

## News & Features

### Global Member News

March 2009



Knocking around in the backyard at a summertime party is who else but superstar footballer David Beckham and Boston Celtics great Kevin Garnett. Nearby is a basketball hoop—not a regulation NBA board, but one of those backyard things the kids play with. Garnett and Beckham start clowning around, and before you know it, the b-ball star is trying to sink a shot by kicking a soccer ball into the hoop. He gets close, but no cigar. Then Beckham shows him how it's done—a soft lob from his foot results in a gentle two-pointer. The partygoers go wild. Directed by **Wayne Holloway** of **Restless**, this latest viral, “**The Hole in One**,” from adidas Originals has the breezy feel of something you’d see on your buddy’s iPhone. For agency Sid Lee, credits go to Kristian Manchester and Claudia Roy.