



Brief set by
Gymshark

Further Together

Related Disciplines

Advertising
Communications
Sport Science
Strategy

Deadline

24 April 2022
23:59 BST

The Back Story

In a world of fitter, faster, stronger, better; Gymshark ask 'what about together' and exist for those who give everything today to improve just that little bit more tomorrow. We call this conditioning.

Put simply, conditioning is everything we do today to prepare ourselves for tomorrow. That could be the weights we lift to get stronger, the food we eat to get healthier or the content we consume to get smarter.

Our mission is to unite a conditioning community by creating that feeling of belonging. A feeling for anyone who finds belonging in us. It's for anyone, anywhere, anytime.

On ambitions we had no right to hold, Gymshark was built, by hand, by Ben Francis in his parent's garage aged 19 with nothing but a sewing machine, a screen-printer and the knowledge that something different could be born. Your attitude – and your ideas should be no different.

What's the challenge?

There are significant barriers to conditioning for young people. With that in mind, it's important they have a voice in building the future of conditioning itself, or it will become dictated to them by others.

Gymshark want you to put conditioning at the centre of young people's lives, so they can work towards achieving a healthier tomorrow.

Conditioning is not seen for the benefits it can unlock in a young person's life. **How do we empower people to build a better future for themselves and overcome the barriers they face to conditioning?**

Who are we talking to?

Those who have grown up on social media and are social natives who feel a sense of belonging in a social space, either digitally or IRL. Most importantly, those who face barriers to physical and mental conditioning.

Barriers to conditioning could be traditional interactions with physical activity, shaped through a childhood of poor physical education, a lack of access to participation or simply believing that it's not for them as they don't see themselves represented in that world.

Things to think about

- We have a choice on how and where to exercise IRL.
- Technology makes it possible to train as an avatar, as yourself, a historical figure, or a purple unicorn at any time of day or night.
- How and where do you want to be represented in the world?
- There's a home for everyone in the Gymshark community, who are united by a better tomorrow.
- Remember that not all progress is visible. Access must be for anyone, anywhere, anytime.
- It's important we create sustainable and positive social digital habits. Providing the tools for motivation and belonging for all.
- Find the Gymshark way: ambitious, agile, disruptive.

The important stuff

Your idea must:

- Include what conditioning means to you.
- Not be about winning or losing. This goes beyond the individual.
- Do the right thing. Trust is so important; what you create must be a safe space.
- Consider ethics with anything you create.
- Adhere to data protection rules relevant for your country.
- Ensure concept ties into Gymshark's purpose: to unite the conditioning community.
- Include Gymshark logo

Brief

Gymshark's purpose is to unite the conditioning community, those who give 100% today to be 1% better tomorrow.

How do we empower people to build a better future for themselves and overcome the barriers they face to create a healthier life?