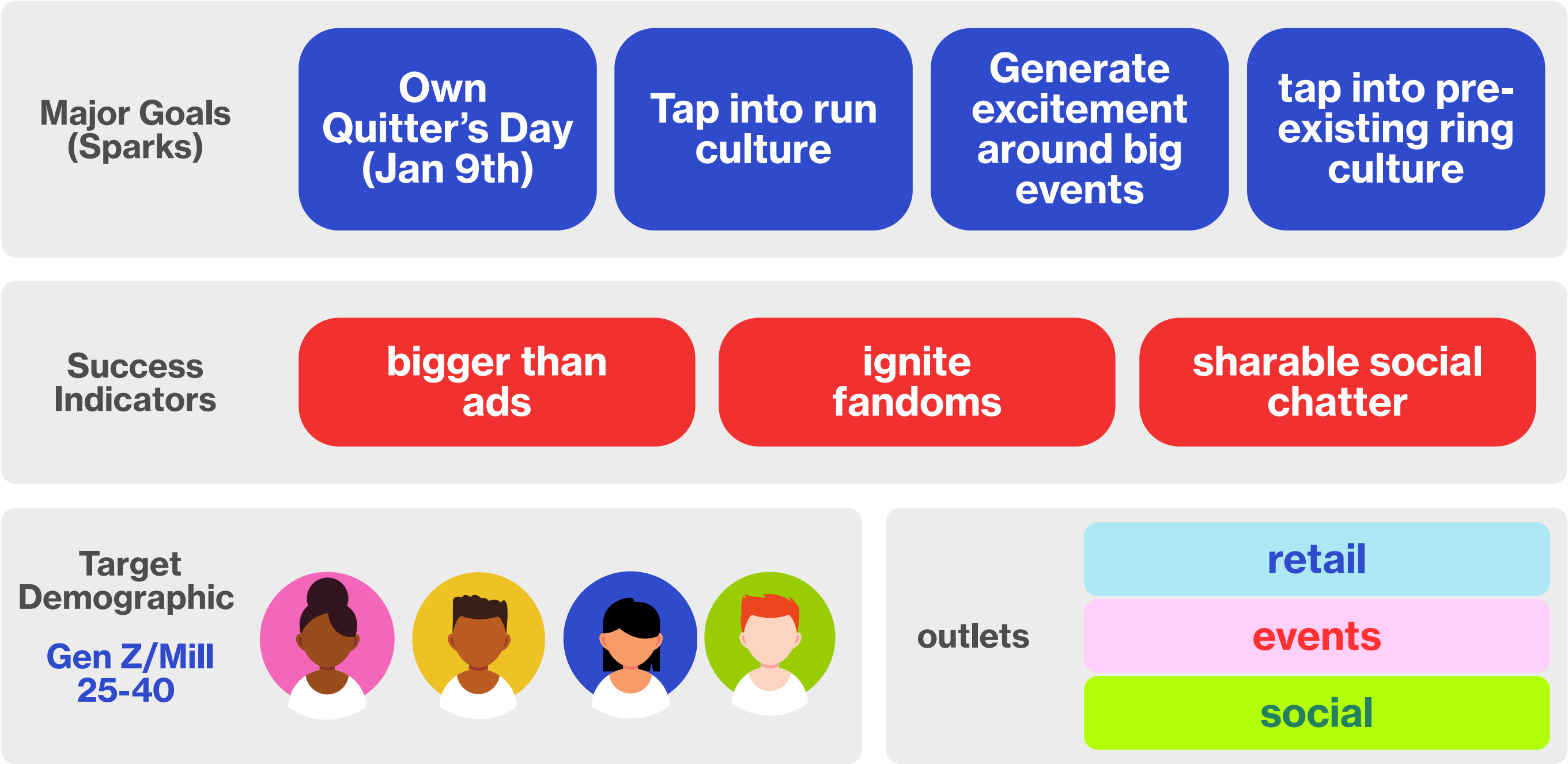


WATCH



The Brief

Fitness is the most democratic entry into the wearable tech market (and the easiest way to purchase the Apple Watch). Apple was looking to engage New-to-Watch and non-watch consumers in the new year when they are most interested in fitness.



The Ask

[create] a big idea that shows how Apple Watch **won't let you quit.**

The Opportunity

With Apple Watch, you can redefine fitness your way, **every day.**

Our process was broken up into 2 parts: **Strategy and Creative.**

Part 1: research heavy - during this process, we explored our tension, key human truth, and confirmed our strategic territories



Part 2: From our strategic territories, we generate our creative ideas and subsequent executions.



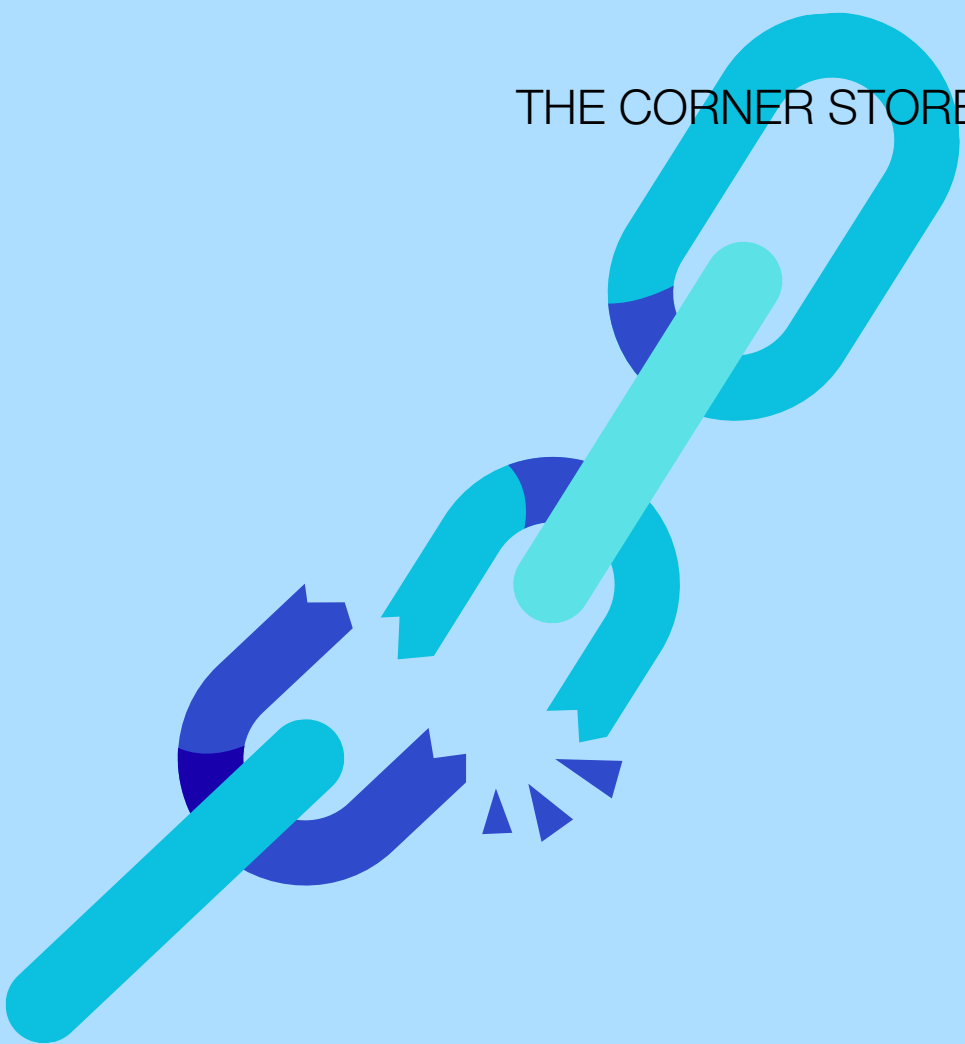
Our observations analyzed the behaviors of the target Millennial/Gen Z audience: **fitness habits and attitudes, and overall purchase behaviors.**

- 1 Gen Z and Millennials value autonomy and want to curate their fitness experience.
- 2 **78%** Gen Z/Millennials prefer spending money on experiences over things.
- 3 Wearable tech is 7x more likely to hold a user accountable for their fitness goals.



THE TENSION

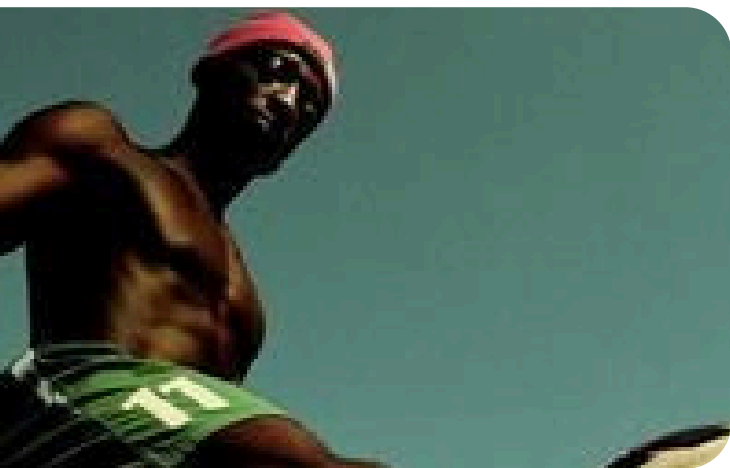
wearable tech promotes routine, while Gen Z/Millienials are abandoning it.



HUMAN TRUTH



Gen Z/Millennials want to *customize* their consistency.



Strategic Territories

We built our strategic territories based on the following findings:

- 1) our consumers want evolving fitness identities,
- 2) community-driven movement promotes a sense of purpose and motivation.
- 3) engaging in multiple exercises isn't a sign of indecision, but of true curiosity and exploration.



In My _____ Era

Fitness doesn't always feel approachable, but in today's society curating and following archetypes has made it more reliable and welcoming. From the gym girlies to the pilates girls, fitness identities are taking over.



For the Love of Movement

For the Love of Movement celebrates the emotional and social power of moving. Movement becomes a social language, a shared rhythm, and a source of joy. It redefines commitment by focusing on shared joy, not pressure.

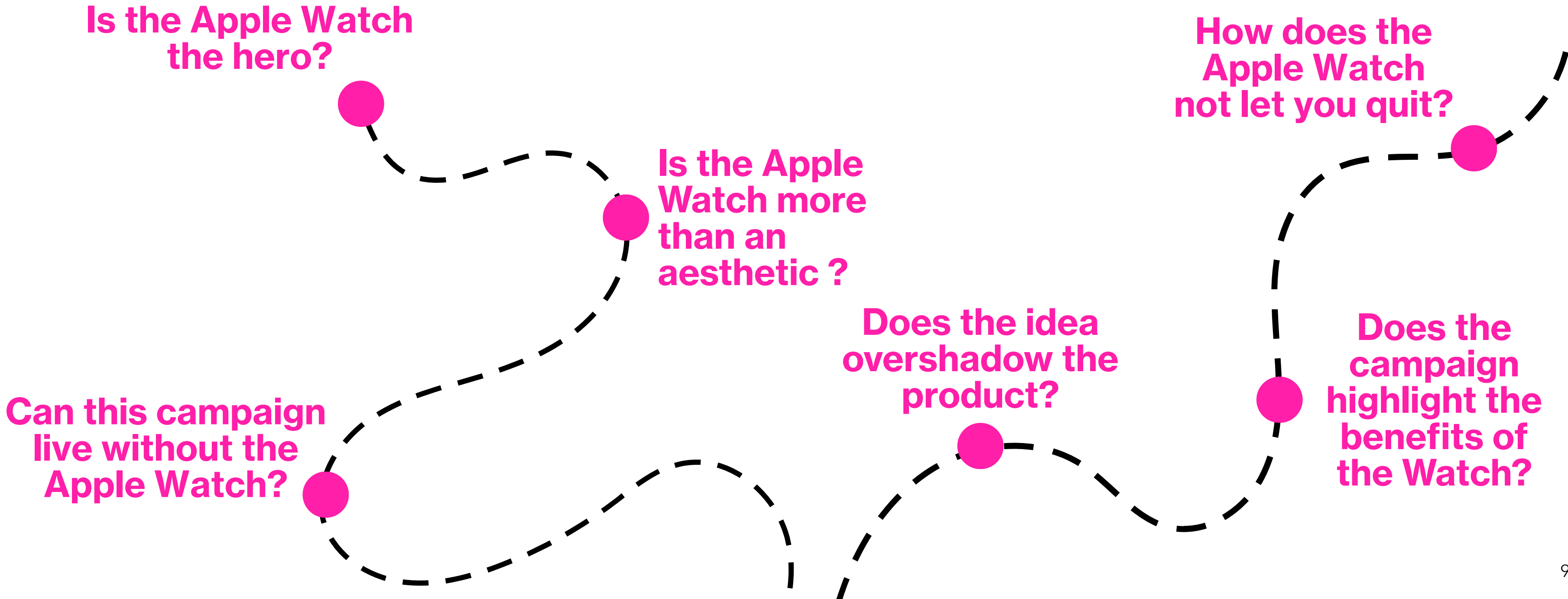


Quantity is Quality

Gen Z and Millennials prioritize their wellness compared to previous generations. With the Apple Watch, exploring a variety of workout types can be the key to a better quality of life.

Creative Questions

Before we started the creative process, we had tons of questions that helped guide our thought-starters. Our key goal was to ensure that the campaign positioned the Apple Watch as the solution to the tension and the human truth.



Creative Territories

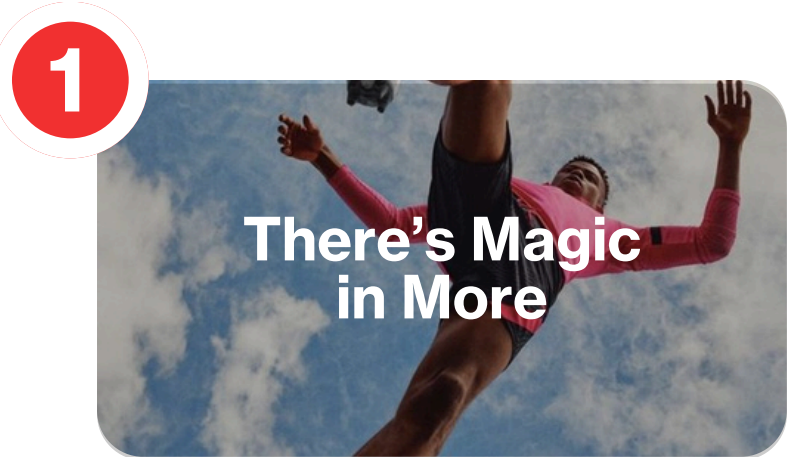
Our creative territories capture how are strategies come to life. The team generated ideas that served as playgrounds for our creative team to play in. They were broad enough to allow for multiple executions



Apple Watch shows that serious progress can be made by unserious pursuits. A whimsical and comedic approach to to the mistakes we make throughout our fitness journey - where all you can do is laugh at yourself.



Apple Watch turns passive fandom into active commitment. This territory explores how fans can translate their passion for sport into commitment to their own fitness journey with the Apple Watch.



Apple Watch makes your first time easier. A whimsical and comedic approach to to the mistakes we make throughout our fitness journey - where all you can do is laugh at yourself.



Big Ideas & Executions

Seriously Unserious

Seriously Unserious
(the name also worked as an overall campaign title)

Put Your Movement Where Your Watch Is

Love Not Quitting

There's Magic in More

Never Have I Ever

Seriously Unserious

We joke. We post.
We laugh until we cry (and then post that too).
But don't get it twisted.
Just because we're goofy doesn't mean we're not locked in.

Everyone's a star. We don't need no planets.

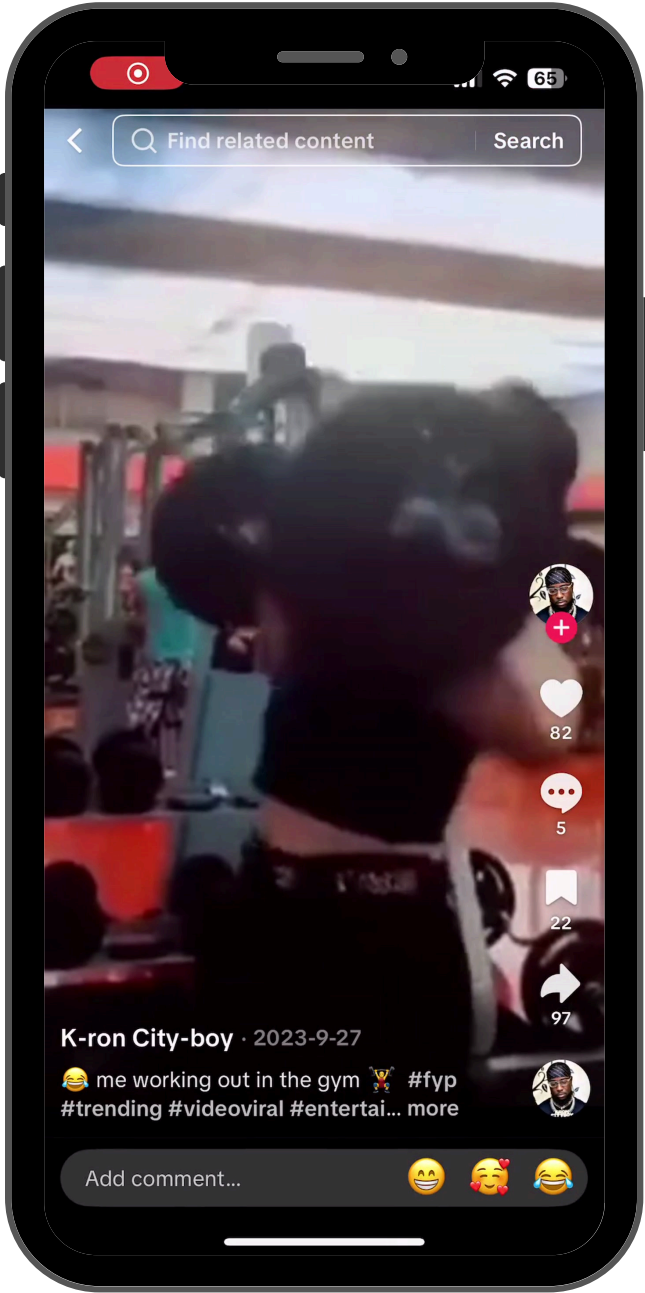
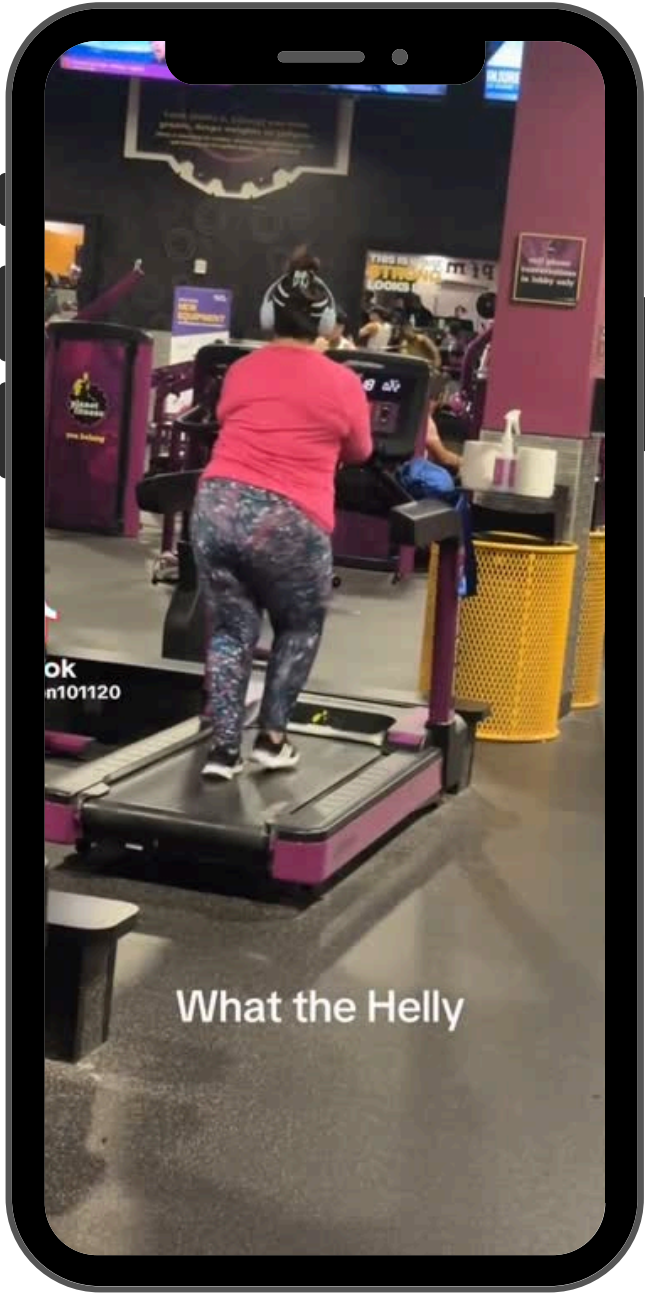
I've got almost no shame in my game.
And if I lose?
SO.
I was just playing.



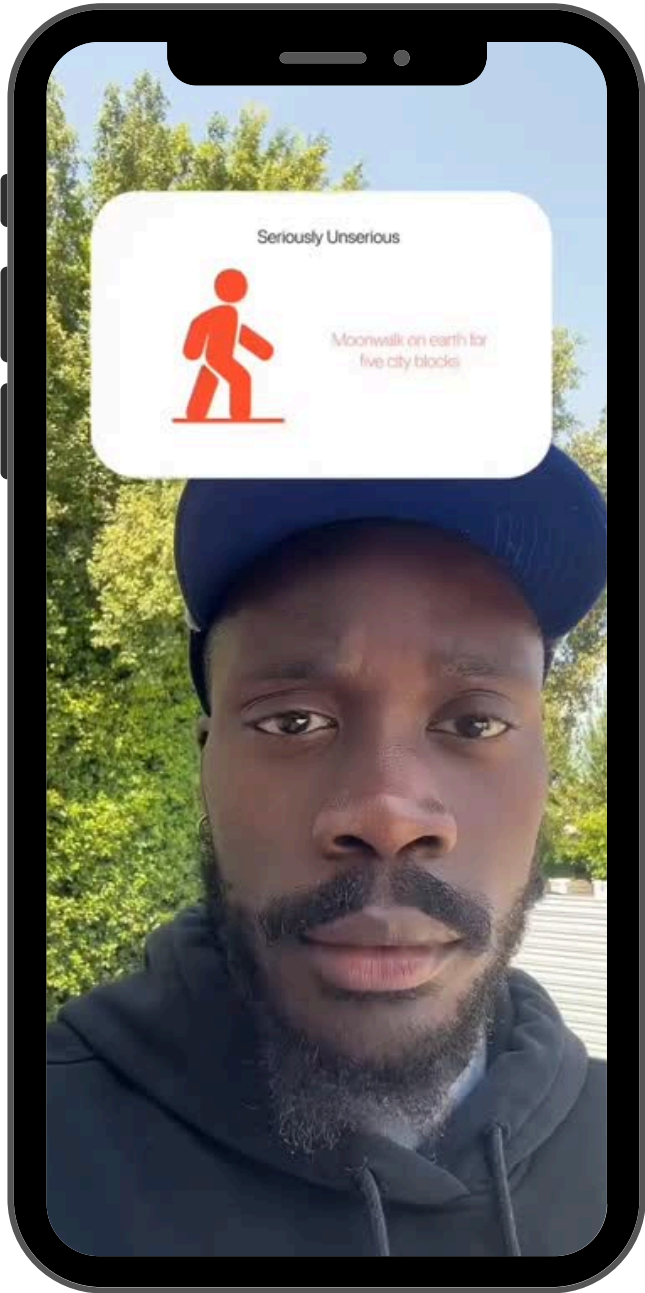
Seriously Unserious

Fitness culture has become way too serious; this generation is not. The Apple Watch keeps you moving with a variety of fun and unserious workouts that still count.

People are going to be be unserious in the gym...



...so why not create a filter for it?



Social media is filled with videos of people getting their workouts done by any means necessary

Seriously Unserious

This campaign leverages influencers whose quick wit and quirky style spark genuine engagement. Their offbeat personalities will spark new playful ways to move.

Part 1: Influencer Kick-Off

Apple follows recovery journeys of “hero athletes” professional athletes showing resilience and grit post-injury or quitting.



@monetmcmichael

 3.8M followers

 1.3M followers



@niyah.wanya

 853.4K followers

 665K followers



@steven_he

 7.7M followers

 3.8M followers

Part 2: Audience UGC

The campaign expands broadly for Apple Watch users to share their own “seriously unserious” workouts.

Love Not Quitting

We love a good come back story.

So this is 'Love at 1st Plight.'

Joy doesn't even know what permission is.

So keep at it, keep going.
You're not alone.
You're just in motion.



Love Not Quitting

Every fan loves a good comeback story. This campaign inspires fans to incorporate active recovery into their fitness process and journey; it highlights recovery through the lens of the Apple Watch.

This campaign turns true comebacks into in-store exhibits, featuring professional athletes and influencers to showcase how the Apple Watch supports recovery through tracking, variety of workouts, and activity sharing.

Part 1: Athlete Highlight

Apple follows recovery journeys of “hero athletes” professional athletes showing resilience and grit post-injury or quitting.



Klay Thompson
ACL injury



Trayvon Bromell
bone spur



Simone Biles
“twisties”



Naomi Osaka
mental health



Jordan Chiles
mental health

Part 2: Influencer Media Day

An Apple Media Day allows publications, influencers, and content creators access to the exhibit to generate content + share their own comeback story



@dfriga98
358K followers
555K followers



@mikalaanise
343.1K followers
154K followers

Part 3: Audience UGC

The campaign expands broadly for Apple Watch users to share their own comeback stories.

Love Not Quitting

An interactive in-store exhibit that spotlights athletes' greatest comebacks, powered by wearable tech. Shoppers can explore real-time data, recovery milestones, and personal stories—bringing resilience and performance to life in a way that inspires every visitor.



Never Have I Ever

Today it's tennis.
Last week it was pilates.
Next week? Maybe I throw on cleats, run track, and see if
baseball still hittin.'

There's no shame in sampling.
No guilt in changing your mind.
I've got motivation on my wrist. And I'm trying all the
things.

Cause' curiosity feels great.



Never Have I Ever

Social

The social challenge follows influencers and regular UGC as they try one of Apple Watch’s 83 dynamic workouts for 14 days.

Retail

An added incentive for UGC is photo/video placement across stores to show users are trying new workouts.

Gen Z/Millennials want to do it all, even if it feels like too much. With Never Have I Ever, the Apple Watch makes your first time exciting.

UGC Video



Retail Installation



Never Have I Ever

We are using influencers who constantly challenge themselves to try something new, and have a drive for adventure that propels them forward.

Part 1:
Influencer Kick-Off

Apple follows recovery journeys of “hero athletes” professional athletes showing resilience and grit post-injury or quitting.



@diplo

 2.7M followers
 6.5M followers



@vallifit

 1.2M followers
 451K followers



@golloria

 3.3M followers
 1M followers

Part 2: Audience UGC

The campaign expands broadly for Apple Watch users to share the results of their 14-day challenge.

Your Team

**Brand
Management**



Jessica “JT” To

Brand Strategy



Jordan Culpepper



Jocelyn Williams

Copywriter



Abe Cox

Social Media



Aryana Williams

Art Direction



Lela Lewis

Production



Jamyr Greene

