

excerpt from: "Lifestyle – Warum tragen Vietnamesen keine Adidas-Schuhe?"

(Lifestyle – Why the Vietnamese don't wear Adidas-shoes?)

minutes 2:50 - 7:30

Car door, footsteps

Jens: Adidas Headquarters – No sales here.

Front door

Receptionist: Hallo?

Speaker: The World of Sports is big and empty. Of the many thousand employees who work here only one woman is to be seen at the reception desk...

Receptionist: I have a Mr. Jarisch here...

Speaker: ... who's trying to put me in touch with one of the hundred and twenty employees in the press department.

Receptionist: ... um, he's got a question...

Jens: Good morning.

Speaker: After I had called fourteen times and sent nine faxes and twenty-three e-mails to this place, all of which were resolutely ignored or forgotten, I thought I'd better come myself.

Jens: ... I thought, maybe it wouldn't be such a bad idea if I dropped in on the off-chance.

Speaker: After fourteen more phone calls the head of the public relations department, the 'head of PR' as they call it, discovered five free minutes in his diary.

Jens: Thank you very much.

Steffi Busenneck: Hallo. Steffi Busenneck. Please follow me.

Jens: Hallo. Yes, that was quick.

Footsteps, music

Speaker: As far as I can see everyone who works here is athletic, good-looking and sexy. I'm the only one who's not athletic.

Jens: I'm sorry that...

Steffi Busenneck: Why should you be?

Jens: Because I simply dropped in without an appointment...

Knocking

Oliver Brügggen: Hallo.

Jens: Good morning. Yes, I'm sorry I...

Oliver Brügggen: No problem. Oliver Brügggen, hallo. We're glad to help you, it's just, today... usually that's... usually I like people who are really spontaneous, because I'm a spontaneous person myself...

Music

Oliver Brüggem: Ahum. Okay!

Jens: Um... d- de, ehm... yes... I mean, w-, wha-...

Speaker: I'd like to ask about the connection between Adidas, Lifestyle and Vietnam, but I don't want to simply blurt it out, and so I choose a technical approach instead...

Jens: ... well, let's start with the keyword 'outsourcing'... um... well...

Oliver Brüggem: Yes, well there I'm, I'm not really the right person to talk to, because here we also have a corporate PR department...

Jens: Then...

Oliver Brüggem: Yes?

Jens: Um, now, how did Adidas grow from a family firm into a big corporation that's really everywhere in the world now? That is, how would you say...

Oliver Brüggem: Well, I think that's also something that's difficult to describe, you know?  
That step, from the family firm to a global enterprise, that took place, er, more or less gradually. There was no, no decisive point that can describe it exactly. Uhh, the industry has changed, the economy has changed and so on, and thus of course one thing came after another.

Jens: So you'd say that...

Oliver Brüggem: It's difficult, difficult to describe it a little, well it, er...

Jens: I see... yes, yes, it's... mm, yes, so, yes...

Speaker: Since I'm not making any progress like this and I've only got two minutes left, I simply say that I'd like to know something about a pair of shoes, shoes that are called Lifestyle...

Jens: ... Lifestyle.

Oliver Brüggem: Lifestyle?! Er...

Telephone

Oliver Brüggem: Sorry. Anne, hi, this is Oliver. Listen, I've got a Mr. Jarisch here, a journalist who works for RBB and made a snap decision to come to see us, really very spontaneous...

Music

Oliver Brüggem: Allow me to introduce you. He made a spontaneous decision to come to see us and because we're a sporting company we spontaneously made some time, a few minutes...

Anne Putz: Wonderful. Perfect. Flexible. That's it. That's the way to be!

Oliver Brüggem: Yes? Okay?

Jens: Thank you very very much indeed!

Speaker: I'm grateful without really knowing what for. These people don't have much to do with shoes. And this is supposed to be the hub of the Adidas world?

Anne Putz: Yes! We have declared very clearly our loyalty to this site in Herzogenaurach and it's here that we have this history and these 'roots', to use an English word also once in a while, and this is a clear declaration of loyalty to the Herzogenaurach site...

Jens: Is it a kind of sentimentality?

Anne Putz: I'd say it's a kind of historical, historical thinking, also simply that spirit, because, I think, too, this spirit from our founder, Adi Dassler, we're still living by it.

Jens: Mm.