

ABSTRACT

This study examines how Adidas leveraged Lionel Messi's historic victory in the 2022 FIFA World Cup to enhance its brand presence and shape audience perception through Instagram campaigns. By capitalizing on Messi's achievement, Adidas aimed to establish a deeper emotional connection with audiences and reinforce its brand values of excellence and resilience. The research focuses on audience perception across three dimensions: awareness, emotional response, and perceived brand alignment, providing a comprehensive understanding of how audiences interpret Adidas's marketing efforts. Using a quantitative, descriptive approach, data was collected via an online survey distributed to Instagram users who follow Adidas. Respondents were asked to share their perceptions of the brand's marketing campaigns featuring Messi, including how they recognized the association, the emotional impact of the partnership, and whether Messi's image aligns with Adidas's brand identity. The data analysis employs descriptive statistics to identify trends and patterns, with demographic factors such as age and gender examined to contextualize variations in audience perception. This study contributes to the field of sports marketing by exploring the role of celebrity endorsements in shaping brand image and audience engagement. It highlights the strategic use of social media platforms like Instagram to amplify the impact of high-profile athletic achievements. The findings are expected to reveal how Adidas effectively utilized Messi's global influence to enhance brand awareness and audience connection, offering practical insights for brands seeking to optimize athlete endorsements in their marketing strategies.

Keywords: Adidas, Lionel Messi, Brand Awareness, World Cup 2022, Audience Perception, Marketing Strategy