

News Release

January 18, 2012

ASICS NEW LIGHTWEIGHT SHOE, GEL-NEO33 TAKES FLIGHT IN LATEST SPOT

Leading global sports brand ASICS today kicks off a international multi media campaign for its innovative, lightweight GEL-Neo33™, the latest addition to the ASICS 33 Collection™. In the 30 second ad by agency of record, Vitro, runners crisscross an urban cityscape carrying glowing balloons. Paced to the thumping track "Temporary Blues" by The Features, the runners meet in a city park and assemble the balloons into a giant structure that is revealed to be an enormous floating ASICS GEL-Neo33. The shoe launches into the night sky, with the reminder from ASICS: "Lightweight. The Enemy of Limits".



"This commercial really captures the spirit of ingenuity which is at the core of the ASICS brand," said Erik Forsell, ASICS VP of Marketing. "We never stop innovating and improving our products, so our athletes can never stop pushing their own limits. The GEL-Neo33 gives athletes the advantages of lightweight technology without sacrificing performance. This spot expertly brings that concept to life."

Directed by Marcus Nispel (Texas Chainsaw Massacre, Conan The Barbarian) the GEL-Neo33 commercial required the services of more than 50 athletes and 2,000+ glowing balloons. While the balloon structure assembled on site was more than 600 square feet in size, LA-based Union Editorial lent their special effects expertise to help launch the shoe into the sky.

"By now people have seen thousands upon thousands of shoe commercials, but we've continued to push ourselves to bring this brand to life in fun, unexpected ways," says Vitro Creative Chairman John Vitro. "The spot was designed to deliver the energy, youthfulness, and passion that drives both athletes and the brand to perform their best."

The advertising campaign behind ASICS GEL-Neo33 builds upon Vitro's 2011 integrated campaign for the GEL-Blur33™, which featured an enormous floating version of the GEL-Blur33, made entirely of ping pong balls. The 2012 GEL-Neo33 campaign will include integrated print, retail, and digital work. The television commercial, debuting February 5, 2012 will be broadcast in Japan, Korea, Australia and the United States where it will run on networks like ESPN and Comedy Central.

To view the ad, please visit www.asics33.com and click on the video link.

