**REEBOK LAUNCHES THE “UNATURALLY QUICK” ZQUICK WITH NEW CAMPAIGN**

ZQUICK CAMPAIGN KICKS OFF NEW, UPDATED ‘LIVE WITH FIRE’ GLOBAL MARKETING CAMPAIGN

**February 4, 2014, Canton, MA –** Today Reebok, the Global Fitness Brand, launches the latest iteration of its LIVE WITH FIRE marketing campaign featuring the brand’s latest footwear innovation – ZQUICK. Part of Reebok’s new ZSeries footwear collection, ZQUICK is a unique, lightweight product engineered to perform like high-performance ZRated tires found on exotic high-end sports cars. ZQUICK is designed to help runners become unnaturally quick and allow them to start, stop and turn on a dime quickly and confidently. The campaign, the first in the evolution of the LIVE WITH FIRE rallying cry Reebok introduced in 2013, aims to convey to consumers the physical, mental, and social benefits awaiting those who choose not to sit still and celebrates the real, authentic and grittier side of fitness.

The multi-channel campaign includes TV, print, digital and OOH media, as well as consumer events and activations. In the US, the campaign officially kicks off this week with the launch of the ZQUICK TV spot “Race the City,” and will be supported with print and digital media as well. The spot will be rolled out globally throughout February.

Created by DDB Worldwide, “Race the City” features runners attempting to race a subway train to illustrate ZQUICK’s unique “unaturally quick” product proposition. The TV spot showcases ZQUICK as a shoe that allows people to step out of their comfort zone and attack their workout with the upmost confidence and passion.

“This year, we are not just talking about LIVE WITH FIRE, we are fueling it,” said Reebok Chief Marketing Officer Matt O’Toole. “We’re finding that spark inside of people and encouraging them to push harder, to go further, and to do it together. Products like ZQUICK are the tools to help make this possible.”

O’Toole continued, “We know that living a fitness lifestyle and living with fire can make people happier, healthier, and has a powerful social benefit as well. Your life ignites and that fire spreads to those around you.”

The ZQUICK campaign will be followed by other product-led executions under the brand’s LIVE WITH FIRE rallying cry first introduced in 2013.

“This is really the natural evolution of what we introduced in 2013,” said Yan Martin, Reebok’s Head of Global Brand Marketing. “In 2013 our goal was to introduce our point of view - how we approach fitness. 2014 is about why we do it. This year, we want to communicate the dynamic rewards of fitness - the physical, mental and social rewards that you get from being fit and living a fitness lifestyle. Because we believe that’s how you unlock your true potential as a human – it’s how you LIVE WITH FIRE.”

For the static creative, Reebok is utilizing a modular grid pattern to break the layouts into distinct graphical components. This not only provides an interesting aesthetic break to the imagery, but also represents the holistic construction of fitness that Reebok champions.

“Our intent is to show fitness in the moment and everything that comes with it,” said Martin. “We wanted more sweat, more grit, more attitude and more energy. We’re observing people in the middle of their activity, not staging it. We don’t want them posing for the camera or even looking at it. We want them in the movement. We want imagery that’s both real and dynamic.”

In addition to ZQUICK, creative executions will also support Reebok’s key fitness products such as the Reebok ONE Series footwear and apparel collection, the Reebok CrossFit footwear and apparel collection, the Reebok All-Terrain Series collection and will showcase Reebok Women’s fitness, including new Dance and Yoga and Les Mills collections.

See Reebok’s “Race the City” TV spot here: <http://www.youtube.com/watch?v=WB3yhhXN7C0>

For additional images, video and information go to: <http://news.reebok.com/>

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**About Reebok**

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