

Beat: Sports

## **NEW RULE YOURSELF CAMPAIGN FILM FEATURING MICHAEL PHELPS**

### **KEY INNOVATIONS FOR ATHLETES AND TEAMS**

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**USPA NEWS** - On March 8, 2016, at an event at the company's headquarters in Baltimore, Under Armour debuted the newest short film from the RULE YOURSELF campaign featuring world championship swimmer Michael Phelps....

On March 8, 2016, at an event at the company's headquarters in Baltimore, Under Armour debuted the newest short film from the RULE YOURSELF campaign featuring 'It's What You Do in the Dark That Puts You in the Light,' the film highlights the all-consuming nature of Phelps' training and shows a side of him not seen on TV or when standing on the podium.

The latest film builds on the brand's earlier spots featuring members of the USA Gymnastics Women's National Team and Netherlands Football star Memphis Depay, both released in February 2016. Phelps' story focuses on the sacrifice, the determination and spirit driving him, his legacy as the most decorated Olympian and his journey for one last shot at glory.

All three campaign films, including the Phelps spot, were created in partnership with Droga5 and honor the commitment to the 24/7 grind that each athlete pushes through in order to perform when their moment in the spotlight comes. The campaign speaks to the process of stepping away from the distractions presented in daily life to single-mindedly focus on training in pursuit of sporting greatness.

As the most decorated international athlete of all time, Phelps will be one of the most followed individuals competing on the world's stage this summer in Rio de Janeiro. The film captures the intensity of his training regimen "" from pushing through countless workouts in the pool and at the gym to enduring the often-brutal recovery rituals that follow. It is within these moments, often removed from the view of cameras and spectators, that we see how Phelps has truly built his sporting legacy.

At the event in Baltimore, Under Armour unveiled the official uniforms for USA Boxing, USA Gymnastics, and Canada Rugby. Other athletes set to wear UA apparel or footwear in the competition this summer include reigning NBA Champion and MVP Stephen Curry, U.S. Open and Masters Champion Jordan Spieth, and #2 World-Ranked Tennis Player Andy Murray.

The brand launches the 360-degree global campaign with media partners including TBS, ESPN, Viacom Networks, Turner, Adult Swim, and Hulu as well as cinema placement.

Source : Under Armour

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