



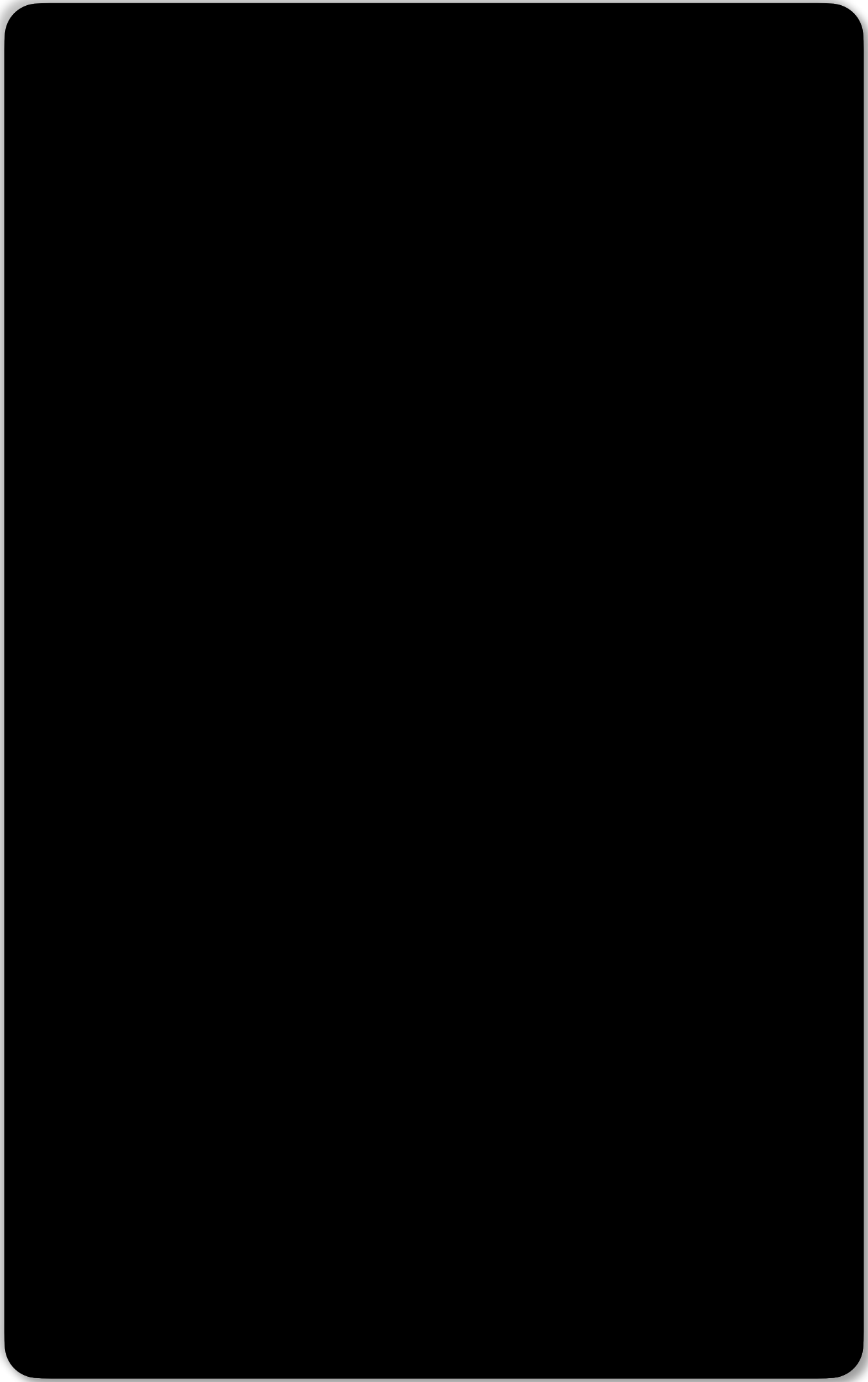
**case studies**





ekalediido





## About the campaign

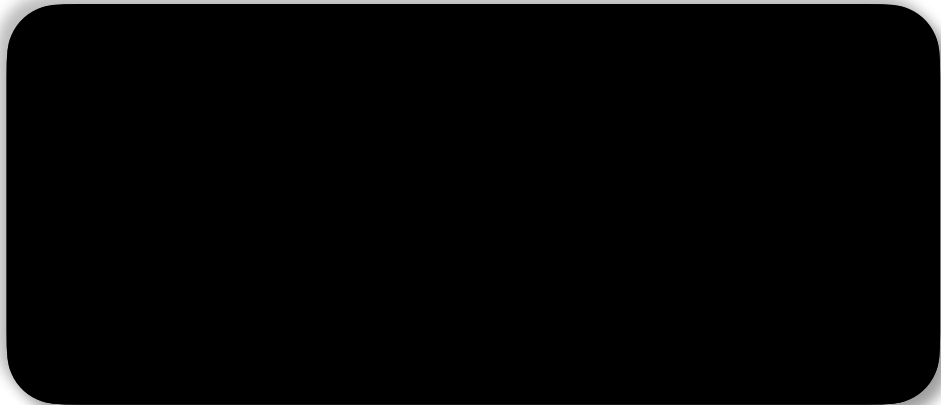
- ASICS launched its “Celebration of Sport” campaign in July’21, ft. brand athletes representing India at the Tokyo Olympics.
- The campaign also featured actor Tiger Shroff.

## Goals

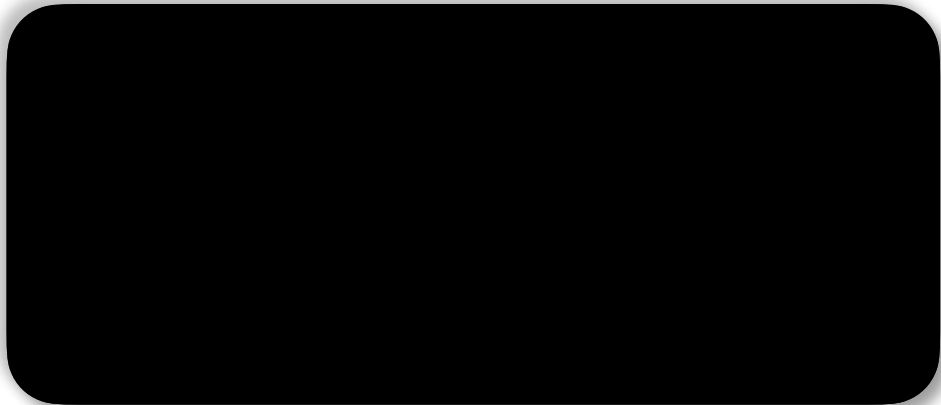
- To build on the brand’s belief of “Sound Mind in a Sound Body”
- Highlight brand’s commitment to nurture world’s youth through sport.

## Interactive storyline

- Engaging creatives in initial first 2 frames to attract viewer attention & highlight brand’s association with major Indian athletes & brand ambassador Tiger Shroff
- Viewer then goes on to explore campaign videos highlighting the brand’s commitment towards “Celebration of Sport”
- Finally viewer is taken to the Celebration of Sport Collection of shoes from Asics. CTAs leading viewers directly to product pages.







Engagement Rate

1.67%

Clickthrough Rate

0.9%





CELEBRATION OF SPORT COLLECTION  
NOVABLAST™ 2



Feel The *Uplift*

 **asics**  
asics® asics® asics®