

Saatchi & Saatchi repositions ASICS with new global tagline “I MOVE ME” in new spot

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Saatchi & Saatchi has been named by ASICS, the true sport performance brand, as its global Creative Agency of Record, to be serviced primarily out of the agency’s Los Angeles and Tokyo offices. Marking the beginning of this new partnership, this month ASICS and Saatchi launched the first spot “Wake Up” serving as the anthem for the brand’s reset and introducing a mission-based vision to get people moving.

ASICS’ brand repositioning highlights its move towards a broader, younger audience. As part of this shift, Saatchi & Saatchi developed a new global tagline, I MOVE ME, inspired by the nearly 70-year-old philosophy that sits at the core of ASICS, Anima Sana in Corpore Sano (ASICS), which is Latin for ‘A Sound Mind in a Sound Body.’ The move positions the brand closer to its founding philosophy, connecting with the modern consumer who is less invested in celebrity endorsements and more in building their own definitions of happiness and success on their own terms.

“When we started developing the creative for ASICS we wanted to do something that would make the brand stand on its own,” said Karl Dunn, Director of Brand Innovation for Saatchi & Saatchi Los Angeles. “We mined through the ethos of the ASICS founder Mr. Onitsuka and realized the message – ‘A Sound Mind in a Sound Body’ – that had originally been intended to resonate with a post-war Japan - was deeply relevant globally. It’s about recognizing that each individual holds the keys to getting the more out of life – when you move your body, you move your mind and unlock your potential.



“ASICS was founded on the promise to get people moving for a better future. We are thrilled to bring that unique purpose to life with I MOVE ME for years to come,” said Paul Miles, Senior General Manager, Global Marketing Division, ASICS Corporation. “In Saatchi & Saatchi, we have found an outstanding creative and strategic partner to help define this message, inspire more people to embrace a physically active lifestyle and carry ASICS into the future.”

The first spot to carry the I MOVE ME tagline features an array of styles and sporting activities that highlight the fashion-forward design and superb functionality of ASICS shoes and apparel. Through its use of music, lighting and location, the film introduces a broader definition of sports, making it as much about the experienced runner as it does about those who thrive when moving.

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