

# ADIDAS REFRAMES MEANING OF FAST AS A PERSONAL FEELING, NOT A NUMBER



- adidas is hailing a new era of 'running' with the launch of its empowering new Faster Than\_ campaign, inviting runners to give 'Fast' a new meaning, from speed and performance to a personal feeling of self-betterment
- Faster Than\_ is backed by a comprehensive new trend study from adidas, which saw insights gathered from 6,000 runners across the world
- The trend study states that 87% of runners run with a focus on personal betterment and transformation. The campaign acknowledges this fast-growing global movement within running, with the aim of inspiring more people to explore the positive effects of running
- The campaign reframes 'Fast' as a personal feeling, which is unique to whoever is experiencing it. With this in mind, adidas is shining a light on a range of empowering stories across the global running community – including 300lbs runner Martinus Evans, liver transplant survivor Ellie Lacey and marathon legend Kathrine Switzer, alongside Noah Lyles and Mo Salah
- adidas Faster Than\_ social episodes go live on February 23<sup>rd</sup>, 2020, with these followed by the launch of the brand-new SL20 shoe featuring Lightstrike and the latest version of adidas Ultraboost 20 on February 27<sup>th</sup>

**Herzogenaurach, February 20<sup>th</sup>, 2020;** Today, adidas looks to invite runners to reframe the meaning of 'Fast' with the launch of its latest campaign, Faster Than\_, which shines a light on the inspiring self-

betterment stories of runners around the world. Representing an empowered, democratized running community, of which only 19% stated they run for a fast time, these new faces of 'Fast' share the belief that 'Fast is a personal feeling'.

### **It is not always about personal best – for many, running is all about personal betterment**

adidas has long understood and celebrated the transformative power of running. Now, to mark the launch of the brand's unmissable running story, adidas has commissioned a global study of 6,000 runners across six different key cities\*, which reveals how the art of running is no longer simply about being the fastest. Instead, the *Why We Run* study identifies how today's runners are now more focused on the other benefits running can bring, with 87% of those surveyed admitting they now run with a focus on transformation and personal betterment. Other lead findings from the study include:

***Faster Than the Noise*** – 60% of respondents agreed that regular running provided mental health benefits, with 47% saying it allowed them to switch off from everyday stresses of modern life, with 68% admitting it's the only time their phones are left behind.

***Faster Than Excuses*** – 18% of runners feel more inspired after a run, with 14% saying it gave them a sense of pride and 32% confessing to having increased confidence immediately after a run.

***Faster Than Alone*** – The social aspect of running is also revealed as part of the study, with 34% of those surveyed admitting they have met a future friend while running and 20% even meeting a future partner, showcasing the more unexpected social benefits that the activity can bring.

***Faster Than Expected*** – The positive repercussions of running were revealed as part of the study, with respondents linking their post-running 'high' to successes including finally achieving something they'd been putting off (34%), finding their creative flair and best ideas (30%) and even working up the courage to ask someone out on a date (17%).

### **Introducing the new faces of Faster Than\_**

In line with the *Why We Run* research findings, adidas invited real-life runners to become the stars of the Faster Than\_ campaign to share their self-betterment stories and inspire others.

Driving heat in the running community and beyond, the campaign heroizes a number of inspirational runners from Martinus Evans, a distance runner who turned his doctor's negative body comments and laughter into a motivational tool, to Noah Lyles, the current Men's 200m World Champion, who proves that even for the fastest, 'Fast' is a personal feeling.

The inspirational stories of overcoming prejudice and adversity from plus-size fitness model Chinae Alexander, and emergency liver transplant survivor turned World Champion runner Ellie Lacey are also among those that feature as part of the campaign, alongside legendary women's marathon runner Kathrine Switzer. Switzer famously became the first female numbered entrant to the Boston Marathon in 1967 and was controversially pushed off the course by male entrants but battled on and finished the race.

As part of the campaign, adidas has crafted a range of new shoes that enable runners to achieve their personal feeling of 'Fast'. From the new lightweight SL20 design, with a cutting-edge Lightstrike midsole for explosive movements and enduring speed, to Ultraboost 20 which provides maximum energy return in every step, and even a new 4D 1.0 shoe with a uniquely designed and ultra-supportive 3D-printed midsole, adidas has the perfect pair of running shoes for every type of runner.

**Martinus Evans, founder of 300poundsandrunning,** said: "You might expect me to say that running faster than others makes me feel powerful. Makes me feel strong. Makes me feel free. But to me, it's not even about that. To me, it's about giving it a go. Empowering yourself to get out there and run. Not worrying what others have to say, just worrying about the positive effect running can have for you. 'Fast' means something different for everyone. But you'll never be fast – by your definition or anybody else's – if you never get out there and run. I want to encourage even more people to experience their own personal feeling of 'Fast'. You can't worry about people's prejudices or what others might say. Forget all of that. You only need to think of the positive effect it can have on you. That's what 'Fast' means to me."

**Alberto Uncini Manganelli, General Manager, adidas Running,** said: "'Fast' is, and always has been, a personal feeling: unique to whoever is experiencing it. Performance running will always be in adidas' DNA with our rich history of 168 marathon wins, world records and personal bests. For many people – including myself – the dream of a world record on the track or the marathon course probably isn't something achievable. This does not disqualify me – or anyone else – from ever feeling 'Fast'. We want to celebrate that 'Fast' means something different to everyone – whether it's the feeling of being faster than yesterday, the feeling of running for a cause, or the feeling of being faster than people expect. Through our diverse range of products and creations, we want to inspire as many runners as possible to go out and achieve their own personal feeling of 'Fast' – whatever that might be."

Follow the Faster Than\_ conversation on Instagram, Facebook and Twitter and using #FasterThan and @adidasrunning.

\*Survey conducted by One Poll. 6,000 respondents, who run at least once a month, were surveyed from the following cities: LA, New York, London, Shanghai, Tokyo and Paris.