

Asics × Olympics

William Le

Written Brief

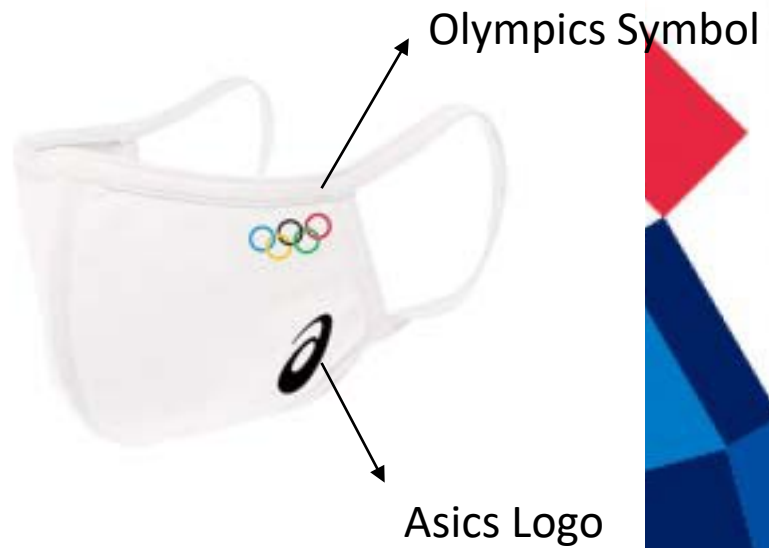
- Asics and the Olympics have partnered to introduce a special care set for athletes. The set includes sneakers, face masks, hand sanitizer, towels and more, as items that players may be able to use in the match.
- From 2020, people's lives have been significantly changed by the coronavirus. Specially, masks and sanitizers are needed to save people's lives.
- The Tokyo Olympics were held in 2021 this year, but it was an unattended Olympics that was different from the usual Olympics.
- Therefore, Asics collaborates with the Olympics to announce the Asics x Olympic Special Care Mask. This is a set prepared to maintain and support the condition of the players to prevent infection between the players.
- These are products for all athletes who exercise and play sports, not just athletes who participate in the Olympics.

Campaign Goals

- To ensure the best health condition for 11,656 athletes all over the world.
- Spreading the awareness about Covid-19 and how can we keep it safe during the Olympic.
- Supporting the sport community.
- Pushing the sale of product through owned media channels.
- Increasing the engagement with customers through paid, owned, and earned media.
- Making the campaign worth the budget.



Paid Media



ASICS RUNNERS FACE COVER

HOW TO WEAR

A blue fabric runner's face cover is shown. It features the Olympic rings logo on the upper right and the Asics logo on the lower right. It has blue ear loops and a black cord lock with a pull tab at the bottom.

- HOOK WITH EAR LOOPS**
Wrap both loops behind your ears and tighten the fit using the rubber cord adjusters.
- FINE-TUNED FIT**
Position the face cover just below the eye for a correct fit.
- CORD LOCK & PULL TAB**
Provide a snug fit behind the head and lock the face cover in position.
Push the back pull tab so the face cover sits comfortably around your nose and mouth.



Paid Media

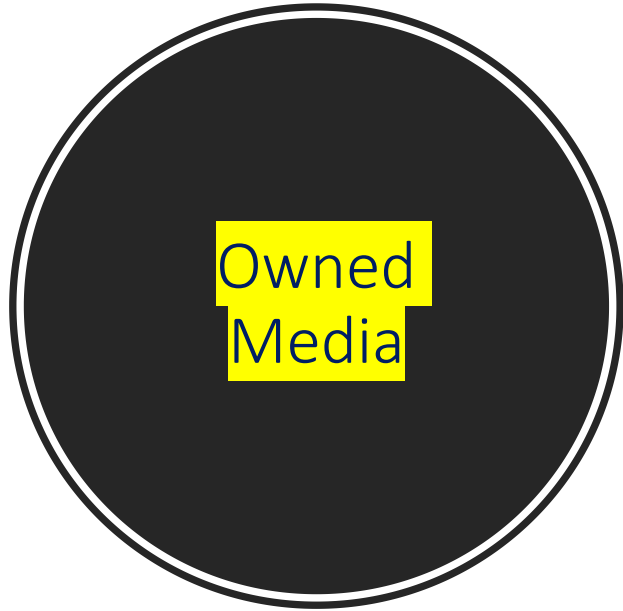
- Featuring with many athletic influencers on this campaign
- Promoting the campaign through advertisement on all social media platforms, billboard and magazine



Paid Media

Owned Media

- The campaign which is featuring with athletic influencer will be posted before and during the Olympics season across all the social media platforms and website.
- The content should introduce the inclusiveness of the collection and new features on the product.
- The sale page will be linked with all the posts.
- Facebook, Twitter and Instagram are two main advertising platforms for this campaign.
- Hashtag: [#AsicsCaresOlympian](#), [#AsicsxTokyoOlympics](#), [#CareMask](#) will be attached in all posts in order to create hashtag trend/challenge.



ASICS
Asics

Check out the new Asics x Tokyo Olympics Care Mask that was just released today!!
[#AsicsCaresOlympian](#) [#AsicsxTokyoOlympics](#)



4:07 PM, Aug 24, 2021 [Twitter for iPhone](#)

11k Retweets 3500 Likes

ASICS at Olympics Tokyo
Yesterday at 4:42am

New Asics x Tokyo Olympics Care Mask is coming with advanced technologies. Preorder today at [www.asics.com/tokyo-collection-caremask](#)
[#AsicsCaresOlympian](#) [#AsicsxTokyoOlympics](#) [#CareMask](#)



21 Comments 18 Shares

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ASICS Tokyo,JP

Liked by Naomi Osaka and 3420 others
ASICS Natasha Wodak tries on the new Asics x Tokyo Olympics 2020 Care Mask. Preorder today (link in bio)!!
[#AsicsCaresOlympian](#) [#AsicsxTokyoOlympics](#) [#CareMask](#) ...
more

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Alex B

★★★★★ Verified Purchase

Great value & quality for the price. Arrived quickly, too. Thanks!

Helpful

Report



Olivia

★★★★★ Verified Purchase

Best exercise equipment. I love it!

Helpful

Report



Tweet



Hiimnotcool

@Hiimnotcool2

@ASICSamerica

Asics x Olympics Special Care is great! I love it so far and it is perfect for my everyday running. #AsicsCaresOlympian

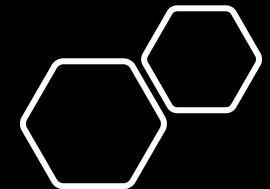
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1 Like



Earned Media

- We expect many reviews from our loyal customers who are athletes. The reviews are on the Asics and Olympics websites. Also we expect seeing the reviews on social media such as Instagram and Twitter with #AsicsCaresOlympian.



Expected Results

- Give some time to care for athletes who are busy and focused.
- Make more people aware of the brand by collaborating with Asics' global Olympics.
- Increased reach of Asics websites and platforms.
- Athletes use their products to earn the trust of their customers.