

## 193: Adidas Athletics launches the ZNE

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 20 October 2016, from 9-10am, show host Warren Harding chats to Brett Burgess, BU Head Training Division at adidas South Africa, about the launch of the Adidas Athletics category and specifically the Z.N.E (zero negative energy) hoodie which was the focus piece of the category's first range.



September saw a global announcement of the adidas Athletics category and on 14 September the reveal of the hoodie with hundreds of key global and local athletes posting images on their social media platforms donning the Z.N.E hoodie. As the essence of the athletics category and range of apparel is a “pitch/field-to-street” style, one of the tactics to really have an impactful reveal was having Man United and the All Blacks, and on a local level Orlando Pirates and Ajax all wearing the hoodies as they walked on to the field for their respective games which took place around 14 September.

With reveals of this nature and adidas athletes and influencers across the globe (including SA) all posting images of themselves “In the Zone” wearing the Z.N.E hoodie, it quickly became a very desirable item.

We chat to Brett to find out more.

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

### How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

### Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



#### For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
- Bizcommunity Search: [Biz Takeouts](#)

- Previous Biz Takeouts podcasts: [Bizcommunity](#)
  - Bizcommunity: [twitterfall](#)
  - Twitter Search: [#biztakeouts](#) OR "Biz Takeouts"
  - Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- 

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