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ATP UNVEILS NEW GLOBAL PROMOTIONAL CAMPAIGN, 'GREATNESS WITHIN', AS 2017 SEASON GETS UNDERWAY



LONDON – The ATP World Tour launches a new global marketing campaign today that will showcase its players and tournaments in a powerful new way for the next two seasons.

The campaign, titled “Greatness Within”, will offer a fresh look for the ATP World Tour and its 64 tournaments but will continue to target younger audiences and leverage the tour’s incredible generation of players.

Chris Kermode, ATP Executive Chairman & President, said: “The ATP World Tour showcases the world’s greatest athletes as they battle week in week

out for prestigious titles, and the ultimate crown of finishing the season as ATP World No.1. The ‘Greatness Within’ campaign will reflect that season-long quest, bringing our tournaments and players to life in a new and vibrant way to our growing fan base, as well as providing the Tour with a captivating new visual identity.”

George Ciz, Senior Vice President, Marketing & Business Development, said: “The idea behind ‘Greatness Within’ is based on the fact that there is greatness within every player, every tournament and every match on the ATP World Tour and in order to truly succeed, players must dig deep and find it within themselves. The campaign will provide the ATP with a striking new visual identity full of emotion and passion, helping fans to better connect with the ATP World Tour, our players and tournaments.”

The ATP World Tour has been experiencing an unparalleled golden era with the ‘Big Four’ of Roger Federer, Rafael Nadal, Novak Djokovic and Andy Murray dominating play for years. But a new generation of players is now stepping up and is prepared to challenge.

The “Greatness Within” campaign will highlight the ongoing battles and the inner strength required of every top player in today’s game. The campaign’s signature line will be, “Greatness Within: Every Player, Every Week At Every Tournament.”

The campaign’s look and feel will convey the range of emotions ATP World Tour stars endure on court, using both player imagery and tournament highlights inside the players themselves through a court-like grid system. The players in the campaign will then be set against a stylised city-specific panorama, with bold graphic standing out in print materials.

The marketing campaign was produced for the ATP by London-based agency The Big Shot and the video components feature the music from THEPETEBOX, which he composed bespoke for the ATP. The song, ‘Fly Like Aces’ is available for [download on iTunes](#). All the video, motion graphics and digital assets align with the print materials.

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The campaign, which will showcase more than 60 players, will deliver creative assets for the full spectrum of channels and executions, including print, outdoor, TV and digital advertising. It will also provide opening sequences for live TV coverage as well as for the weekly TV show ATP World Tour Uncovered, presented by Peugeot. A plethora of players and tournaments will be featured in the campaign's visuals, which will be unveiled throughout the season.

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Note to media: 'Greatness Within' campaign assets can be downloaded [here](#).

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About the ATP

The ATP is the governing body of the men's professional tennis circuits - the ATP World Tour, the ATP Challenger Tour and the ATP Champions Tour. With 64 tournaments in 31 countries, the ATP World Tour showcases the finest male athletes competing in the world's most exciting venues. From Australia to Europe and the Americas to Asia, the stars of the 2017 ATP World Tour will battle for prestigious titles and Emirates ATP Rankings points at ATP World Tour Masters 1000, 500 and 250 events, as well as Grand Slams (non ATP events). At the end of the season only the world's top 8 qualified singles players and doubles teams will qualify to compete for the last title of the season at the ATP Finals. Held at The O2 in London, the event will officially crown the 2017 ATP World Tour No. 1 presented by Emirates. For more information, please visit www.ATPWorldTour.com.

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