



ADIDAS STARS TRAVIS HUNTER AND TREVOR LAWRENCE KEEP IT LOOSE AND CELEBRATE BECOMING TEAMMATES IN NEW *YOU GOT THIS* CAMPAIGN FILM

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When two-way adidas Football star Travis Hunter arrived in Jacksonville this year, he found more than just a new team — he found a new dance partner.

Longtime adidas athlete and Jacksonville star Trevor Lawrence unites with Hunter to form a dynamic, dancing duo in adidas' latest You Got This brand campaign film, released today. In the film, Hunter and Lawrence turn an ordinary day of practice into a high-energy party inspired by a scene from the 1984 movie, "Footloose" (© Paramount Pictures).

The campaign's core belief — that we all need someone to make us believe — comes to life as the two fast friends push each other to move, laugh and perform at their best.

"Football is about more than just the plays you run — it's about the people you run with," said **Trevor Lawrence**. "Travis brings a spark, and that passion makes everyone around him better."

The film begins with a shot-for-shot remake of the opening to the iconic "Footloose" dance montage, with Hunter and Lawrence tapping their cleats to the beat of "Let's Hear It for the Boy" by Deniece Williams. From there, the pair turns film study into playful antics and football drills into dance exhibitions, capturing the same feel-good spirit as the film's creative inspiration.

"Trevor and Travis bring not only exceptional football talent to adidas, but also an enthusiasm and positivity that represents this new generation of elite athletes," said **Chris Murphy, SVP of Brand Marketing at adidas**. "'You Got This' is about more than performance — it's about the power of encouragement, connection and belief."

Debuting ahead of their first season together in Jacksonville, the film offers a glimpse into the lives of two elite athletes forging a new connection. Hunter's boundless energy blends seamlessly with Lawrence's easygoing charisma, creating a partnership that promises excitement both on and off the field.

"For me, football has always been about joy — the joy of competing, the joy of learning and the joy of being a teammate," said **Travis Hunter**. "The best part of this game is the relationships you build along the way."



As the film concludes, Hunter and Lawrence perfect their touchdown handshake, suit up and head out onto the field — ready to put their new bond to the test as teammates for the first time.

The film was directed by Payman Benz, with creative direction from Mark Fitzloff and Rob Palmer. It's available now on adidas social channels and will air across broadcast platforms throughout the rest of 2025.

Find out more at **adidas.com/yougotthis**.

About adidas:

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach, Germany, the company employs more than 62,000 people worldwide and generated sales of €23.7 billion in 2024.