



Brief set by
Gymshark

In collaboration with
Mick Valentine, VCCP

Unite young people to choose conditioning* as their unconditional community

* Conditioning is everything we do today to prepare for tomorrow

Deadline
21 March 2023, 5pm GMT

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The backstory

Gymshark are driven by their purpose: to unite the conditioning community. Through clothing people can sweat in, content people can find inspiration in and community people can become their best in, Gymshark create the tools that help everyone become their personal best, no matter what 'best' looks like to them.

Gymshark's community aren't united by their training grounds or end goals, but the things they do to achieve them. It's what their hard work represents – ambition and application – that really unites them. With an audience currently built of social natives (those who have grown up with social media), Gymshark are now looking to attract a new generation; the future of their conditioning community.

This is a community taking the next big step in their lives. Leaving home, friends and family for the next big adventure, whether that's university or work. And even for those who choose to stay in their hometowns, many of their tribe are moving away from them across the country.

With new adventures comes new obstacles. Young people between the ages of 16 and 24 feel lonely more than any other age group, with the majority feeling loneliness at major life milestones like leaving home.¹ So how can Gymshark help unite young people with a passion for conditioning to not only be the best they can be, but to lift up others as well?

What's the challenge?

Get young adults (18 to 21 year olds) who are about to take on new routines, friends and addresses to feel confident, committed and connected throughout their journey by inspiring and connecting them with a common goal: being your personal best, no matter what 'best' looks like to you.

Create an integrated campaign to increase brand awareness and lift favourability across 18 to 21 year olds. Leverage cultural insights relevant to this age group and show ways that Gymshark is the community for them. You should use all social and digital channels as well as extending into real-world activations or events to best communicate Gymshark's message and build their community.

Gymshark particularly love platform-first, disruptive ideas and welcome out-of-the-box thinking, beyond traditional media.

Who are we talking to?

18 to 21 year olds who are passionate about conditioning, driven by progress, fuelled by community and finding their tribe. Physical and mental conditioning is at the centre of their life and, whether they train as part of a group or alone, they recognise the connection they share with those around them.

Things to think about

Thumb-stopping

The audience might already be aware of Gymshark and what they do, but not necessarily what they stand for and how they can fit into their lives. How can you create a moment that stops them scrolling, draws them in and expands to become something greater? Something that keeps them with the brand and community?

Keep things positive

Gymshark is a brand that strives to promote progress. They exist to help everyone become their personal best, wherever they are in their journey. Whatever you create needs to reinforce that positive push for progression and make sure new community members are inspired and empowered above all else.

Find the Gymshark way

If you could stick any other brand's logo on the campaign, it's not for Gymshark. How can you find the Gymshark way? They don't do things because it will hit headlines; they do things because they're the right thing to do and because they make a genuine difference, not just a statement. From donating to athletes who've lost their Olympic funding to personal acts that lift their people up, Gymshark are here for their community first, last and everything in between. How can you integrate this mindset into your response?

Online vs offline

Gymshark have built up a strong social media presence, but they take that presence into the real world too. From running clubs to world tours, Gymshark are passionate about getting close to their people (figuratively and literally), so think about how your campaign can integrate real-world activations.

This is also an audience that thrives in digital and social spaces. Consider how you can translate this passion for digital into the content realm for Gymshark, from connecting the audience with pre-existing touchpoints like the Gymshark Training app through to getting them to create their own content.

Understanding and evolving Gymshark's visual identity and brand design will be key to reaching this audience.

The important stuff

You must develop a campaign that speaks to 18 to 21 year olds and encourages them to become long-lasting members of the Gymshark community, incorporating offline experiences and digital content offerings.



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Present:

Your solution. Clearly explain your idea and how it would work.

Your creative process. How you arrived at your solution and key insights from your research, especially audience insights.

What and how to submit

Read **Preparing your entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further information

References

1. The Health Foundation, *Time of transition are lonely – particularly for young people*
[health.org.uk/news-and-comment/blogs/times-of-transition-are-lonely-particularly-for-young-people](https://www.health.org.uk/news-and-comment/blogs/times-of-transition-are-lonely-particularly-for-young-people)