amount of the revenue can increase, even double. This is also the "Strike storm" internationals unashamedly root causes. Bundesliga and even individual players in his shoes brand logo affixed to the other - and this is because they have a personal brand provides peace, but I used to wear it like Adidas, Nike or Puma shoes. These three brand is the leader in the football market. Sports largely selling brand, so fight for its own players to wear their own shoes appear in the World Cup is very natural. Personal benefits can be obtained from Klose, Jens Lehmann and the German Football Association at the turn even more surprising.

;; ; Adidas and the German Football Association has long origins

;; ; the dean of the session as a football supplies, in fact, the World Cup has already made enough Adidas : for example, they are very clever to let the Star of Hope Podolski often change into different colors of Adidas sneakers game, it is to let the fans also follow something, buy different colors, styles of shoes. Adidas World Cup this period all the various efforts were not in vain, reports second-quarter results last week, they released a new record high turnover. However, the continued monopoly of the German national team striker shoes, Adidas estimated to be unable to achieve. Right now the world of football, it was only in Germany and Austria was signed Puma unified brand from head to toe, other sponsors basically confined shirts on.

;; ; the German Football Association and Adidas cooperation started with the beginning of the 1950s. Then Adidas founder Adi Dassler (Adi Dassler) and led the German team to win 54 World Cup Switzerland coach □□□□ very close personal relationships, as well as Dassler appeared in the team photo in the team after winning. Dassler I am very disgusted with the early 1960s, sports stars of the money for speculation began. The 78-year-old passed away a long time refused to pay it within the athlete sponsorship fee, to allow the latter to wear their own shoes tournament, which today is unthinkable. Dassler still stuck in the 1950s era of amateur sports - then if there is a sponsor of the German team members looking to advertise, the German Football Association and even sought to prevent. Reminiscent of last week about the Adidas sneakers, "farce", it seems that the era of change is still too fast.

As we reported a few days ago in the latest color two pairs of Nike Air Huarache, where popular attention this dual choice of color was brown to create the latest sale today in some areas overseas friends. Shoes not only retains the classic components of the series, but use the new color, for us to create a completely different style, a whole is still focused on shoes for casual wear. It is reported that the price of \$ 100 color, item number 318429-301, a friend might like to look at it.

Second Long Qi shoes market grand curtain 2013-12-08 23:33:28

Shanghai, the heat of summer and shoes are not fans sweltering passion, today, the Second Long Qi shoes market in Shanghai Yuanshen Stadium News grand curtain. A wide variety of all kinds of popular shoes, colorful lucky draw, full of warmth, "Long Qi Love Action", the limelight with a new color, "ring" on sale, so that the scene of many shoes lovers to enjoy sneakers entrusted to us by pure happiness.

Today's market activity Long Qi sneakers scheduled for 12:00 started, but there just after 10:00 shoes large and enthusiastic fans began queuing at the door comes into play, because participating merchants and pull out all the enthusiasm of the audience the stops were promotional, enhance their visibility, while so many friends to search with their long "DREAM ; SHOES" intimate contact. In addition to some of the most precious, rare limited number of shoes, the shoes market activity in a number of inexpensive and practical shoes, also really let fans taste the dragon shoe sneakers qi brought to market in their fingertips affordable.

The Long Qi shoes market activity for the establishment has entered the third year of the dragon SEVEN SNEAKER has a very special significance. At the event, the main reason people □□□□□□ Long Qi scene the audience to showcase all the replacement of a new domain name long7 website (long7.com), after three years of unremitting efforts, Long qi from simple sneakers Forum completed a cocoon into a butterfly-like media to change shoes, a new page will carry the dragon form qi content team crafted professional content, into the life of Chinese shoe lovers.

In addition, the Long Qi shoes orchestrated campaign site lucky draw is to an already very hot atmosphere continue to reach new heights, the whole point of the four draw from SKULL ; CANDY headphones, Nike's new The HYPERDUNK ; 2013 ; LOVELIFE, quite light from ADIDAS ADIDAS ; adizero ; CRAZY ; LIGHT ; 3 ; RICKY ; RUBIO sent to the lucky viewers hands.

The event, sponsored by the Long Qi "Long Qi Love Action" can be an indelible mark. Long Qi SNEAKER use their media influence, as we build up a bridge of love and dedication. That scene at the pairs of donated shoes full of warmth, the real change in the quality of life to be donors. The strong response "Long Qi love action" caused further strengthened the Long Qi will be in the end the public

interest determination, I believe in the coming days, the dragon qi through the influence of their own, for the life of the people who helped bring urgently to more changes.

In addition, as early as at the time of the activities to promote the limelight it attracted new color "Ring" (REEBOK ; SHAQNOSIS) Offer to make the site popular atmosphere peaked. Prior to sale, Long Qi shoes specially invited to the famous collector Autohao Detailed story for everyone "ring" behind, ; Autohao vivid narrative make the scene the audience gains a great deal. After, Autohao pulled out the first "ring" lucky buyers, the lucky ones who get joy National Limited only 100 pairs of new color "ring" right after purchase, to the audience left a deep The impression this moment of passion, so that people feel the joy from the shoes the most simple and true.

The first successful experience to undertake Long Qi shoes market, the second session of the Long Qi shoes market for the majority of the shoes fans provide a good communication platform, but with a more perfect organization planning to make SNEAKER cultural charm popular.

The following are some pictures of the event record, please feel warm shoes fans together now!

[cheap jordans for sale](#),[Retro jordans for sale](#),[Cheap foamposites for sale](#), [Cheap air jordans for sale](#),[Retro jordans for sale](#), [jordans for sale](#),