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News Release

ATP WORLD TOUR™.COM

ATP UNVEILS NEW ADVERTISING CAMPAIGN FEATURING WORLD'S TOP TENNIS STARS

LONDON - The ATP has unveiled a new advertising campaign to mark the start of the 2011 ATP World Tour season. Featuring superstars such as Rafael Nadal, Roger Federer, Novak Djokovic, Andy Murray and Andy Roddick, "GAME ON" captures the raw emotion, athleticism and individuality of the world's greatest tennis players, as they compete in 63 events covering 32 countries and six continents.

GAME ON places ATP World Tour stars in a spectacular fantasy stadium, a modern-day coliseum, showcasing them as warriors taking part in an epic battle. Each and every match is a dramatic encounter, where players fight to the end in front of the roaring crowd. This sense of excitement, urgency and commitment is communicated through the phrase "GAME ON. Every shot. Every point. Every game counts".

The campaign features a range of above and below-the-line executions including a 30-second television spot, player vignettes, print ads, posters, billboards, and web and mobile treatments. The new look will be incorporated across all ATP World Tour communications channels including ATPWorldTour.com, ATP World Tour *Uncovered*, and published materials such as the Media Guide and Year Book.

Created as a flexible central resource that can be utilised by any of the global tour's 63 tournaments, the campaign can be adapted to include any player featured on the ATP World Tour. The creative also will be customized to promote the tour's season-ending finale at The O2 in London, the Barclays ATP World Tour Finals.

The campaign was developed with The Big Shot agency in London.

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View GAME ON [photo gallery](#) and [TV spot](#)

Share your thoughts on the new GAME ON campaign on [Facebook](#) and follow the discussion at #GameOnATP on [Twitter](#).

Media contacts:

Kate Gordon (kgordon@atpworldtour.com)

Simon Higson (shigson@atpworldtour.com)

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 63 tournaments in 32 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 ATP World Tour battle for prestigious titles and South African Airways 2011 ATP Rankings points at Grand Slams (non ATP events), ATP World Tour Masters 1000, ATP World Tour 500 and ATP World Tour 250 events. At the end of the season only the world's top 8 ranked men's singles players and top 8 doubles teams, based on their performance throughout the year, will qualify to compete for the last title of the season at the Barclays ATP World Tour Finals. Held at The O2 in London, the event will officially crown the 2011 ATP World Tour No.1 in singles and doubles. For more information, please visit ATPWorldTour.com.



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