

Adidas' Mistake

播出時間：2023 / 3 / 1

星期三 中午 12:00

英文小達人：806 林榆芸

編輯老師：陳思恩老師

各位老師，各位同學，大家午安，我是 806 林榆芸，我是今天的英文小達人，今天，我要為大家播報的內容，是:Adidas' Mistake

Adidas is one of the biggest and most recognizable sporting goods brand in the world. They have gotten to where they are through hard work, making high quality products and smart marketing choices. One of their most recent choices though, may turn out to be the biggest mistake they have ever made. A 26-year-old filmmaker student from Germany named Eugen Merher recently made a mock commercial just for them. He tried sending his work to the company, but did not hear anything back from them. He uploaded his video on Youtube in January and his commercial quickly went viral and has over 13.5 million views.

The commercial shows a bored, old man living in a retirement home. He remembers how he used to be a marathon runner and finds his old Adidas running shoes. He puts on his shoes and running clothes and tries to go running outside. However, he is stopped by the retirement home workers. He tries every day, but workers keep catching him before he is able to get outside. They take his shoes away, and we think it's game over. But then, the other residents get together and something truly incredible happens.

Thanks for your listening. See you next time!