



The 8-bit mobile game features MLB athletes wearing their own limited-edition cleats from the Adidas 8-bit collection. | Photo source Adidas

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## ADIDAS SELLS SHOES VIA SNAPCHAT GAME



**The limited-edition game, “Baseball's Next Level,” is the first time consumers can buy products directly from a game in the app.**

**Spotted:** Adidas and Snapchat have launched a new game that allows fans to purchase limited-edition baseball cleats directly. The game offers a new platform for retail sales.

Fans can play “Baseball’s Next Level” online or through the Snapchat app. The 8-bit mobile game features MLB athletes wearing their own limited-edition cleats from the Adidas 8-bit collection.

Users can then purchase the cleats directly through the game. This is the first time retail products have been available for purchase directly through a Snapchat game. But the campaign is not the first time Adidas has partnered with Snapchat to promote its products. In 2018, consumers could “try on” Adidas’ Ultraboost 19 running shoes using Snapchat’s camera.

Springwise has also spotted other retailers and brands using Snapchat to engage consumers. Lego used Snapchat as part of its 2019 popup in London.

28th October 2019

Website: [adidasbaseballsnextlevel.com](http://adidasbaseballsnextlevel.com)

### Takeaway:

Snapchat and other social media sites are increasingly viewed as a way to attract young shoppers. A 2019 survey found that 59 per cent of Generation Z shoppers discover new

products via social media. The Adidas and Snapchat partnership could provide a blueprint for using the app as a shopping platform.