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## STEP INTO ONITSUKA TIGER'S AMAZING ELECTRIC TIGER LAND

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Created by international ad agency StrawberryFrog, the 'Electric Tiger Land' campaign for 2008 realises Onitsuka Tiger's 'Made of Japan' brand strategy in the form of a dramatic, one metre illuminated shoe. Incorporating distinctive elements such as Tokyo's splendid skyline, vibrant neon signage, transport, night markets, and vending machines, the sculpture pays homage to the incredible ambience and energy of Japan. Using a ground-breaking 'rapid prototyping' method, and a combination of different light sources, the detailed 3-D model was made by Dutch agency Freedom of Creation.

### 'MADE OF JAPAN'

Onitsuka Tiger embraces its true Japanese heritage, and fuses it with contemporary design to create cult footwear, accessories and apparel. Maintaining this strong 'Made of Japan' philosophy, the fully integrated global campaign portrays the company's Japanese heritage, and its attitude to modern-day Japan, in an inspired and imaginative way.

### The 'Electric Tiger Land' Circuit

In order to reinforce the company's strong brand message, a fully integrated global campaign has been created for 2008. Shot by Japanese photographer Satoshi Minakawa, the 'Electric Tiger Land' print and online ads will make their mark worldwide.

In-store, an impressive range of stimulating and striking display materials will support the campaign's light theme. These will include 70cm replica models, abstract Tokyo skyline units and light accessories, LED shelving, and Onitsuka Tiger-logo branded light blocks.

Taking the campaign to the streets, giveaways will include stylishly designed biodegradable bags, intricately detailed metal miniatures of the shoe, and light-inspired items.

The shoe will uphold a constant presence on the Onitsuka Tiger website via a simple yet beautiful animation, while regular bi-monthly updates will inject an on-going fresh perspective throughout the year.



### ONITSUKA TIGER

In 1949, Kihachiro Onitsuka established Onitsuka Tiger, the forerunner of ASICS. Starting from the ethos of promoting youth health to playing a part in most major Olympic games, the famous shoes are synonymous with sporting triumph.

The legend continues today. Based on the original sports shoes, Onitsuka Tiger combines its unique Japanese heritage with contemporary design. While creating apparel and accessories that reflect the spirit of Onitsuka Tiger.

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