

	Januar	Februar	März	April	Mai	Juni
Branding						
Branding Kampagnen					Branding Kampagne Outdoor (national)	
Retail Moments						
Omnichannel Retail Moments	SALE Winter Sale (Athletic ab 27.12 / Wintersport ab Ende Jan. 23)		Women's Week (08.03.23)	Ostern 07. - 10.04.23		SALE Summer Sale
Pure Retail Moments			Frühling Saison-Eröffnung			
Category Marketing						
Running						
Category Moment			Running – Saison Start «READY, SET, RUN!»			
Marken Kampagnen			ASICS Cumulus 24MK BROOKS Levitate 6	NIKE Invincible	ON Cloudmonster	
Football						
Category Moment			Football – Back To Club			
Marken Kampagnen		NIKE Phantom The Future Of Football	ADIDAS Main Pack (Predator & X)	PUMA Supercharge Pack (Future & Ultra)		
Fitness/ Training						
Category Moment	Training – New Year's Resolution					
Outdoor						
Category Moment				Outdoor – Weil das Leben draussen stattfindet		
Marken Kampagnen				MAMMUT TXT (TBD)	SALOMON Captiv Terra FTW McKINLEY Active Package SCHÖFFEL Circularity Pant	LOWA FTW (TBD) ADIDAS Terrex FTW (TBD) DEUTER Rucksack (TBD) MEINDL FTW (TBD)
Bike						
Marken Kampagnen				PEARL IZUMI TXT od. Shimano FTW		

