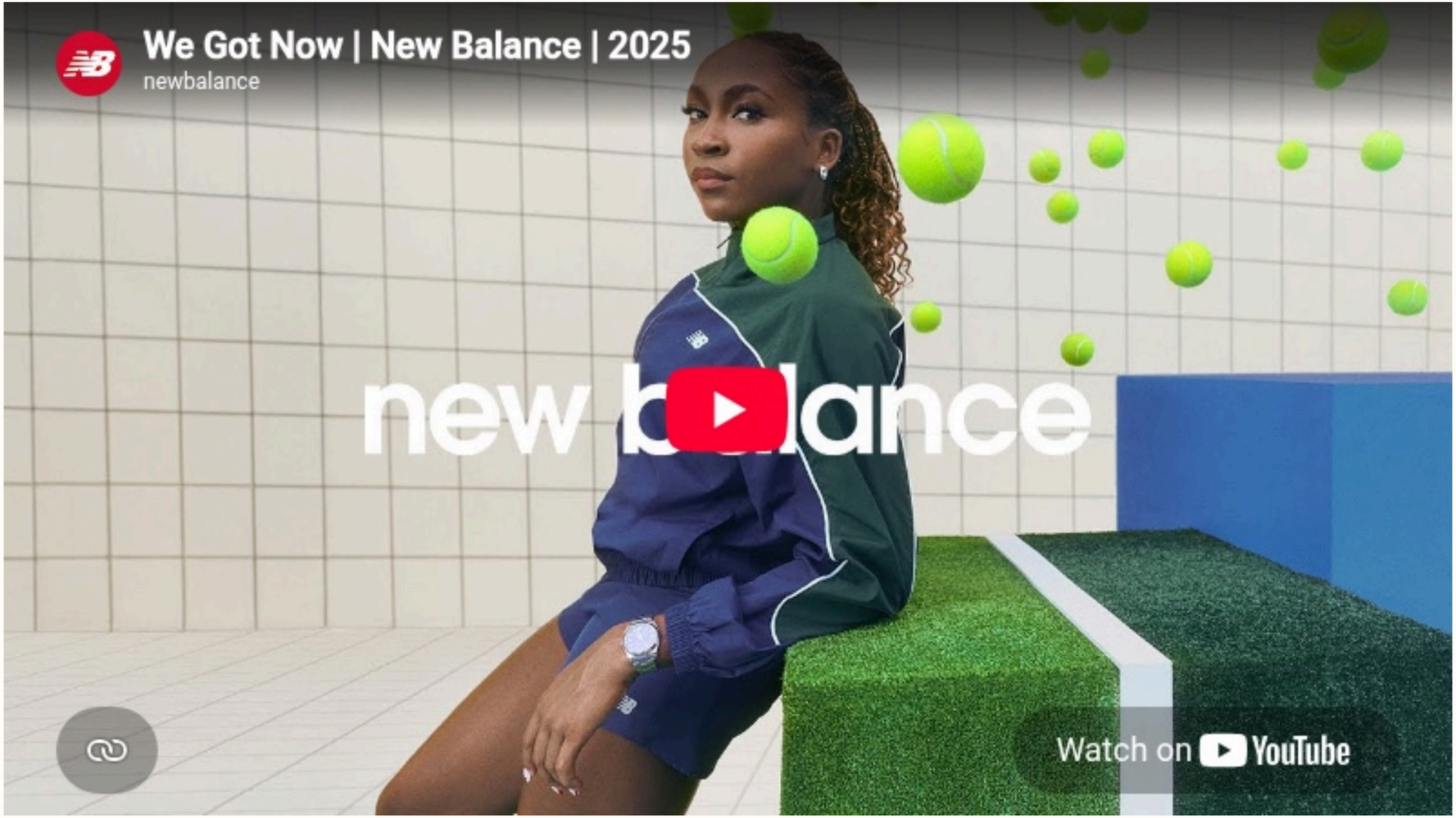

WE
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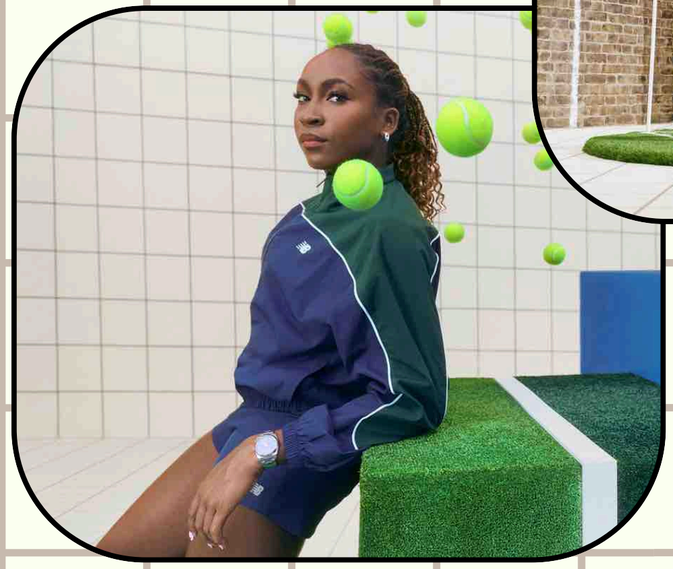
SUMMARY OF CAMPAIGN

"We Got Now" is a campaign by New Balance that showcases its athlete ambassadors

Although the campaign was made back in 2024, New Balance has added its newest athlete ambassador additions, Gabby Thomas and Kawhi Leonard, along with Coco Gauff's recent appearance in the French Open, making them rerun the ad again in 2025.







COMPETITIVE LANDSCAPE

new balance

Strengths

- Tapping into nostalgia
- "Dad shoes"
- lifestyle and sportswear

Weaknesses

- options are more expensive compared to competitors

adidas

Strengths

- Wide range of pricing
- iconic athleisure brand
- soccer/football heavy

Weaknesses

- have not done anything outstanding
- nothing new

PUMA

Strengths

- "ballet shoes" are on the rise
- more lifestyle-based products

Weaknesses

- options are more expensive compared to competitors
- no well known sports ambassadors in US

UNDER ARMOUR

Strengths

- Wide range of pricing
- mainly sportswear products

Weaknesses

- less lifestyle options

STRATEGY

Rerunning ad during 2025
French Open & MLB World Series

- New Balance took the opportunity to run the ad during the French Open, as one of its ambassadors is Coco Gauff.
- Played in company's favor because she won the grand slam

New Athlete Ambassadors

- Gabby Thomas and Kawhi Leonard were added in the new rerun as they are new ambassadors

TARGET AUDIENCES

Aspiring Athletes, Fans, Sports Enthusiasts

- Many sports enthusiasts who watch the French Open Finals and MLB World Series
- Aspiring athletes who admire athlete ambassadors
- Fans of the athletes featured









CAMPAIGN MESSAGING

Core Message

- Empower individuals and athletes to embrace the now, and create their own paths to success.
- Be bold and confident with who you are and on your path to success.

Culture/Trends

- Athletic success does not just lie in brands like Nike, Jordan, or Adidas

Ethos, Logos, Pathos

- **Ethos**: The campaign is inclusive of and backed by some of the most successful athletes of our generation.
- **Logos:** Real athletes embracing the present, drive achievement.
- **Pathos:** Inspire people to embrace individuality, embrace their movement, and chase success in the present.

CAMPAIGN PRODUCTION BREAKDOWN

Visuals

- Athletes
- Fake set up of field/courts

Color Style

- Beige/white tile background
- Colorful clothing and props

Music

- Upbeat
  - trumpets, guitar, drums, and vocals

Sound Effects

- Hitting sounds of basketball, bat, racket, etc.
- Basketball's bouncing
- Kicking of soccer/football ball

Camera Movement

- Fast pans
- Down shots
- Point of view shots

Analysis

These production elements are essential to shaping the campaign's tone and connecting with its audience. Featuring athletes in motion—fully immersed in their sport while wearing New Balance—conveys both comfort and high performance, reinforcing the brand's promise of excellence

CRITIQUE & SUGGESTIONS

- Add names of athletes somewhere because some people might not be familiar with them
- Adding football players with showcase a wider range of sports for New Balance's brand, and potentially attract more customers
- More thought behind the way the at;
- Re-airing the commercial during the French Open was a strong move, but featuring Coco Gauff in New Balance during her Grand Slam win would have made an even greater impact







THANK YOU



