

# UNDER ARMOUR BRINGS LONDON TO A STANDSTILL AS ARMOUR BASELAYER ARRIVES FOR MOST ANTICIPATED RUGBY SEASON EVER

Campaign created by Amsterdam based Ideas Company, WE ARE Pi.

08 SEPTEMBER 2015, LONDON

## SUMMARY

*Under Armour and Amsterdam based ideas company WE ARE Pi yesterday launched its nationwide Armour campaign, running across retail, social, digital and out-of-home channels, and kicked off by a unique event on the River Thames.*

## **U**NDER ARMOUR BRING LONDON TO A STANDSTILL AHEAD OF THE MOST ANTICIPATED RUGBY SEASON EVER

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**LONDON, UK (September 8, 2015)** – Under Armour and Amsterdam based ideas company WE ARE Pi yesterday launched its nationwide Armour campaign, running across retail, social, digital and out-of-home channels, and kicked off by a unique event on the River Thames.

The integrated campaign highlights the performance products that unite some of the world's top rugby players.

The 30m long vessel transported a huge image of Welsh Rugby Union (WRU) players Jamie Roberts and Leigh Halfpenny, accompanied by fellow Home Nations representatives James Haskell (England), Jordi Murphy (Ireland), Drew Mitchell (Australia) and Canadian Jamie Cudmore, displayed across eight shipping containers.

As it passed down the Thames and under Tower Bridge, the mural - which originally showed the players in country colours - was 'ripped' to reveal the Armour baselayer. The creative demonstrates Under Armour's commitment to making all athletes better, regardless of nation or team represented.

Under Armour Director of Marketing EMEA, Christopher Carroll, said: "We partner with the World's top talent in rugby and our mission is to provide our athletes with cutting edge gear to help them train and perform at their best."

WE ARE Pi creative Partner Barney Hobson adds, "With this campaign we set out to

demonstrate that underneath all of the hype is the hard work and dedication of the athletes, and no matter what team you play for, underneath it all is Under Armour.”

WE ARE Pi founder Alex Bennett Grant adds, “Under Armour is the world’s most exciting brand right now. We can’t wait to elevate the brand in Europe, telling it’s premium performance story.”

WE ARE Pi has created the campaign using powerful portraiture shot by French photographer Denis Rouvre.

The campaign will run across OOH, retail and online.

### **About WE ARE Pi**

Founded in 2011, WE ARE Pi is an Amsterdam based international Ideas Company that delivers brand storytelling across communication and experiences, for clients including; Coca-Cola, LEGO, Wrangler, Kipling, Under Armour, TED Conferences, and ABB.

### **About Under Armour**

Under Armour is the Technical Partner to the national teams of Welsh Rugby Union, Georgia and Canada, and will provide match day kits for each team, fitted with the most advanced technology available, including ArmourGrid fabric, strategic stretch paneling and a tight stretch fit.

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### **Contact Us**

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## **CLIENT**

Christopher Carroll - Marketing Director, EMEA

Michael Taylor - Senior Marketing Manager, UK & Ireland

Mairead Van Gils - Digital Marketing Manager

## **AGENCY - WE ARE Pi**

Managing Director: Alex Bennett Grant

Managing Partner: Patrick Garvey

Creative Director: Barney Hobson

Creative Director: Rick Chant

Art Director: Roberto Gabián González

Copywriter: Joao Valente

Strategy Director: Jessica Perri

Strategist: Andrea Van Den Bos

Design Director: Nessim Higson

Designer: Kaz Salemink

Producer: Kimia Farshidzad

Assistant Producer: Ekaterina Golovkina

Project Manager: Ambar Surastri

Account Manager: Sam Speed

## **PRODUCTION – Cinq Etoiles**

Photographer: Denis Rouvre @ Anne Marie Gardinier Agency

Agent: Anne-Marie Gardinier

Agent Assistant: Mélanie Crespin

1st Photographer's Assistant: Valentin Fougeray

2nd Local Photo Assistant: Dav Stewart

Stylist: Dan Blake

Agent: Michael Perkins

Make Up Artist: Melodie Evrard

Model Maker: Pacal Batteux

Producer: Charly Forin

Production Co-ordinator: Cathlène Vieira

Retouching: Julien Paris



#### QUOTES

*“We partner with the World’s top talent in rugby and our mission is to provide our athletes with cutting edge gear to help them train and perform at their best.”*

— Under Armour Director of Marketing EMEA, Christopher Carroll

*“With this campaign we set out to demonstrate that underneath all of the hype is the hard work and dedication of the athletes, and no matter what team you play for, underneath it all is Under Armour.”*

— WE ARE Pi creative Partner Barney Hobson

*“Under Armour is the world’s most exciting brand right now. We can’t wait to elevate the brand in Europe, telling it’s premium performance story.”*

— WE ARE Pi founder Alex Bennett Grant

#### IMAGES





## SPOKESPERSON



**Alex Bennett Grant**


Managing Director

 [wearepiams](#)



**Patrick Garvey**

Managing Partner

 [wearepiams](#)

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## ABOUT WE ARE PI

WE ARE Pi, an ideas company born to provide a modern alternative for thought leaders building the brands of tomorrow, including: Coca-Cola, Wrangler, Lego, Under Armour, Kipling and TED Conferences.

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