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THE TEAM



Purva



Elizabeth Ruiz



Daniela Vergara

INTRODUCTION

- Started in **2010 in the Swiss Alps** to revolutionize fitness for the better.
- Creates **high-performance sportswear** for all-day movement.
- Inspired by **Swiss innovation and top-quality design.**
- Believes movement **unlocks potential and breaks limits.**
- Aims to be the **world's leading premium sportswear brand.**

THE ASK

Create a campaign that brings “Feel Nothing. To Feel Everything.” to life for Gen Z.

- Showcase Swiss-engineered apparel in a **fresh, exciting way**.
- Connect with young, active individuals who value **performance, style, and self-expression**.
- Make On the go-to brand for **fitness and everyday movement**.

THE CHALLENGE

Cracking the Gen Z Code

- **Standing Out** in a Crowded Market
- **Balancing** Performance & Style.
- Connecting with the **individual's emotion**

TARGET AUDIENCE



Gen Z Movers

Who?

- Young, active individuals (18-25)
- Fitness-conscious but also style-driven
- From beginners to fitness pros

What Do They Want?

- Fits that look as good as they feel
- Lightweight, breathable, distraction-free gear
- Activewear that matches their vibe and personality

RESEARCH



In addition, Karen says that some people need aesthetics to be on point. "I have clients and students who don't feel motivated unless everything is matching and the colors are in alignment," she shares.

Are Certain Workout Clothes More Motivating Than Others?

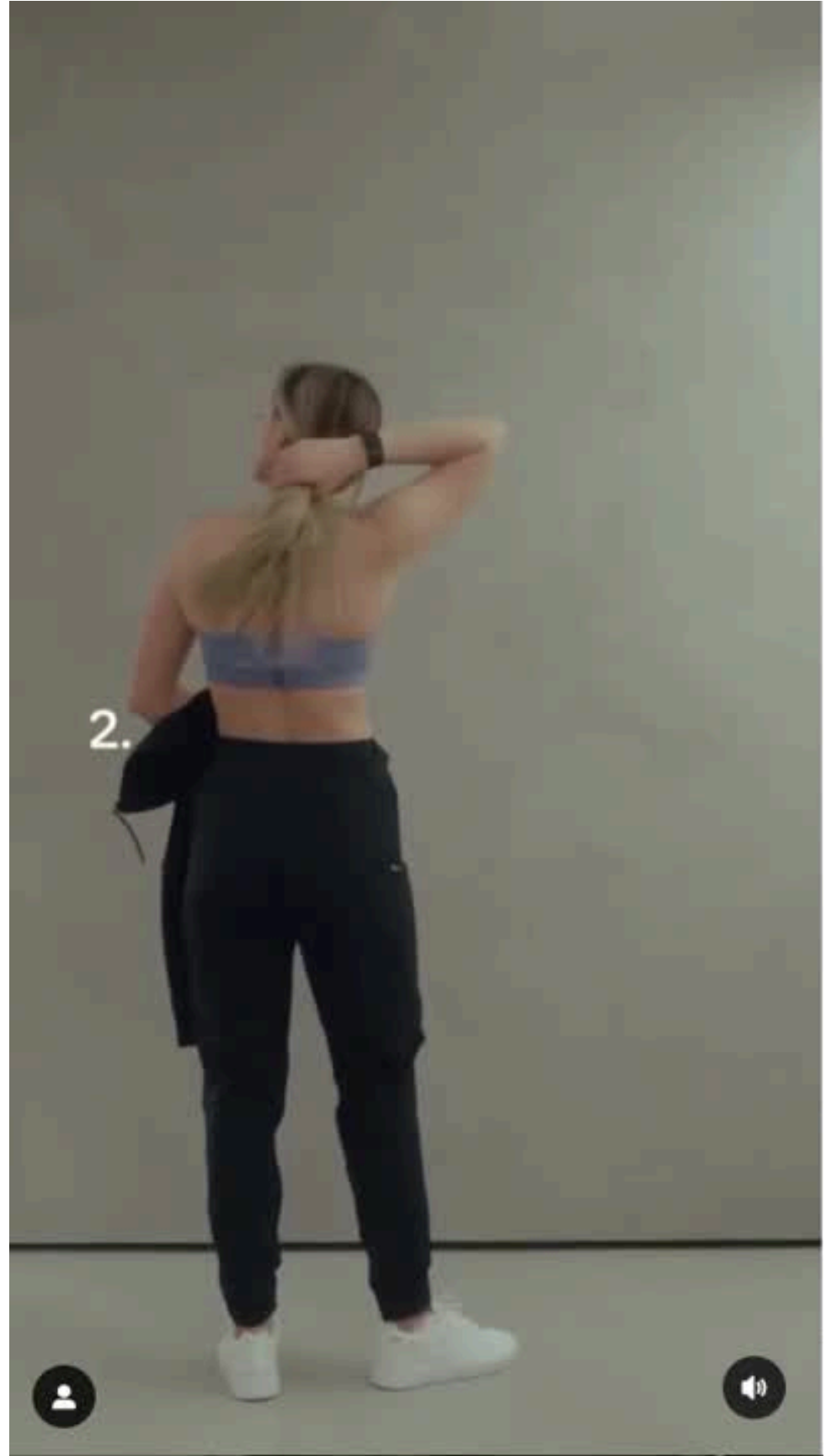
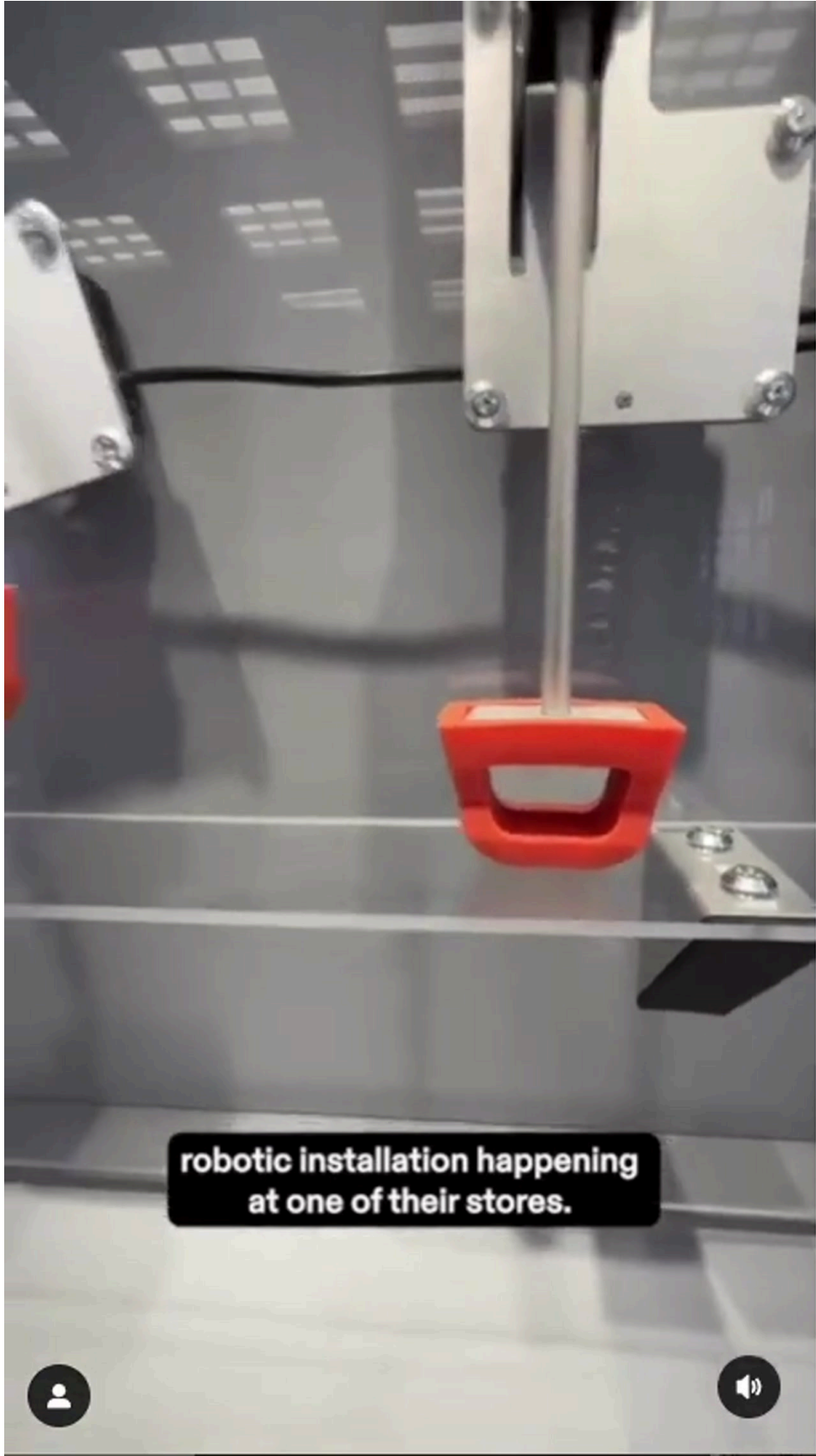
Certain clothes can definitely push you to go harder, better, faster, and stronger

DIFFERENT COLORS CAN BE ASSOCIATED WITH DIFFERENT VIBES FOR SOME PEOPLE. EXAMPLES MIGHT INCLUDE:

RED AND BLACK = POWER

YELLOW = HAPPY

BLUE = TRANQUIL



INSIGHT

for Gen Z's, fitness is more Than Just a Workout

*It's about mental well-being, confidence, and also
finding a place to express yourself.*

INSIGHT

47% work out to look better, and 76% see workout fits as part of their energy.

BIG IDEA

Own Your Fit

IDEA STATEMENT

On's Swiss-engineered apparel is an extension of you. It adapts to your body, flows with your energy, and enhances your performance allowing you to **Own Your Fit.**

Executions

OOH

feel the flow

own your fit



own your fit

feel the flow

embrace the rhythm



own your fit

feel the flow

own your fit



own your fit

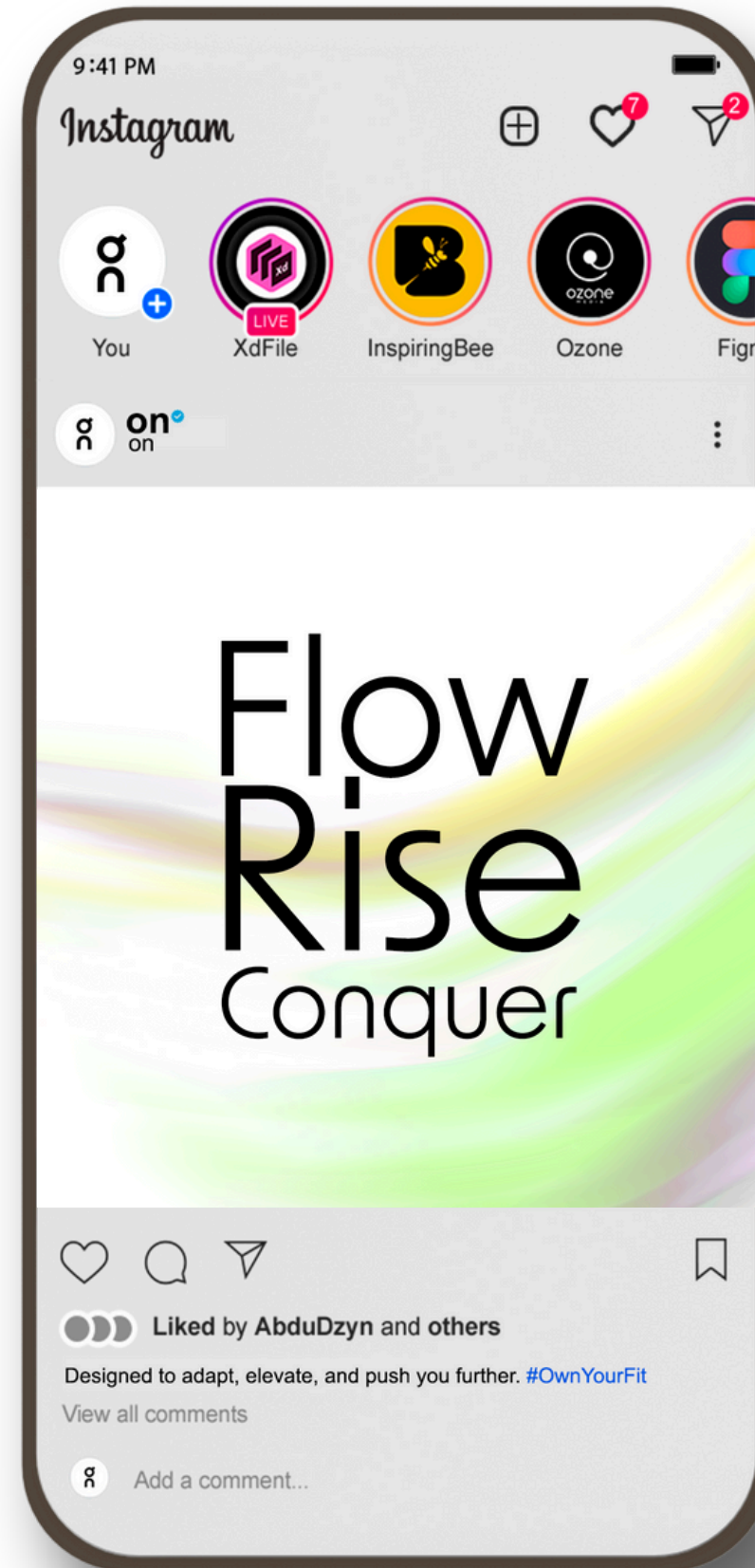


Executions

OOH

EXECUTIONS

SOCIAL MEDIA



EXECUTIONS

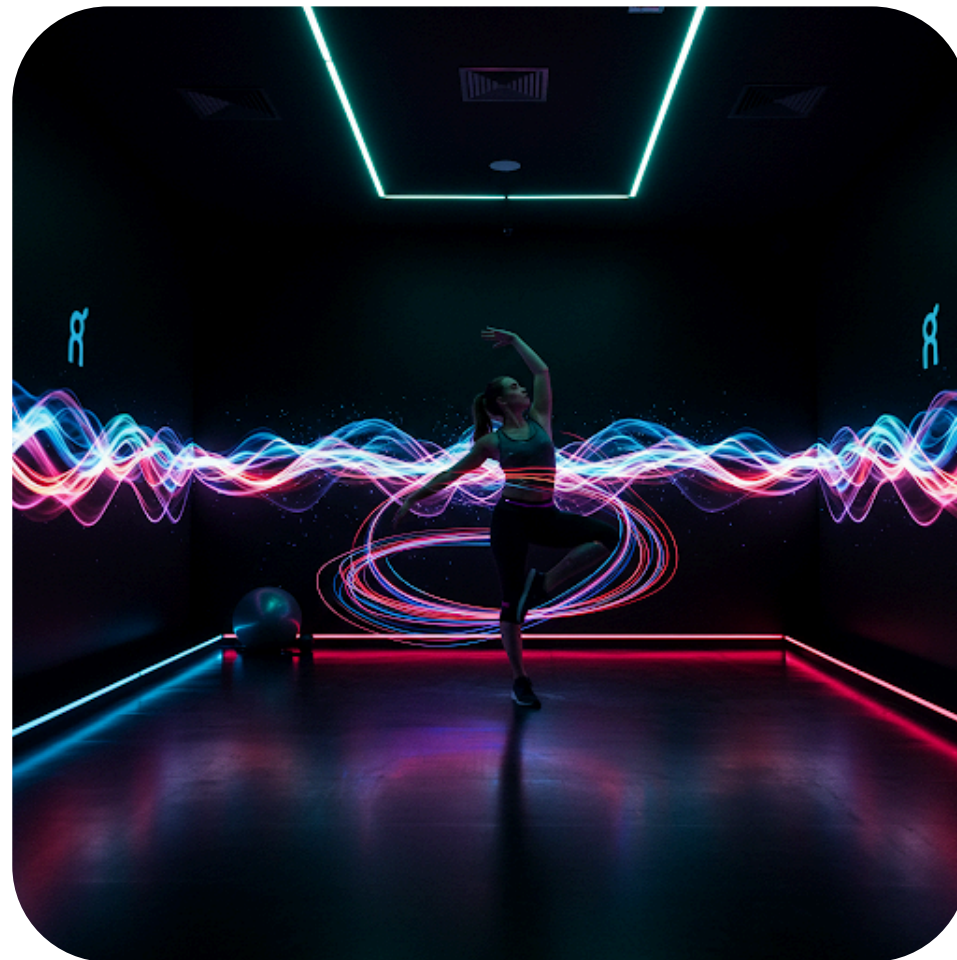
EXPERIENTIAL



A multi-sensory fitness experience that allows participants to physically and emotionally connect with **On apparel** through movement, energy visualization, and performance testing, showing that when you feel the flow, **you own your fit.**

EXECUTIONS

EXPERIENTIAL



1 Aura Motion Zone 🌀
Energy Visualization



2 Sweat & Flow Sessions 🧘
Physical Connection
through Movement



3 The Recovery &
Social Lounge 🥤
Performance Reflection &
Emotional Connection

EXECUTIONS

EXPERIENTIAL INVITATION

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own the fit

STEP INTO THE FUTURE OF MOVEMENT.

Join us for an exclusive first look at **Own Your Fit**, a next-level experiential activation where Swiss-engineered precision meets pure flow.
Hosted in collaboration with Sweat and Tonic.

📍 Where: Sweat and Tonic, Toronto

📅 When: February 15, 2024 9:00 am

Be among the first to ***feel nothing, so you can feel everything.***

SWEAT  TONIC

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EXPERIENTIAL PR PACKAGE



Pieces from On's apparel collection



Exclusive On x Sweat and Tonic Collab
Items

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EXPERIENTIAL PR PACKAGE



OWN YOUR FIT.
FEEL THE ENERGY.



own your fit
own your energy

With **On's Swiss-engineered apparel**, movement is more than just motion, it's an expression of who you are. Like an *aura*, your energy flows through every step, every stretch, every moment. Whether you embody the power of strength, the fluidity of flow, or the balance of grounding, **On** gear moves with you, adapting effortlessly to your rhythm.

Each aura card represents a unique energy, just like you. Feel them all. Own them all. Because with **On**, you don't just wear performance gear, you **own your fit**.




own your fit
own your energy

Your movement. Your energy. Your flow. With **On's Swiss-engineered apparel**, every step feels effortless, because when you own your fit, you own your experience.

Explore the aura of movement, feel the power of flow, and express your unique energy.

Share your journey, capture the moment, and show the world what it means to **Own Your Fit**.

 Tag us @on_running and use **#OwnYourFit** to share how you move.

EXECUTIONS

EXPERIENTIAL PR PACKAGE

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own your fit



THE GROUNDED MOVER

Strength and balance define
you. Rooted in every move,
unstoppable in every
challenge.

no
own your fit



THE ENERGIZER

Your movement is electric.
You power through every
moment, unstoppable,
undeniable.

no
own your fit



THE FLOW SEEKER

Your energy moves like
water, effortless and free.
Feel the flow in every step.

EXECUTIONS

EXPERIENTIAL PR PACKAGE



WHY IT WORKS



- Gen Z values **happiness, health, and authenticity**. This campaign taps into that mindset.
- On's apparel keeps them **looking great and feeling comfy**.
- Showcases the fitness journey as a **fun, space to vibe and style up**.
- **Lightweight, breathable designs** make workouts easier and more enjoyable.

SUMMARY

