



#GoBeyond

Name & Tagline

Our Concept

INSPIRATION THROUGH performance

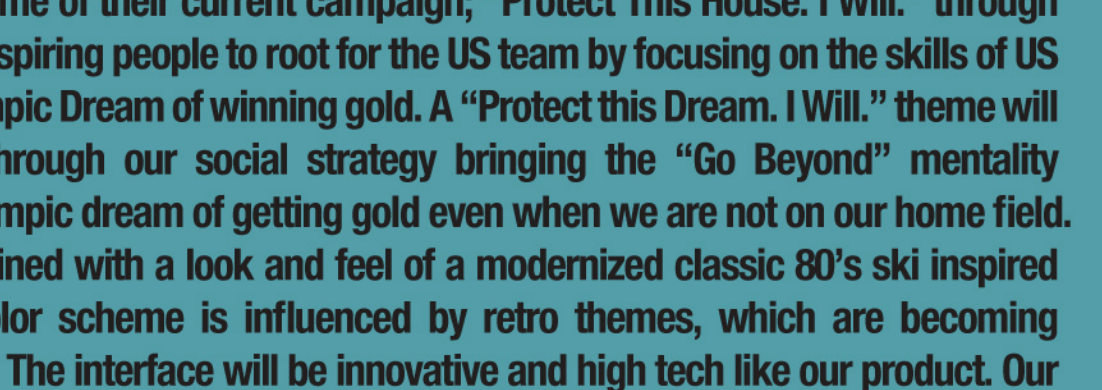
Our concept for this campaign connects with Under Armour's brand, following their goal of "Making every athlete better through passion, design, and the relentless pursuit of innovation." We connect the two by focusing on the idea of inspiration through performance, showcasing how we can be inspired to be better through the outstanding performance of Olympic athletes. This concept combined with our digital and experiential tactics will emotionally and physically connect the consumer with our brand, turning possible consumers into brand advocates. Through our increased branding our campaign heightens awareness of the Olympics while building our brand image as the highest performance sportswear available.

Our BIG Idea

Our idea is to inspire people to exceed the expectations of performance through the immense skill of the Olympic athletes and our innovative product line. The main goals of our experience spaces are to build awareness and drive conversions through innovative and unique design combined with interactive features, connecting the consumer with the brand. Social contests will spread the word of our campaign as well as increase participation. The campaign will bring out a friendly competitive nature and a passion to succeed in line with that of the Olympic spirit exhibited through our tagline and copy of "Protect this Dream. I will." The goal is to introduce consumers to the Under Armour brand in a way that inspires them and creates a lasting impression. This, combined with Under Armour's high-quality, innovative products will achieve a high customer lifetime value.

Our Theme

Color Palette



Our theme is based around the tagline "Go Beyond" implying how athletes are constantly pushing the boundaries of human skill. Through our campaign, we communicate inspiration through the incredible performance of the incredible athletes in the Olympics. Our program will tie together through our focus on displaying athletes at their best. A winter sports theme will drive interest in the beginning points of our campaign during the summer. Our engagements will incorporate the fans themselves as the athletes; allowing them to showcase how they "Go Beyond" in their own way.

Under Armour's current brand image of "making every athlete better one innovation at a time" is communicated through our tactics of inspiring people to "go beyond" and incorporate that in a way that applies to each person individually. We also intend on incorporating the theme of their current campaign; "Protect This House. I Will." through our social features inspiring people to root for the US team by focusing on the skills of US athletes and the Olympic Dream of winning gold. A "Protect this Dream. I Will." theme will be communicated through our social strategy bringing the "Go Beyond" mentality together with the Olympic dream of getting gold even when we are not on our home field.

This will be combined with a look and feel of a modernized classic 80's ski inspired color theme. The color scheme is influenced by retro themes, which are becoming increasingly popular. The interface will be innovative and high tech like our product. Our logo is be a creative redesign of the UA logo incorporating the colors of the Olympic rings. This design scheme will stand out with its striking colors and creative use of technology. Popular US Olympic athletes will also be included in our campaign as judges for the social media contest utilizing them to communicate with the fans to bring them closer to the experience.

We will also partner with the Athletes for Hope foundation to align with the UA Next program, helping the next generation of sports. This will help us gain a new generation of brand loyalty as we support them and show we care about the community.

Get Connected

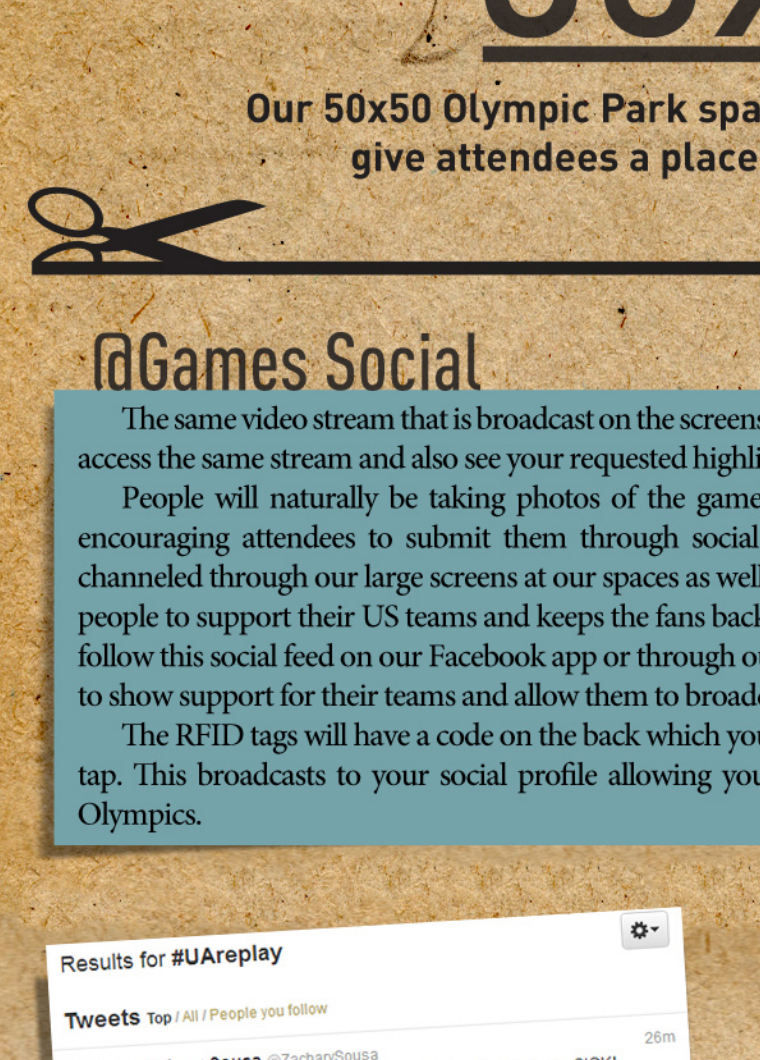


We will incorporate an Instagram/Vine/Twitter/Facebook contest incentivizing users to upload photos and videos of how they "go beyond" using the hashtag #GoBeyond. The copy will read "How do you #GoBeyond?" as a call to action for submission. The grand prize contest will be judged by 10 participating Olympic athletes who will select their favorite submissions to receive 2 tickets to the Olympics and a UA Olympic special edition prize pack. This will start 100 days out and will intensify at the 50 day out period when we start to announce grand prize winners one by one until we reach 10 grand prize winners at the 20 day out period who we will call "UA gold medalists." Winners will be announced through the athlete's social profiles to connect winners with the Olympians and screenshots of the announcements will be featured on UA profiles.

Throughout the 100 day period, each submission will appear in a news feed. The submissions with the most likes of the day/week/month gets put to the front page of the app and will be considered "Olympians," like a most popular page of the app. The selected Olympic athletes will also have profiles which they will submit photos/videos of their training and practice runs. This will drive more engagement and give consistency to the stream of photos in the Facebook app. All of the submissions will be integrated into the window displays for the 20x20 and 50x50 spaces along with the digital billboards. A YouTube video showing the people interacting with the 20x20 space will be released at a 75 day out period along with a promotion for our social contest.

Our 20x20

Our offline spaces will build our brand image and drive sales while heightening awareness for UA and the Winter Olympics.



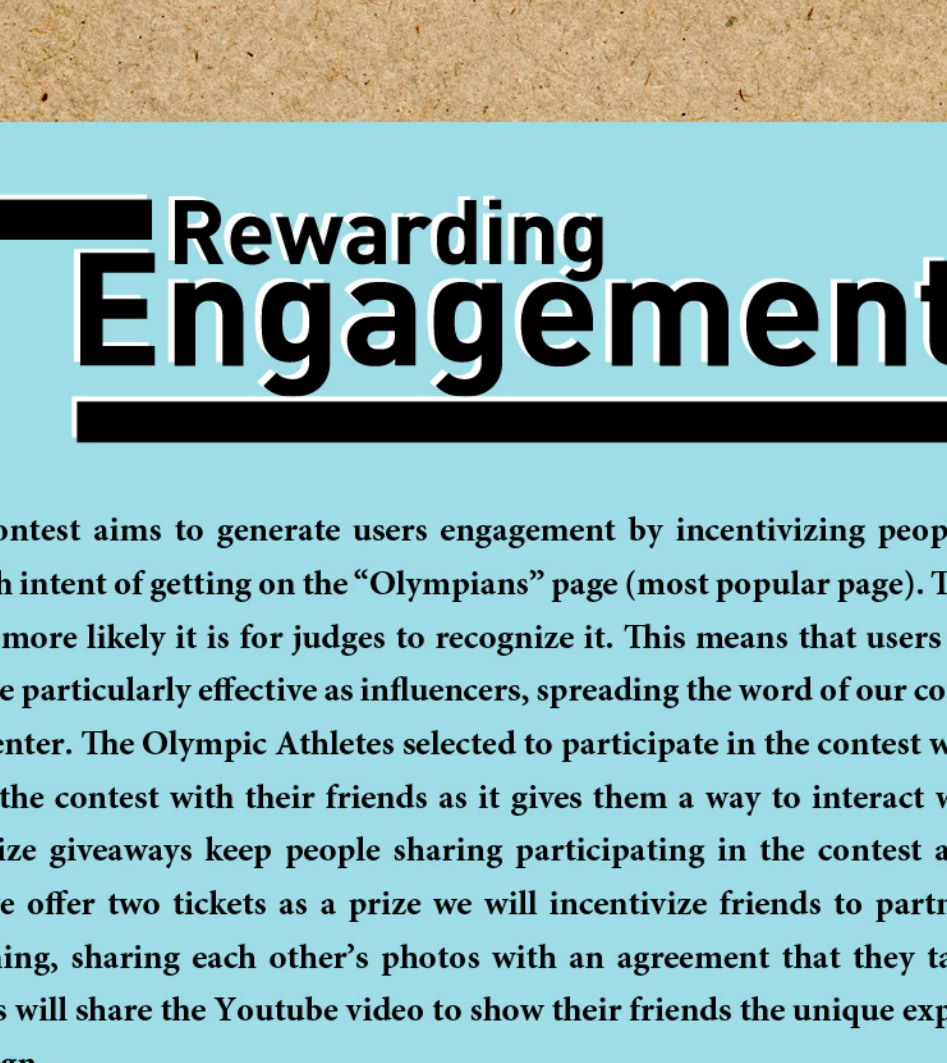
Our 20x20 spaces will occupy 10 store fronts in high traffic areas in 10 major cities throughout the US, launching 100 days out from the Winter Olympics. The outside windows of the space feature a semi transparent digital display of our UA Olympic logo, pulsing, flipping tiles of social contest submissions updating the photos in a ripple effect. The window reacts to movement as the flipping tiles effect. The motion reacts to movement as the flipping tiles effect. The window reacts to movement as the flipping tiles effect. The motion reacts to movement as the flipping tiles effect.



We will use digital billboards in our major cities for launch. These billboards will resemble the outside of the 20x20 space featuring the user submissions. They will feature an onsite check in system that will display the photos that you have submitted once you have checked in. The billboard will feature the copy #GoBeyond and will display where our 20x20 space is, promoting both our social contest and 20x20 spaces along with our Athletes for Hope partnership.

Our partnership with the Athletes for Hope foundation will utilize their social presence to drive people to our experiences and help build our UA Next brand. These promotions will be featured in our digital billboards, social channels and website as well as clear promotion around the space. 10% of all sales revenue from these spaces will be donated to the Athletes for Hope foundation to help build the next generation of athletes. This donation can also be connected to social channels so you can share your generosity with friends.

20x20 Floor Plan



Our 50x50

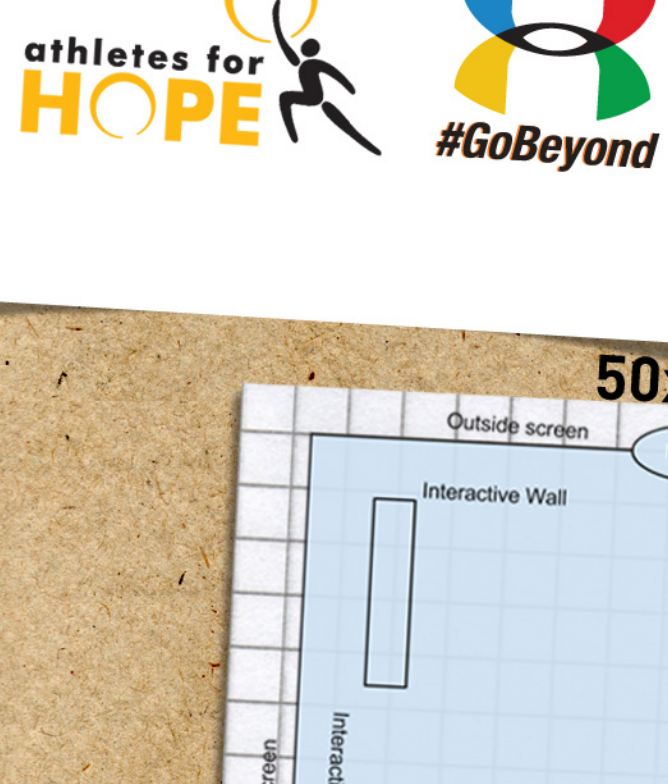
Our 50x50 Olympic Park space will build our awareness and give attendees a place to engage with our brand.

@Athletes Social

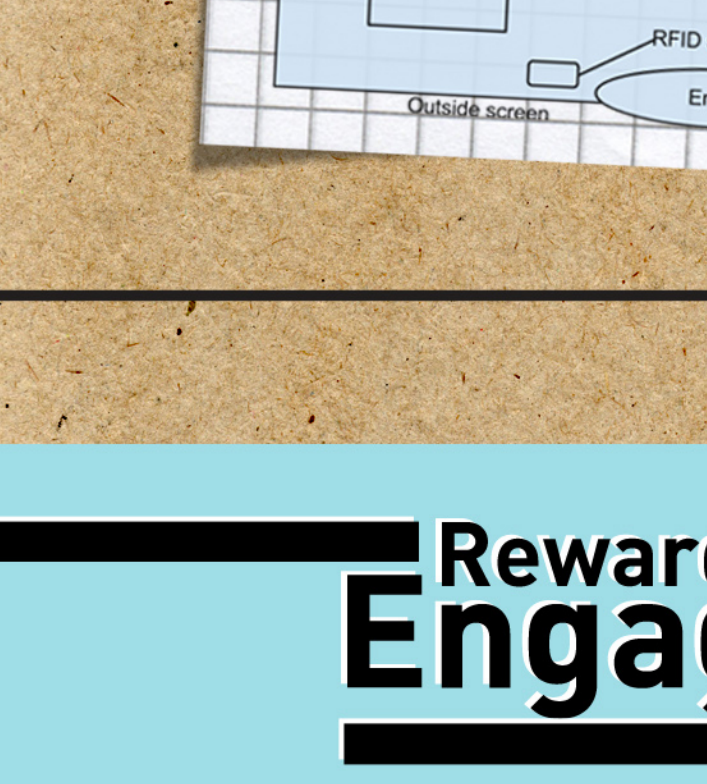
The same video stream that is broadcast on the screens will also broadcast on a UA Olympic website where you can access the same stream and also see your requested highlights from home.

People will naturally be taking photos of the games while they are there. We will take advantage of this by encouraging attendees to submit them through social channels as #UApotechthisdream. These photos will be channeled through our large screens at our spaces as well as back in the US on the digital billboards. This encourages people to support their US teams and keeps the fans back home immersed in the Olympic action. Participants can follow this social feed on our Facebook app or through our Twitter handle. This will reward people by allowing them to show support for their teams and allow them to broadcast their photos nationally.

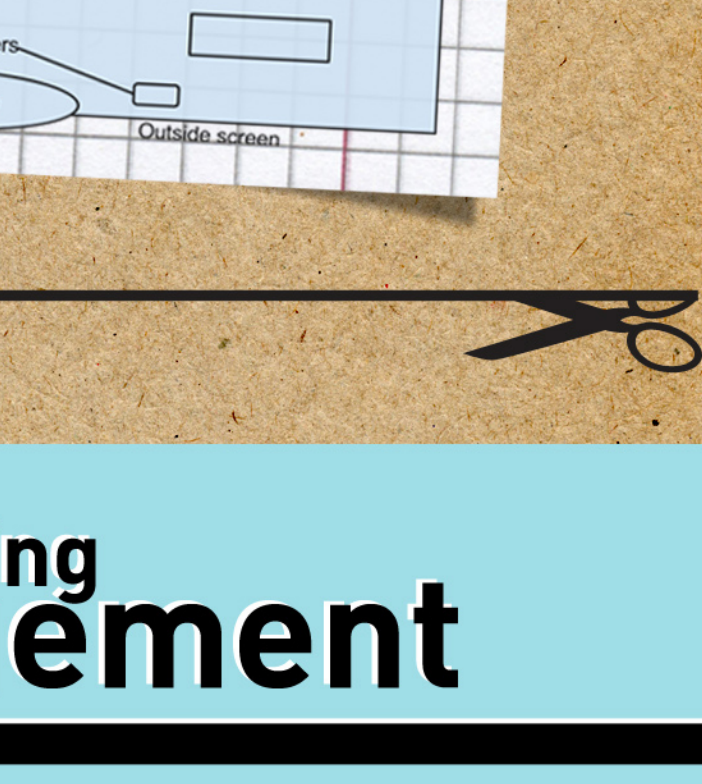
The RFID tags will have a code on the back which you can sync with your social profiles to check in at each RFID tap. This broadcasts to your social profile allowing you to show your friends what you are doing at the Winter Olympics.



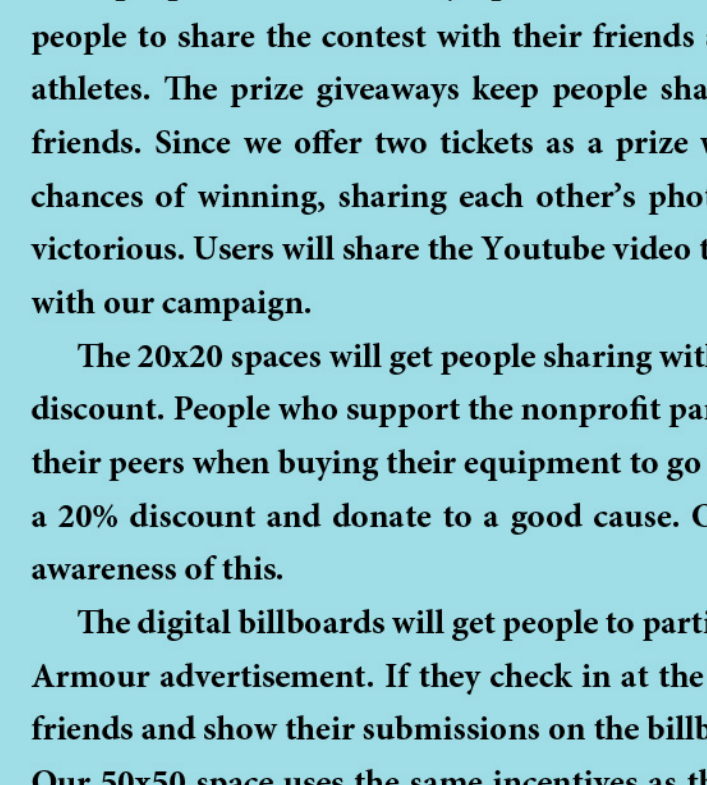
The outside of the 50x50 space will feature giant screens that show the Olympic highlights and live action of the games. The screens will also highlight Olympic tweets and take highlight requests through twitter using the hashtag #UAreplay. The inside of the space will follow the same concepts as the 20x20 space, but will include a cafe lounge broadcasting wifi to keep people nearby and help drive conversions.



The cafe will feature a propane fireplace and decor will be reminiscent of a classic mountain log cabin. The cafe will be situated in the back of the experience and will have our special UA Olympic logo branded on tables, chairs and mugs as well as a clear view of a live broadcast jumbotron hanging over the center of the experience. There will also be seating outside for the cafe around a propane fueled fireplace heater. A bench in the shape of a UA logo will be in the center of the space for people to sit down while their friends interact with the space.

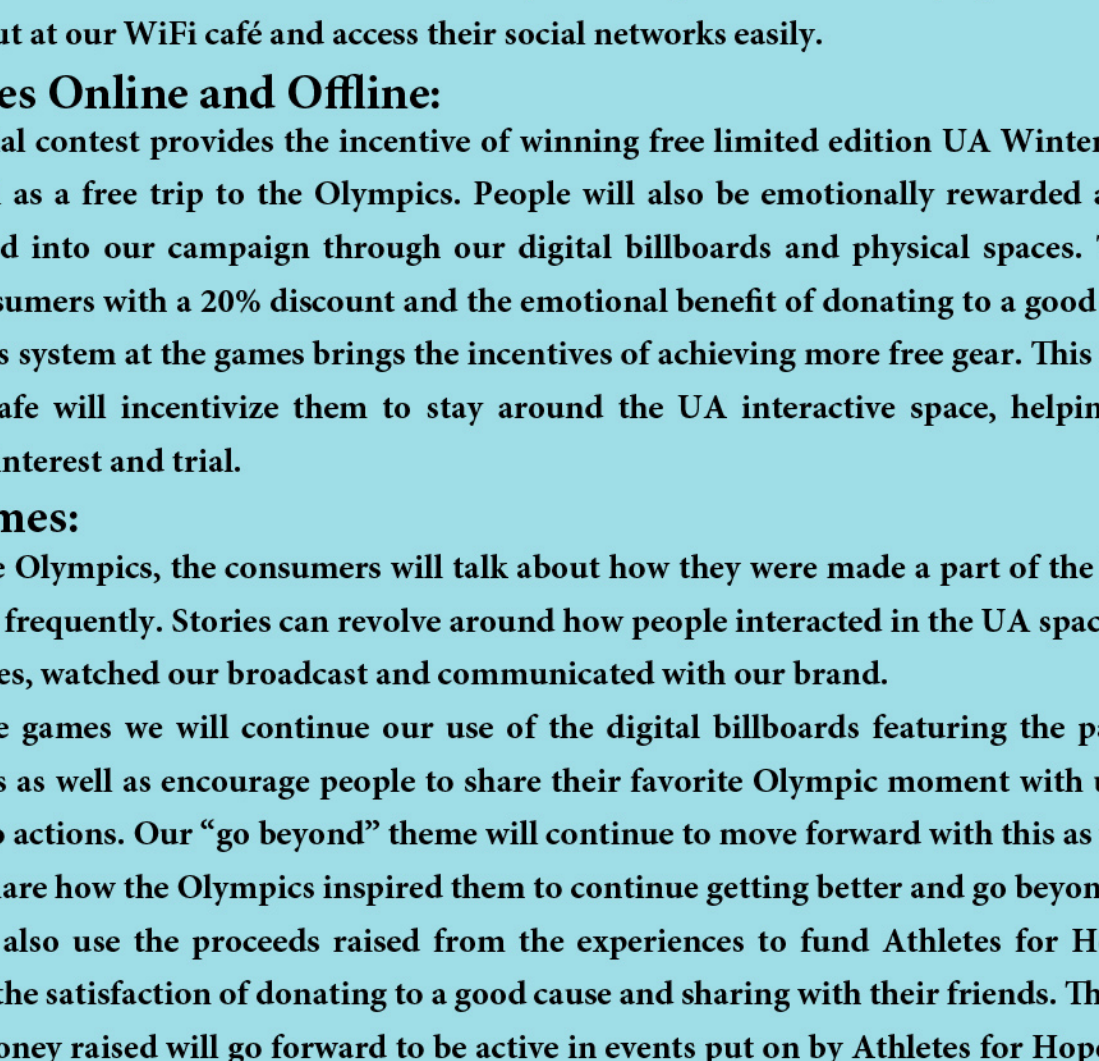


There will also be digital posters around the space promoting our collaboration with Athletes for Hope indicating that 10% of proceeds go to their foundation. We will also give out lanyard tickets holders with RFID chips for people to carry around. There will be branded RFID scanners around Olympic Park for people to find and scan their RFID card. This will allow them to find and scan their RFID card. This will allow them to find and scan their RFID card. This will allow them to find and scan their RFID card.



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50x50 Layout



Rewarding Engagement

Our social contest aims to generate users engagement by incentivizing people to share their submissions with intent of getting on the "Olympians" page (most popular page). The more popular your post is the more likely it is for judges to recognize it. This means that users with large social followings will be particularly effective as influencers, spreading the word of our contest and getting more people to enter. The Olympic Athletes selected to participate in the contest will also influence people to share the contest with their friends as it gives them a way to interact with professional athletes. The prize giveaways keep people sharing participating in the contest and sharing with friends. Since we offer two tickets as a prize we will incentivize friends to partner up for better chances of winning, sharing each other's photos with an agreement that they take each other if victorious. Our campaign will share the Youtube video to show their friends the unique experience they had with our campaign.

The 20x20 spaces will get people sharing with their friends when they check in to receive the 20% discount. People who support the nonprofit partnership like sports coaches and teammates will tell their peers when buying their equipment to go to the space instead of buying online so they can get a 20% discount and donate to a good cause. Our social integrations at the space will also spread awareness of this.

The digital billboards will get people to participate in the contest only to be featured in an Under Armour advertisement. If they check in at the billboard with their social profile it will share with friends and show their submissions on the billboard in front of them.

Our 50x50 space uses the same incentives as the 20x20 space to share with friends except we have added our different hashtags which will affect the stream of video. Using #UApotechthisdream and #GoBeyond, users share their photos and replay requests of their experience to have it displayed on the UA live stream. Users can also check in to social profiles using their RFID display in feature to show their friends back home what activities they are doing at the Winter Olympics. Attendees can also hang out at our WiFi café and access their social networks easily.

Incentives Online and Offline:

Our social contest provides the incentive of winning free limited edition UA Winter Olympics gear as well as a free trip to the Olympics. People will also be emotionally rewarded as they are incorporated into our campaign through our digital billboards and physical spaces. The spaces reward consumers with a 20% discount and the emotional benefit of donating to a good cause. The RFID points system at the games brings the incentives of achieving more free gear. This along with our WiFi café will incentivize them to stay around the UA interactive space, helping to drive awareness, interest and trial.

Post Games:

After the Olympics, the consumers will talk about how they were made a part of the brand and now wear it frequently. Stories can revolve around how people interacted in the UA space and used our resources, watched our broadcast and communicated with our brand.

After the games we will continue our use of the digital billboards featuring the participants submissions as well as encourage people to share their favorite Olympic moment with us through social call to actions. Our "go beyond" theme will continue to move forward with this as we will ask people to share how the Olympics inspired them to continue getting better and go beyond.

UA will also use the proceeds raised from the experiences to fund Athletes for Hope giving consumers the satisfaction of donating to a good cause and sharing with their friends. The proceeds from the money raised will go forward to be active in events put on by Athletes for Hope featuring our brand as a sponsor creating more social buzz.

Measuring Success

Thanks to our hashtags #GoBeyond, #UAreplay and #UA protect this dream, we will be able to measure the amount of social interaction and submissions to our contest. We can also measure facebook app users and interactions through the provided analytic tools of Facebook. The amount of traffic and people using our interactive spaces, both the 20x20 and 50x50, will be able to be measured by the check-in feature and counting sensors at the door. Because of the commerce aspect of the campaign, we will also be able to measure revenue success. The donations to our non profit partnership will also be measurable when we announce the final amount of money raised.

The last Winter Olympics sold approximately 1.6 million tickets. Out of that number we can expect approximately 1% to buy and over 50% to interact with our physical and digital spaces. The positioning of this campaign expects to grow our customer base, annual revenue and brand equity to an increase of engagement and loyalty not before seen within our brand.



Zack & Mike

Suffolk University