ATATIME WHEN SPORT IS CONSTANTLY PUSHING THE BOUNDARIES, IT IS RARE TO SEE THINGS STRIPPED BACK COMPLETELY

Rorbes

WHAT IF THE FINISH LINES KEEP ATHLETES FROM KNOWING WHAT THEY'RE TRULY CAPABLE OF?

Mashable

INTO THE SALT FLATS WITH NO PHONES, MUSIC OR DISTRACTIONS

RUNNER'S WORLD

THE ULTIMATE BATTLE AGAINST THEMSELVES

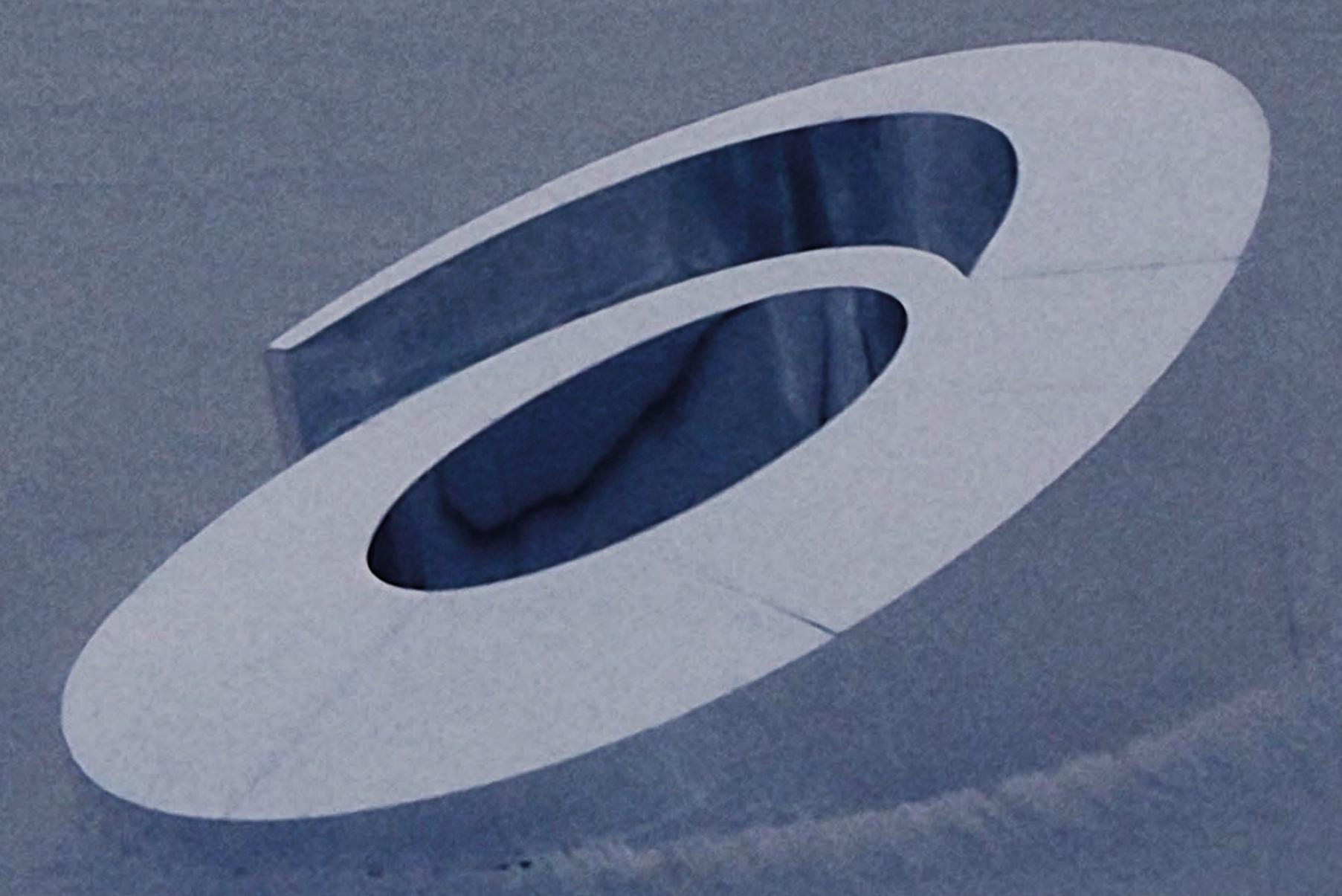


IS THIS THE FUTURE OF LONG DISTANCE RUNNING?





THE WORLD'S FIRST RACE WITH NO FINISH LINE



BRIEF

ASICS Glideride is a new innovative shoe, enabling runners run for longer, easier. They asked us to use the biggest shoe launch of the year, to enhance the brand perception of the whole ASICS brand, in terms of preference, brand value and of course also purchase intent for the shoe.

STRATEGY

The sports world is obsessed with reaching finish lines. ASICS on the other hand has a longer view on running. Rather than focusing on short term gains, ASICS wants to help people achieve a sound mind in a sound body. With this in mind, what if our focus on finish lines keep athletes from knowing what their minds and bodies are truly

IDEA

Eternal Run, the race without a finish line. On the Salt Flats in Utah, every runner was given a personal pace to hold for as long as possible, with only the horizon to hold them back. It was the ultimate battle against yourself. When runners dropped below their pace three times, the race was over. Athletes, journalists and influencers were to find out if their minds would keep up with our shoes. After the run, the story kept going in owned content, influencer posts, earned and paid media and even a documentary.

174BN MEDIA 70% WOULD CHOOSE ASICS OVER OTHER BRANDS (+17 POINTS)

67% WOULD PAY MORE FOR ASICS PRODUCTS (+14 POINTS) 81%

PURCHASE INTENT FOR THE GLIDERIDET SHOE







