

CONTACT INFO

PETER STERN
 PSTERN@THESTRATEGICAGENCY.COM
 212-869-3003
 WWW.THESTRATEGICAGENCY.COM

CAMPAIGN: HOUSE OF INNOVATION
 CLIENT NAME: UNDER ARMOUR
 AGENCY NAME: THE STRATEGIC AGENCY

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BIG CITY. BIG GAME. BIG EVENT.

When the city that never sleeps welcomes the biggest event in football; if you're not running full speed ahead, you might as well go home.

With that mantra top of mind, we developed the "Under Armour House of Innovation," a high energy, high-impact alternate universe within New York's most bustling and most historic venue – Vanderbilt Hall at Grand Central Terminal. Housing projection mapping technology, surround screens, dramatic lighting and an elevated DJ booth; this arena took consumers inside the world of Under Armour, where the new Speedform Apollo running shoe



line was launched and where consumers would discover "what fast feels like."

Showcasing 50+ hours of engaging activities; tens of thousands of commuters, visitors and Super Bowl fans joined in on the UA action throughout the 4-day event. Our target audience challenged themselves during interactive football games, sweat

through intense group fitness classes led by Under Armour trainers, listened to engaging Chalk Talks by football greats, snagged NFL player autographs and shopped must-have Under Armour gear. Plus, two marquee events bookended the weekend: a high-profile fashion show highlighted by a presentation from Under Armour CEO Kevin Plank and the UA Alter Ego Challenge, a gauntlet-style workout competition.

This all happened while DJs cued pumping playlists, break dancers created spontaneous SpeedForm Spectacles, UA brand ambassadors went one-on-one in treadmill competitions and the Under Armour Drumline kept up the heart-pumping energy that was felt from the minute fans entered the room.

Within a city that's always running at high speed, Under Armour came out ahead in the crowded Super Bowl race. Through an innovative installation, captivating programming and engaging activities; the experience reached millions and solidified Under Armour as a major player in the shoe industry.