This Director Turned $5,000 Into an Outstanding Adidas Spec Ad

Adidas’ approach to creators has made the brand a darling of the creative set. The brand’s talent roster—including athletes and key influencers like Pharrell Williams and supermodel Karlie Kloss—cuts a compelling cloth because it’s not necessarily just about sports. A campaign at the end of last year, “Calling All Creatives,” showed just how much Adidas… https://www.adweek.com/creativity/this-director-turned-5000-into-an-outstanding-adidas-spec-ad/