

3/24/14

REEBOK “TRIBAL” CONCEPTS:

POSITIONING STATEMENT:

With the new Reebok campaign, we demonstrate both the collective power of a tribe and the compelling traits of individuals within that group. In this campaign, the models express themselves with flair and individuality, yet find comfort and acceptance in their particular subculture. Brought to life in a contemporary, playful, photo-booth style, we invite consumers to take part of the GROUP DYNAMIC. With its wide range of products, a passionate fan base and an authentic presence in the history of street fashion, Reebok is uniquely positioned to stake their claim as a potent lifestyle brand. Their history is one of trailblazing, functional performance and outstanding style, adopted by early ‘tribes’ of fitness and fashion enthusiasts. These strong emotional connections and pedigree allow Reebok to be the ultimate lifestyle expression for this generation of tribes.

POSSIBLE REEBOK “TRIBAL” HEADLINES:

- Fall in. Stand out.
- Group. Dynamic.
- All culture. No clash.
- Rise above.
- Like Minds.
- Come together.
- Critical Mass.
- Mass Appeal.
- The power of the pack
- You to the infinite power .
- A more perfect union.

MANIFESTO 1: FALL IN. STAND OUT.

There's strength in numbers.
That's the secret of a tribe.
Your friends will front you.
And they have your back.
Their bond will make you brave.
So go ahead.
Fall in.
But stand out.

MANIFESTO 2: GROUP DYNAMIC

You + Them equals more than the sum of the parts.
That's the rush of the group.
On your own, you are righteous.
Together, you are awesome to the 10th power.
Introducing the new street math.
It's the Group. Dynamic.

REEBOK BODY COPY EXAMPLES:

FREESTYLE COPY:

Before 1982, “working out” was what body builders did. Until the fitness craze hit and women showed the world how to properly break a sweat. The Reebok FREESTYLE was the ultimate performance shoe of the fitness fanatic. And the FREESTYLE is back to show a new generation of women how to break it down. On the dance floor.

PRINCESS COPY:

In 1984, aerobics were the craze. And the Reebok PRINCESS was the royalty of the health club scene. From the ashes of spandex, legwarmers and leotards comes a performance shoe that takes its rightful place in the nightclubs of today. Pay homage to PRINCESS. A hard-working shoe that wears the crown of fashion lightly.