



Reward What You Stand For

Buy. Earn points. Buy again.

Does that capture everything that builds real loyalty?

What if the thing worth rewarding was never the purchase?

What if it's the movement?

Points reward the purchase. They don't reward the movement.

The loop that works



The behaviour our mechanics don't capture





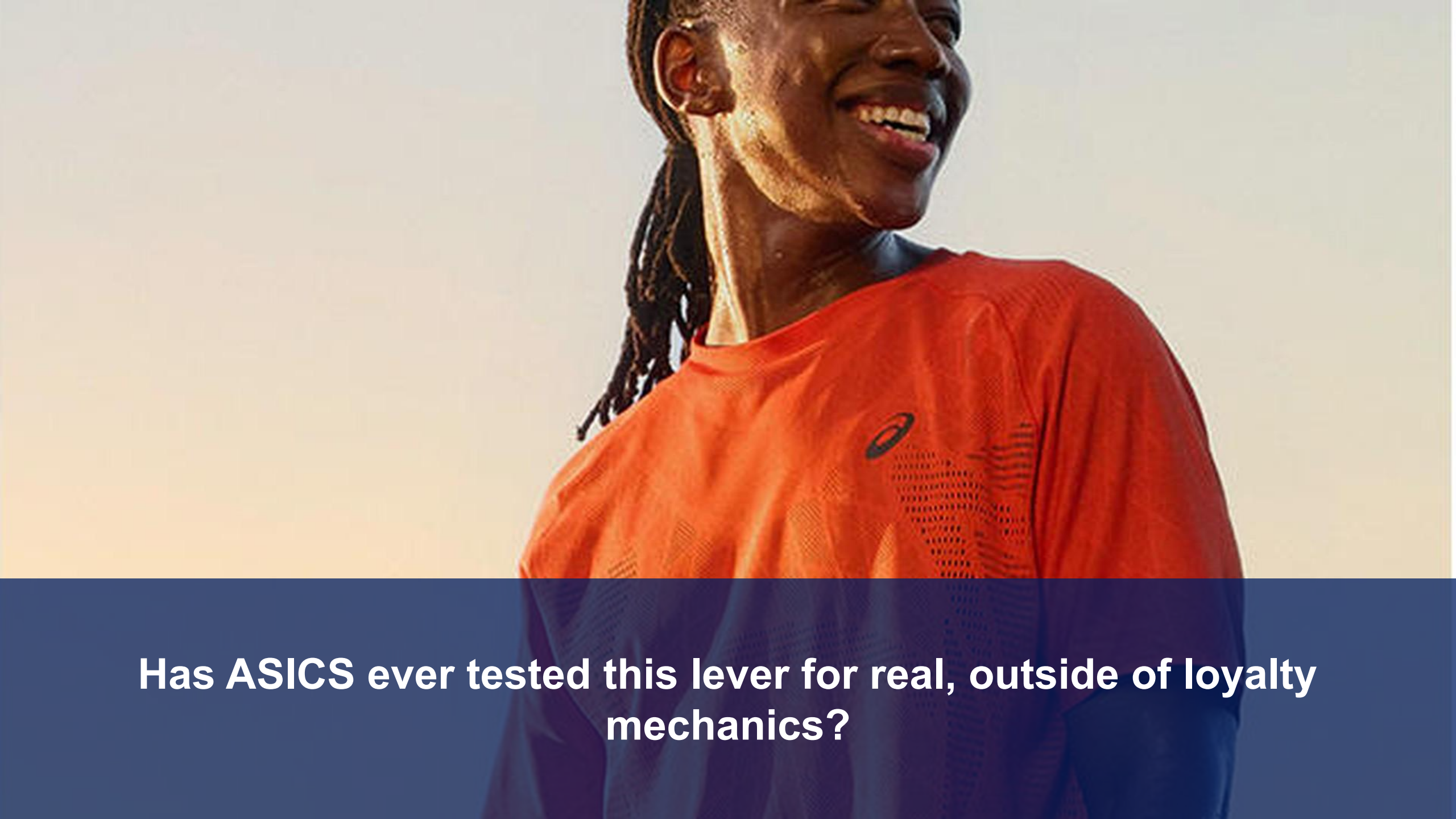
Sound Mind, Sound Body

Anima Sana in Corpore Sano "a sound mind in a sound body."

**Founded 1949, Onitsuka, post-war Japan. It's not a campaign line.
It's 75 years old, and it's in our name.**



Autonomy. Competence. Relatedness.



Has ASICS ever tested this lever for real, outside of loyalty mechanics?



**Undropped: 64% of UK girls drop out of sport by 16.
Only 12% were satisfied with their kit.**

**ASICS co-created a new one with real girls and the UK
government has since updated national PE-kit guidance.**



Human Nature

Our new global campaign — a nature documentary narrated by Sigourney Weaver, warning that modern life is quietly designing movement out of our days.

86% of the day spent not moving. So we built the world's first Movement Conservation Status — and asked everyone to take 15 Minutes to Thrive.





A fluffy white dog, possibly a Samoyed, is sitting in a grassy field. The dog is wearing a blue triangular bib with the Asics logo on it. The background features a range of mountains under a cloudy sky.

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Mind's Best Friend



A personal best is not a number.

It's a feeling.

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mind

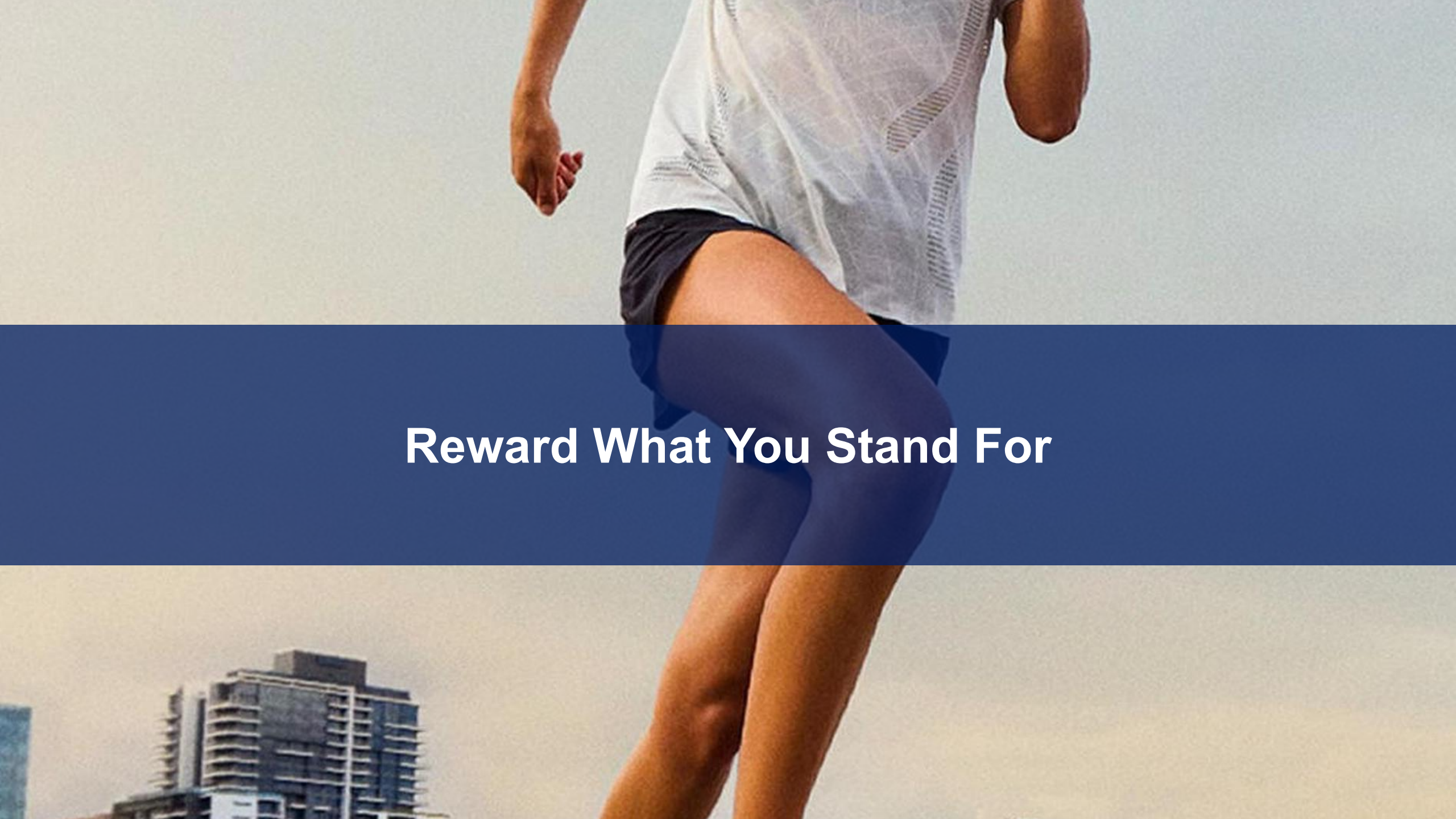
Tom Durnin

Last place finisher.
London Marathon.

What if loyalty rewarded our relationship with movement, not just the transactions?



What would it mean to measure loyalty by movement and belonging, not just transactions?

A low-angle, close-up shot of a person's legs and torso as they run. The person is wearing a white athletic t-shirt and dark shorts. The background is a clear, light blue sky. In the bottom left corner, a portion of a modern city building is visible. A dark blue horizontal band is superimposed over the middle of the image, containing the text.

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