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SapientNitro Leaves a Trail with Luxurious Lycra Spot

Posted 1 day, 7 hours ago by SapientNitro Share

'Lycra Moves You' campaign launches with visual spectacle shot by Independent's Philippe André & Rankin



SapientNitro, part of Sapient today announced that it has created a global consumer advertising campaign for Lycra, the fibre brand owned by INVISTA. The new Lycra Moves You campaign, SapientNitro's first work for the Lycra brand since its appointment as the brand's global advertising agency of record, broke in Brazil on TV Globo yesterday and will be rolled out globally across INVISTA's markets over the coming months.

Lycra Moves You emphasizes the freedom and flexibility that the Lycra fibre brings to clothes

and how this inspires you to express yourself physically, emotionally and creatively. It features a range of TV commercials directed by award-winning Philippe André and print executions by internationally acclaimed photographer, Rankin.

TV advertising, in 60, 30 and 15 second cuts, features a young woman wearing a range of Lycra fibre

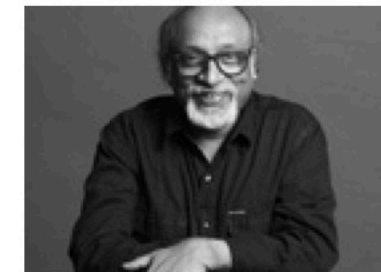
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SapientNitro's Nigel Vaz

TV advertising, in 60, 30 and 15 second cuts, features a young woman wearing a range of Lycra fibre infused garments. She is transported through a series of different situations in a typical day, and in these environments each dramatic movement her body makes is captured in a time-lapse 'trail' effect to convey the new Lycra Moves You campaign idea. The action is set to the soundtrack of Nouvelle Vague's 'Dance With Me' track, which was specially re-recorded to change the lyrics to 'Move With Me'.

The advertising is designed to engage emotionally with consumers by increasing awareness of the qualities the Lycra brand offers as a fibre. Its ultimate aim is to force brand reappraisal and create desirability right along the entire apparel value chain – fabric mills, garment brands, retailers and consumers.

Using its StoryscapingSM approach, SapientNitro developed Lycra Moves You as a powerful organizing idea to create integrated, immersive experiences across a range of media and business contexts to communicate the new Lycra brand story. Wider activity includes a trade-targeted website and point of sale, followed in 2015 by consumer digital, social and innovative in-store activity.

Denise Sakuma, Lycra Brand Global Director, says: "We are excited to set off a Lycra brand movement at both trade and consumer levels globally. The Lycra Move You campaign is the perfect platform to communicate for the first time to consumers that Lycra is a brand of fibre that gives wearers fit, comfort and the freedom to move. We are making the Lycra brand and fibre visible to consumers."

Nigel Vaz, SVP and European Managing Director at SapientNitro, says: "Lycra Moves You is a powerful campaign platform that will force reappraisal by making people more aware of Lycra and its role in modern day clothing brands. We're proud to work with such an exceptional global innovator as INVISTA and help them put their world-class Lycra brand back where it belongs."



SapientNitro's Nigel Vaz Joins 'The Marketing Society' Board



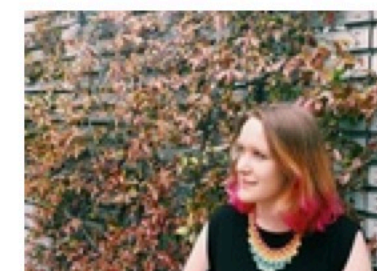
SapientNitro Appointed Global AOR for LYCRA Brand



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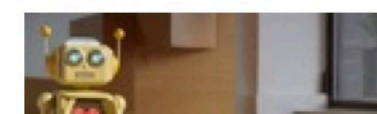
Soccer Samurai Hits the Streets of Manchester in Epic Nissan Spot



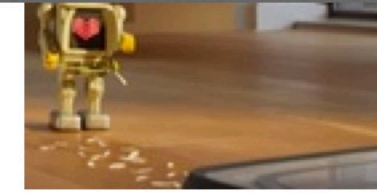
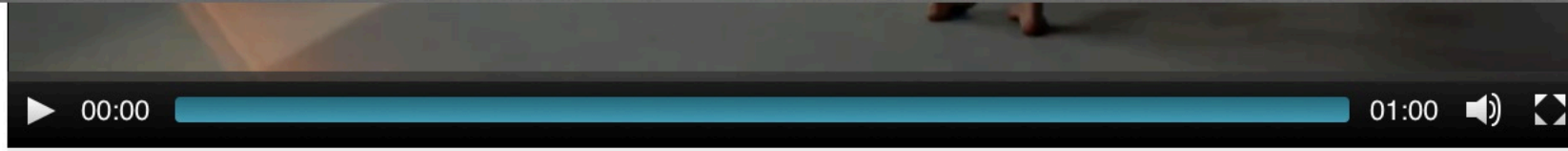
The Asian Invasion, Ali Baba and Spikes 2014



5 Minutes With... Kris Mathur



Your Shot: Making Sweet Robot Love for



Vorwerk's Kobold
Launch



ADVERTISER

BRAND: Lycra

ADVERTISER: Invista

AGENCY

PRODUCER: Stephen Worley

PHOTOGRAPHER: Rankin

CREATIVE DIRECTOR: Justin Barnes

ARTBUYER: Sophie Hinds

ADVERTISING AGENCY: SapientNitro

ACCOUNT DIRECTOR: Naomi Hirst

MUSIC AND SOUND

SONG: Nouvelle Vague, "Dance With Me"

MUSIC PRODUCTION: Wave

OFFLINE

EDIT COMPANY: Final Cut

POST PRODUCTION / VFX

POST PRODUCTION HOUSE: Glassworks

PRODUCTION COMPANY

PRODUCTION COMPANY: Independent Films

PRODUCER: Cathy Green

DOP: David Ungaro

DIRECTOR: Philippe André

DIRECTOR: Philippe André

CATEGORY: CLOTHING/FASHION , DAY/NIGHT WEAR

GENRE: VISUAL VFX

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Don't tell my mother I'm in advertising, she thinks I play piano in a warehouse.

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