


UNLEASH YOUR ATHLETE



UNDER ARMOUR®

An aerial photograph of a dense forest, showing a network of roads and trails. A solid red horizontal band is superimposed over the center of the image. The text is centered within this red band.

UNLEASH YOUR ATHLETE

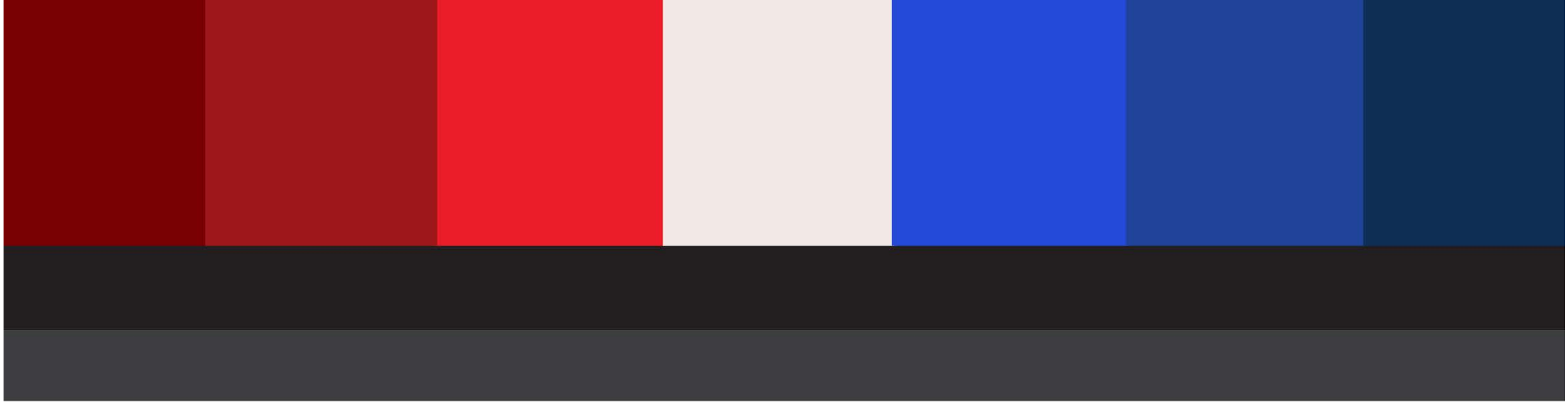
discover the road to #_____

THE GOAL

Our goal is to promote the Under Armour brand by encouraging active lifestyles, collaboration, and innovation in elementary through high-school aged students.



LOOK AND FEEL



Univers LT STD 75 Black

Univers LT STD 67 Bold Condensed

Univers LT STD 57 Condensed

Eurostile Bold



**UNLEASH YOUR
ATHLETE**



An aerial photograph of a dense forest covered in a thick layer of snow. The trees are mostly evergreens, and their branches are heavily laden with white snow. The overall scene is serene and wintry. A horizontal red banner is superimposed across the middle of the image, containing white text.

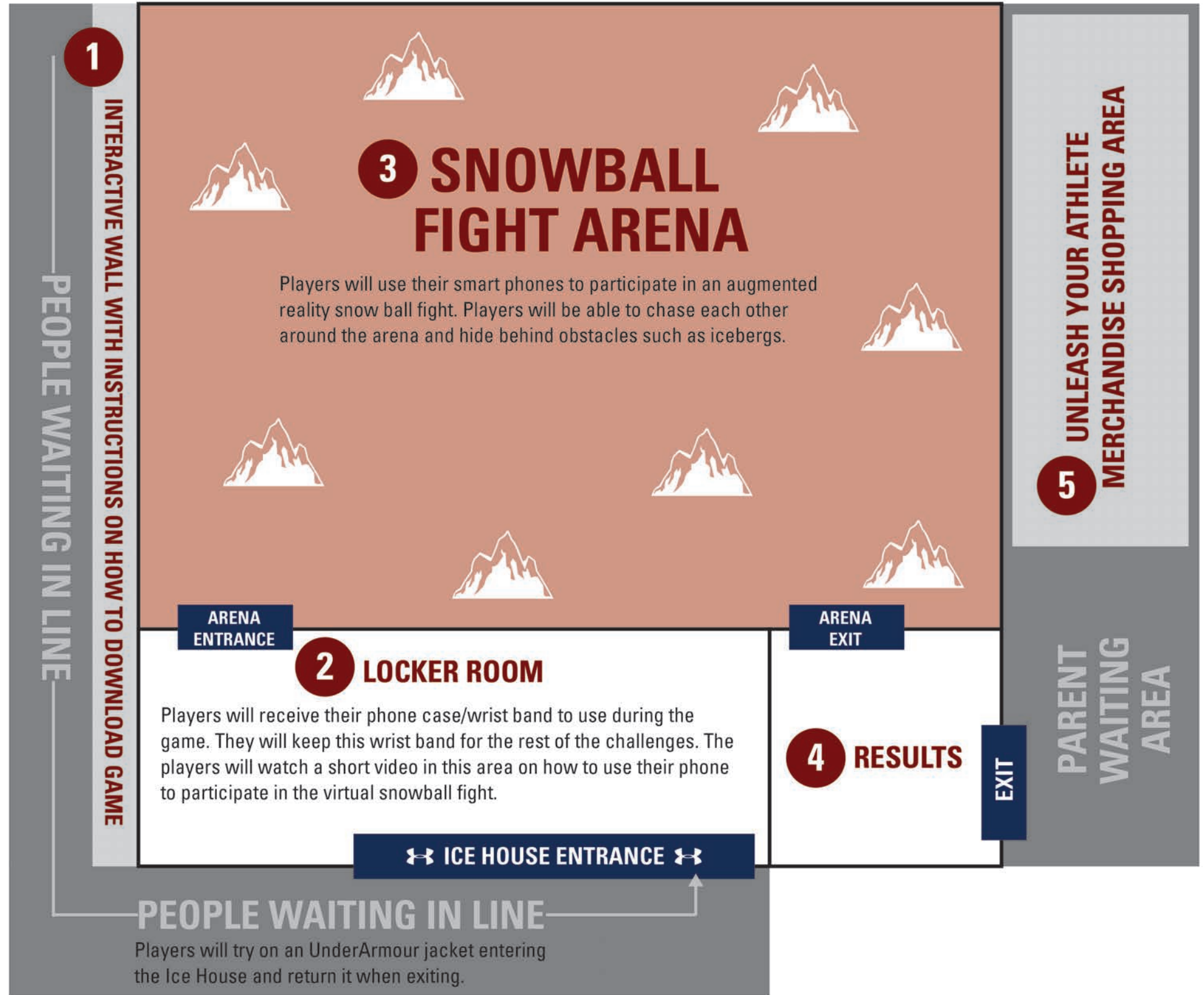
PRE-OLYMPIC KICKOFF EVENT
“THE ICE HOUSE”

"ICE HOUSE" AT THE MALL

- 20 x 20 Foot Exhibit
- Interactive Snowball Fight
- Phone case reward
- Download of mobile app
- Interactive Shopping Wall



MALL EXHIBIT LAYOUT & TRAFFIC FLOW - THE ICE HOUSE



**INSIDE THE ICE HOUSE -
SNOWBALL FIGHT**



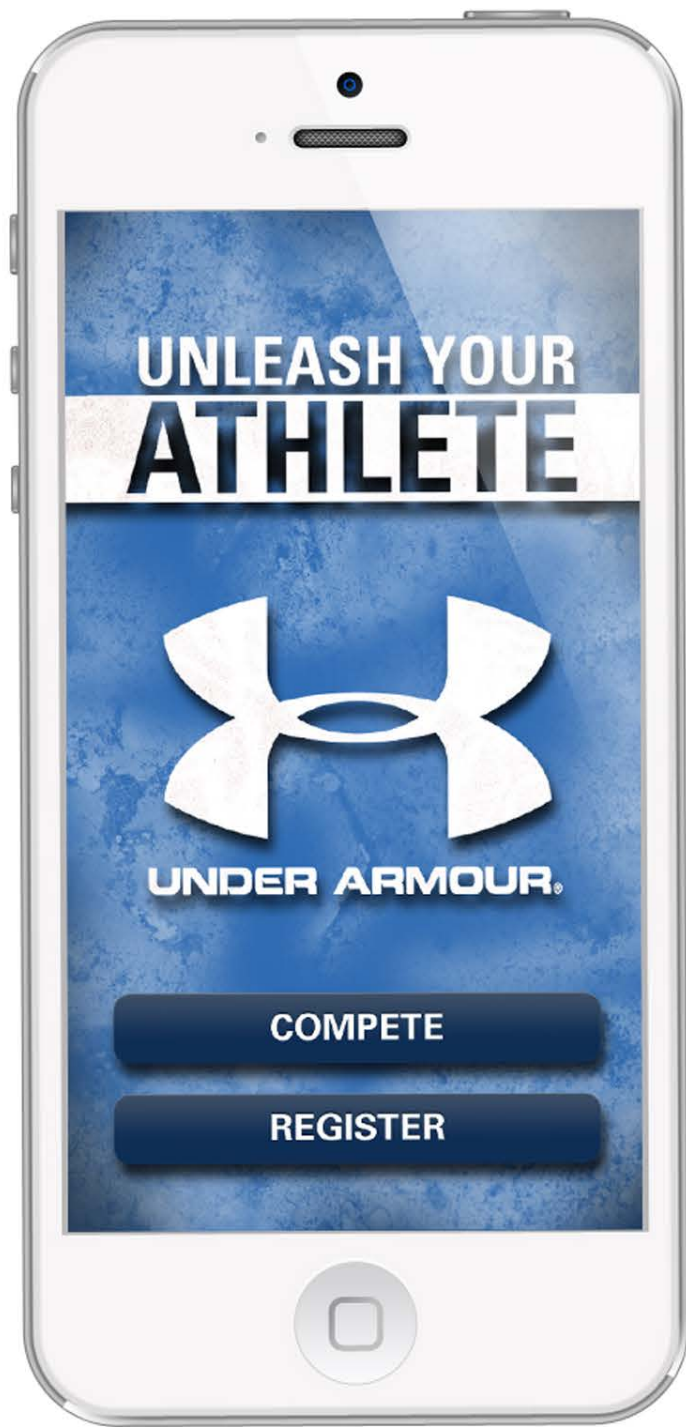




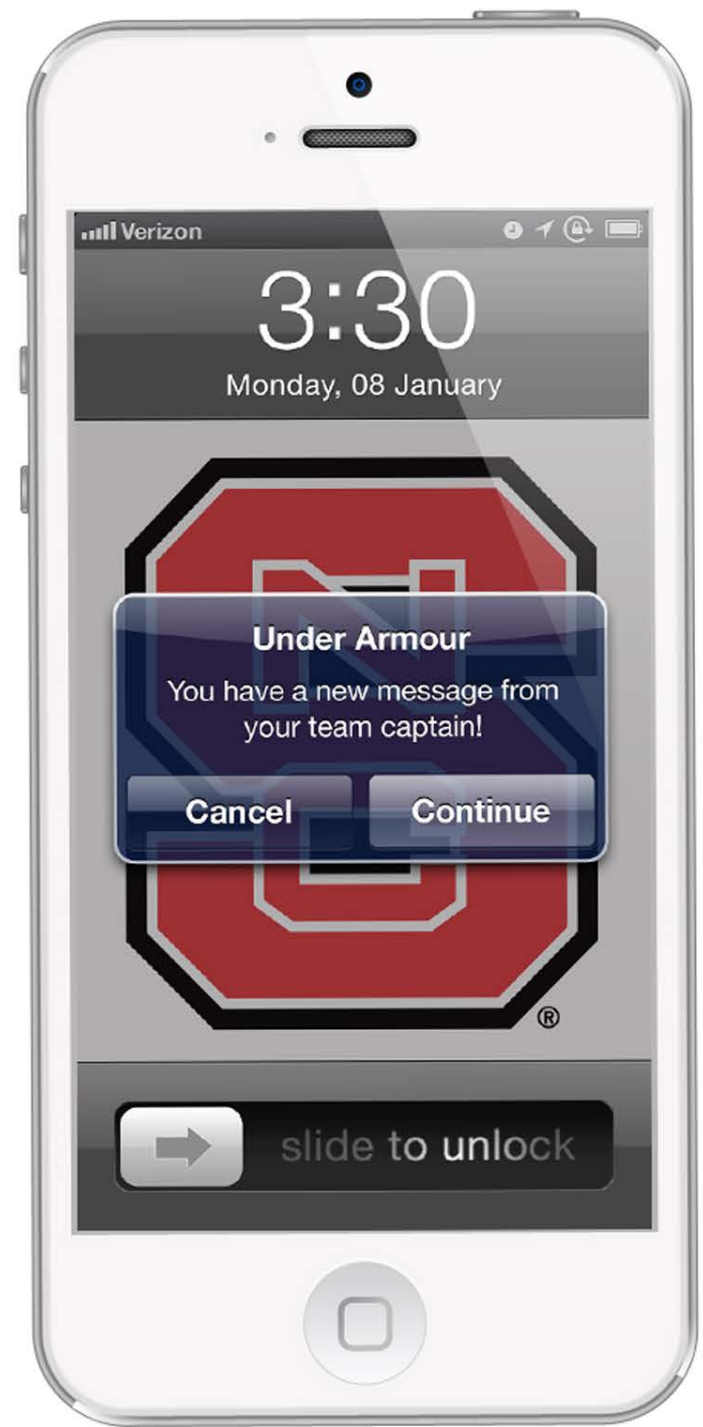
An aerial photograph of a dense forest, showing a complex network of tree canopies and a winding path or stream. The image is overlaid with a dark red horizontal band that contains white text. The text is centered and reads "PRE-OLYMPIC ONLINE EVENT" on the top line and "MOBILE APP" on the bottom line.

PRE-OLYMPIC ONLINE EVENT
MOBILE APP

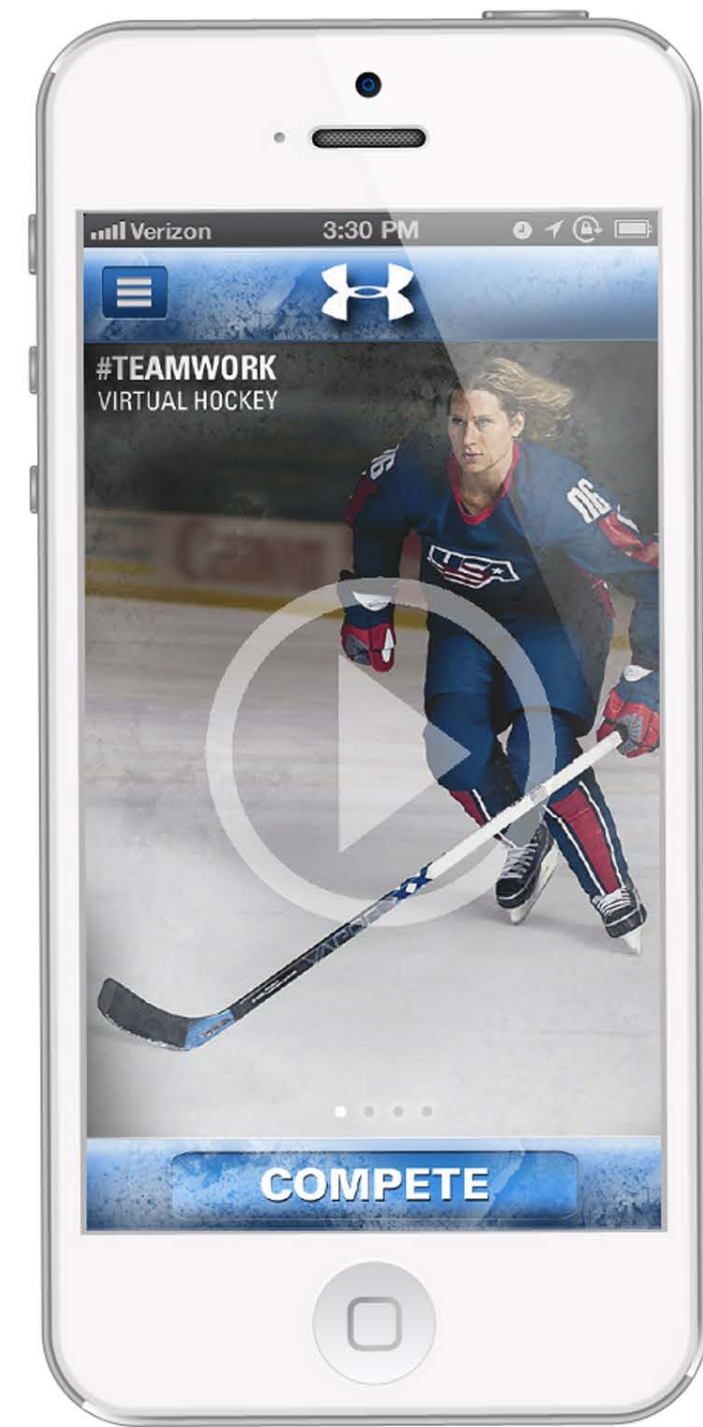
ONLINE BEFORE THE GAMES



LOGIN SCREEN
PROMPTED AT THE MALL
AFTER DOWNLOADING APP
MUST REGISTER OR GIVE
EMAIL ADDRESS TO PLAY.



USER RECEIVES PUSH
NOTIFICATION OF
A NEW CHALLENGE.



USER WATCHES A VIDEO
FEATURING A TEAM USA
MEMBER GIVING CHALLENGE
INSTRUCTIONS.

ONLINE BEFORE THE GAMES



SWIPING THE SCREEN TO THE RIGHT SHOWS THE WEEKLY SCHEDULE AND HOW MANY CHALLENGES HAVE BEEN COMPLETED.



SWIPING THE SCREEN AGAIN REVEALS THE LEADERBOARD. THE USER CAN TOGGLE BETWEEN VIEWING THEIR FRIENDS SCORES AND OVERALL TEAM SCORES.

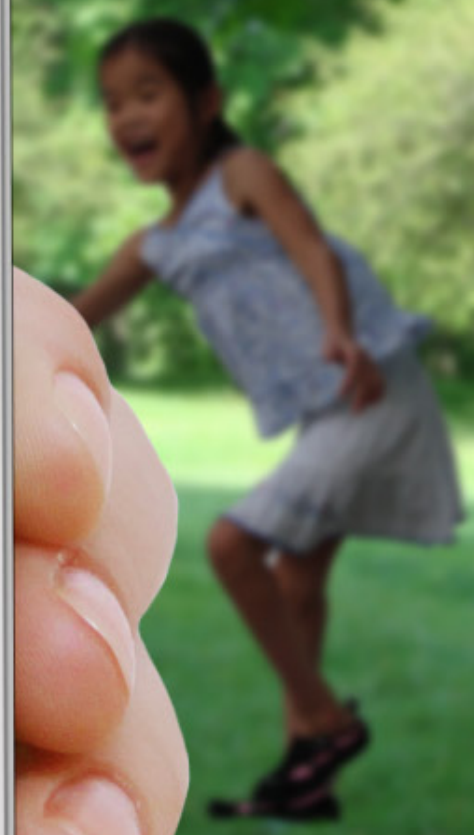


PASS THE TORCH IS A FEATURE THAT ENCOURAGES USERS TO INVITE FRIENDS TO THE MOBILE APP.

ONLINE BEFORE THE
GAMES



FREEZE TAG CHALLENGE

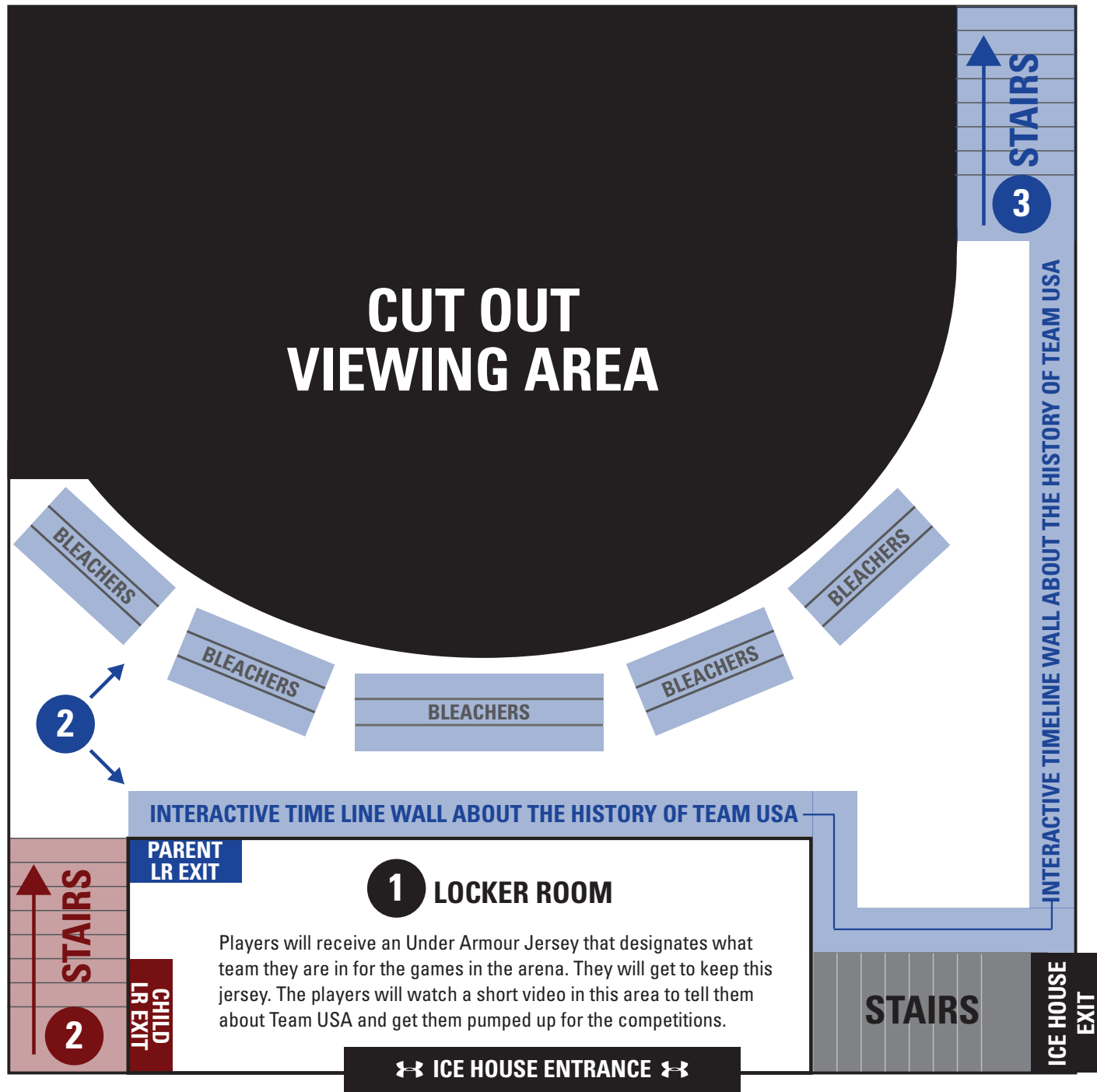


An aerial photograph of a dense forest covered in snow, with a prominent red banner across the center containing white text.

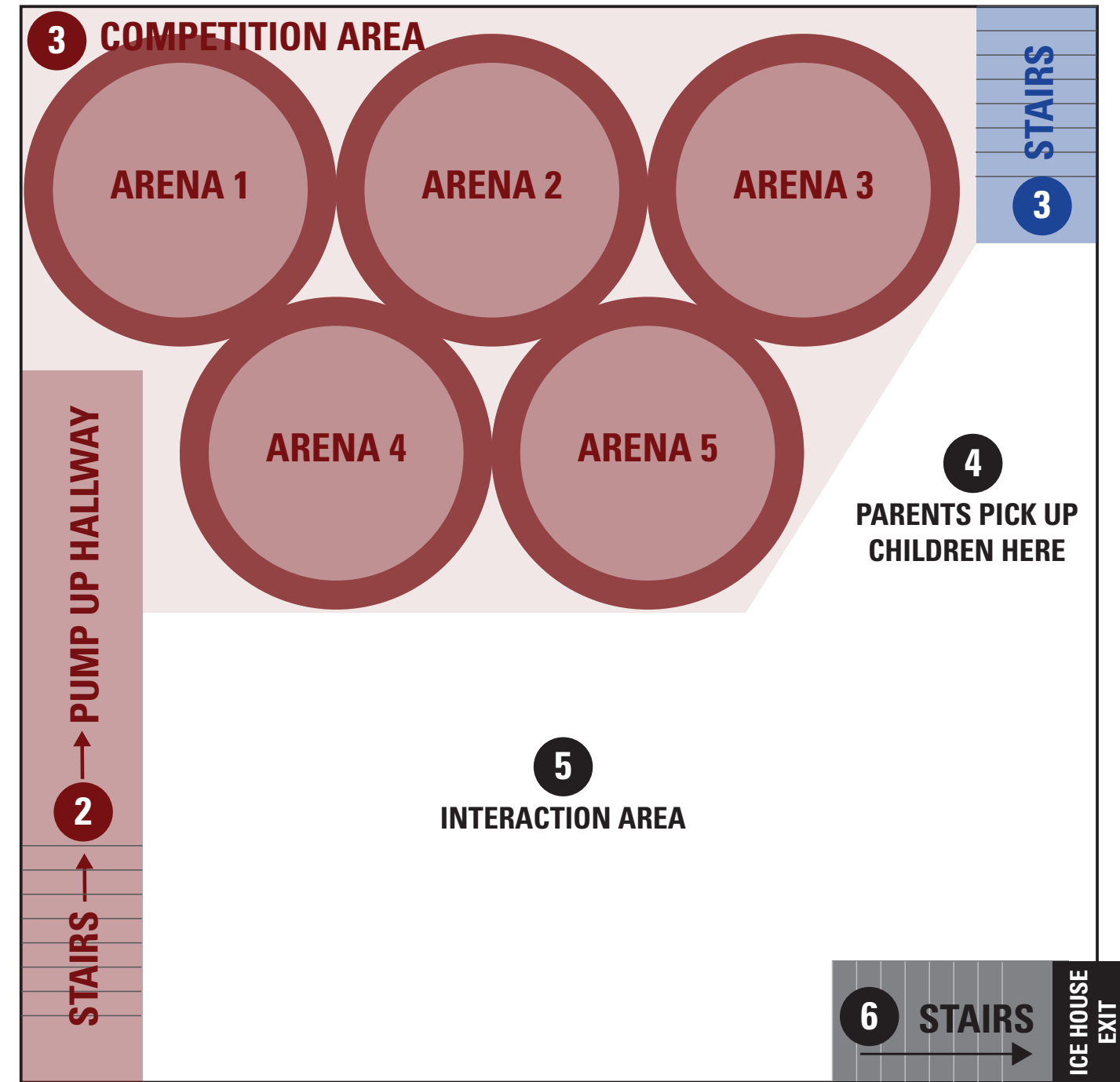
OLYMPIC PARK EXHIBIT EVENT
TEAM USA ICE HOUSE

OLYMPIC PARK EXHIBIT LAYOUT & TRAFFIC FLOW

TOP FLOOR



BOTTOM FLOOR

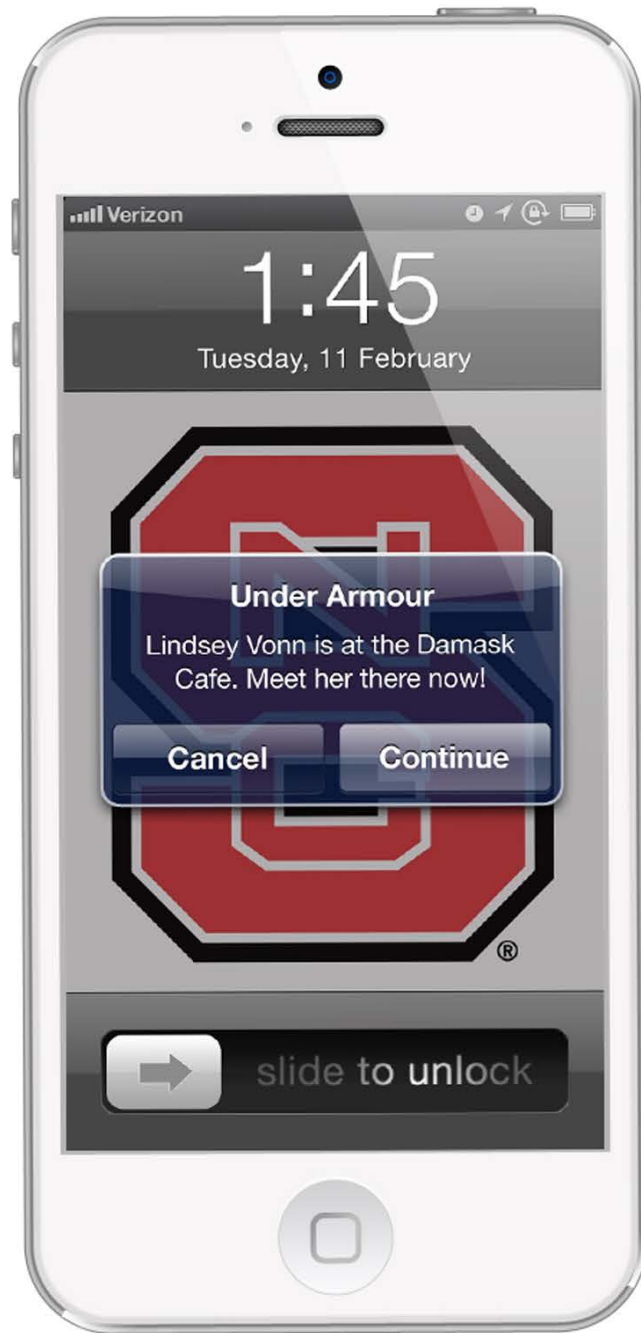


- = THINGS FOR CHILDREN
- = THINGS FOR ADULTS
- = THINGS FOR ADULTS AND CHILDREN
- = CHILDREN TRAFFIC FLOW
- = ADULTS TRAFFIC FLOW
- = ADULTS AND CHILDREN TRAFFIC FLOW

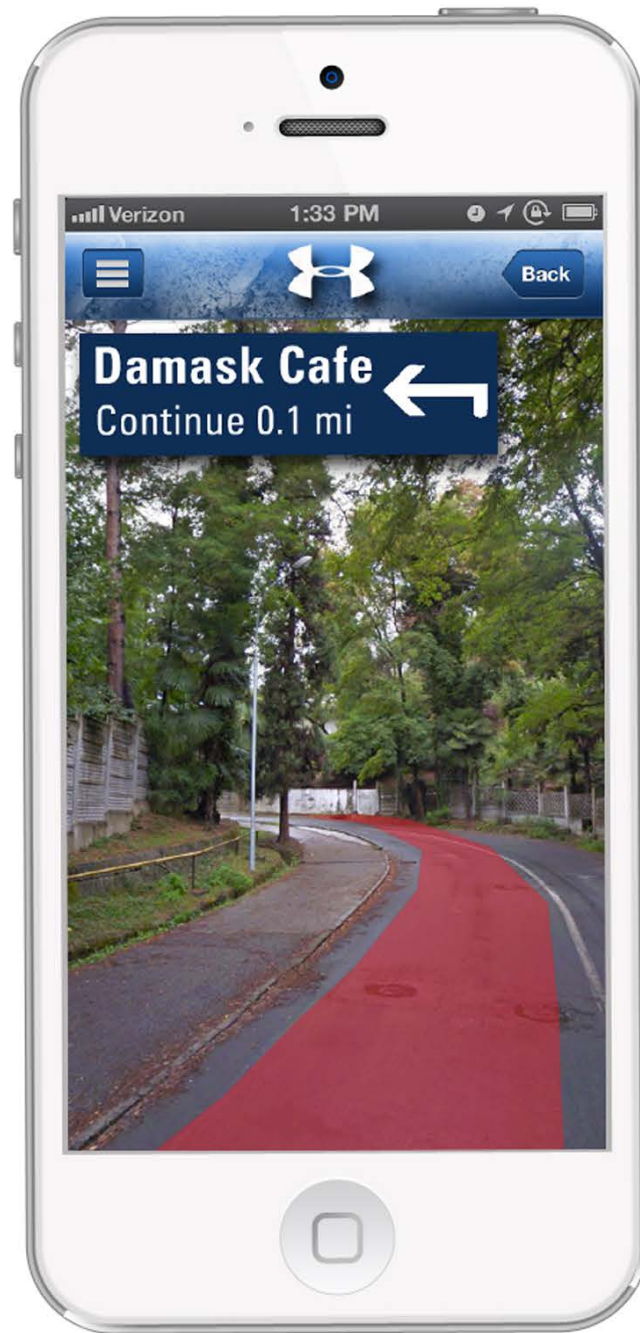


An aerial photograph of a dense forest, showing a mix of evergreen and deciduous trees. The image is overlaid with a dark red horizontal band across the middle. The text is centered within this band.

**OLYMPIC ONLINE EVENT
MOBILE APP**



USER RECEIVES PUSH NOTIFICATIONS OF EVENTS, SCHEDULES, RESULTS, AND MEETS WITH THE ATHLETES.



AUGMENTED REALITY DIRECTIONS ALLOW USERS TO NAVIGATE AROUND SOCHI.



USERS CAN VIEW SCHEDULES OF EVENTS AND ACTIVITIES GOING ON AT THE OLYMPIC PARK.





ALISON BAEVER

2010: Won Bronze in 2010 Vancouver Winter Olympics
2007: Won U.S. short track overall national championship
2008: Won three bronze medals at ISU World Cup events

CURRENT SPEED

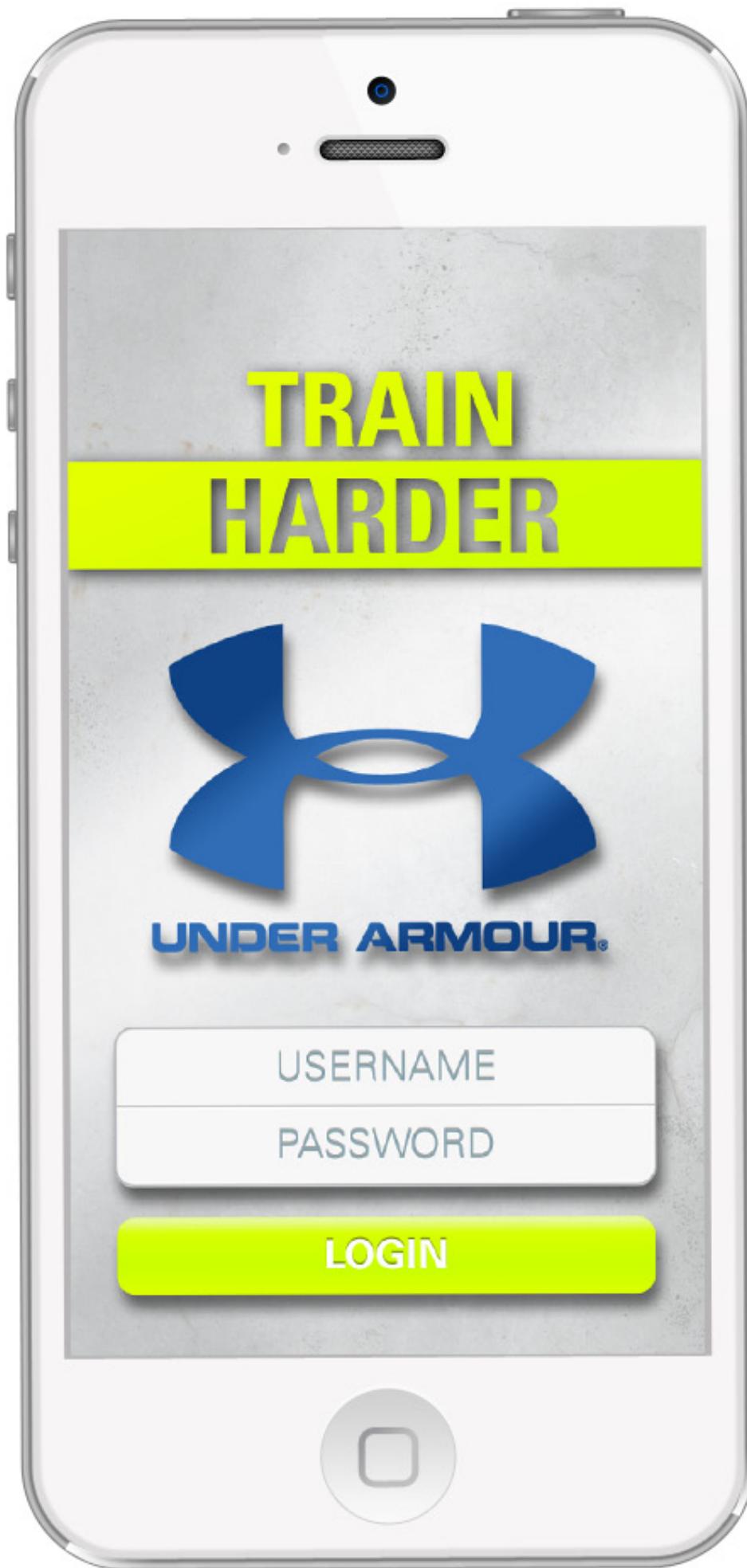
26.8
MPH

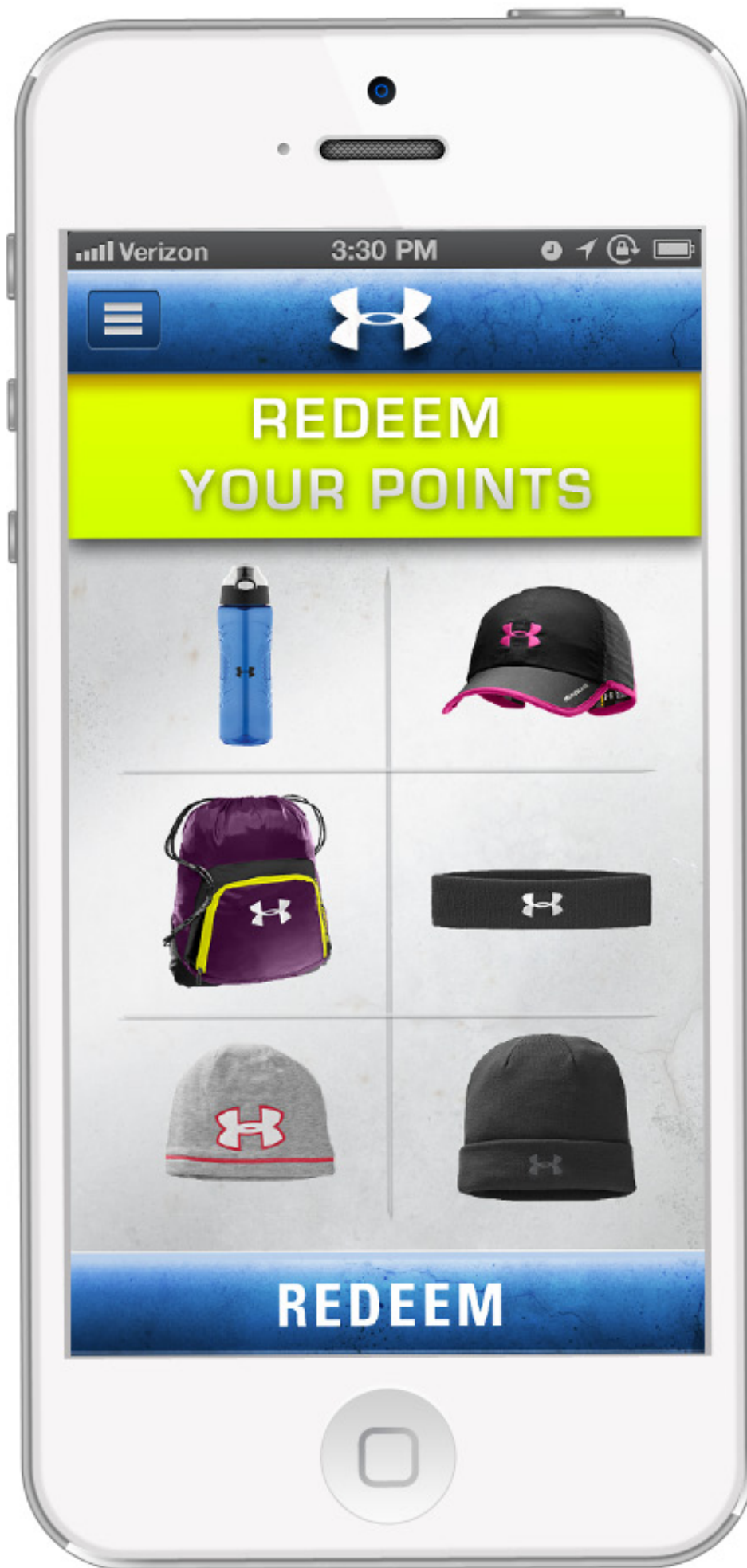
An aerial photograph of a dense forest, showing a mix of evergreen and deciduous trees. A solid red horizontal band is superimposed over the center of the image, containing white text.

**POST OLYMPIC INVOLVEMENT/REWARD
UA "TRAINING PACKET"**



- Print packet of results
- Photo with Team Captian from Unleash Your Athlete
- Promotional Material for Under Armour brand (coupons, etc.)







Team Wolfpack

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Special thanks to:

George P. Johnson
Brand X
Under Armour