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ATP UNVEILS NEW BRAND AND “LOVE IT ALL” GLOBAL MARKETING CAMPAIGN

- *Striking new look for ATP and tournaments - including new logo and title for the Tour*
- *Marketing campaign will “engage casual sports fans”, drive digital/broadcast engagement and grow tournament attendance*
- *Changes follow pioneering new format innovations at Next Gen ATP Finals tournament and Amazon Prime broadcast partnership*

LONDON — The ATP has today unveiled a new brand identity and plans for an ambitious global marketing campaign – built around its “Love It All” message, which highlights the unparalleled excitement and drama delivered by every one of the ATP’s 63 tournaments during the season.



Launched during the season-ending Nitto ATP Finals in London, the ambitious plans are designed to transform the way that men’s tennis is promoted across the world. The re-brand includes a new logo, visually-distinctive assets that convey the energy and movement that epitomise world-class tennis, and the shortening of *ATP World Tour* to simply *ATP Tour*.

The new brand also reflects the exciting changes and innovation taking place across men’s professional tennis. These include the ATP’s testing of new rules and formats at last week’s Next Gen ATP Finals in

Milan – alongside the announcement of the new ATP World Team Cup competition from 2020 and its pioneering broadcast partnership with Amazon Prime announced in 2017.

Chris Kermode, ATP Executive Chairman & President, said: “These ambitious and innovative initiatives will enable us to better engage and inspire sports fans around the world – from hardcore tennis followers to the more casual fans, who might currently only follow our sport during the Nitto ATP Finals or Grand Slam tournaments. This is about showcasing the fantastic entertainment and high-intensity action that is on offer all year round – raising awareness, driving engagement across digital and TV, and packing out stadiums wherever we go.

“We’re taking a bold approach in everything we do at the ATP, from our pioneering broadcast partnership with Amazon Prime to the innovations we’ve been testing out at the Next Gen ATP Finals in Milan. It’s an exciting time for the sport – with a mix of unbelievable legends still at the top of their game and a next generation of stars emerging – so this is a great time to be engaging new, younger fans around the world.”

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The new brand toolkit will be shared with all ATP tournaments, players and partners across the globe so that they can create their own bespoke marketing campaigns - delivering vibrant and exciting content that is consistent with the ATP's new style and approach. The work includes distinctive new identities for the Nitto ATP Finals, Next Gen ATP Finals, ATP 1000s, ATP 500s and ATP 250 tournaments, as well as over 100 unique player profile brands – from icons like Roger Federer, Rafael Nadal and Novak Djokovic to the next generation of stars such as Alexander Zverev, Stefanos Tsitsipas and Denis Shapovalov.

The marketing activity will run across all digital channels, as well as TV advertising delivered through specific ATP tournaments. The campaign will emphasise the “*Love It All*” message by highlighting the 63 tournaments across 31 countries during the 2019 season – from Brisbane in January to the season-defining Nitto ATP Finals in London.

George Ciz, SVP, Marketing and Business Development at ATP, said: “We wanted to create a striking new look and brand for the Tour which can easily be tailored for the marketing campaigns delivered by each ATP tournament – something simple, impactful and flexible enough for the needs of every player and competition. We also needed to ensure that our creative is really authentic and that it resonates with our target audiences, especially younger fans.

The result is something fun and raw which really conveys the energy and movement we believe makes tennis the most exciting sport in the world. These changes are all about putting the game at the heart of our content – letting the unbelievable action speak for itself.”

ATP has worked with London-based creative agency MATTA to deliver this comprehensive re-brand. Following a competitive pitch process, MATTA was selected to support the ATP in creating the new brand and in helping to promote elite men's professional tennis to an ever-broader audience.

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Matt Hunt, MATTA's Strategy and Brand Director, commented: "For casual tennis fans there is so much more to explore beyond the Slams, from dramatising the player narratives that emerge, to the fact that fan favourites are followed as much for their personal qualities as their nationality, which is all combined with the unbelievable athleticism and skill they display week in week out. We needed to create a fresh and flexible creative vehicle to convey this breadth and encourage casual fans to love it all."

"The research we conducted among lighter tennis fans highlighted the need to continue to improve the spontaneous association of the ATP with the sport, so integrating a dynamic and powerful tennis player into the typography was the perfect short cut to achieve this."

The new ATP brand and marketing campaign will go live on 1st January 2019.

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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 2018 ATP World Tour will battle for prestigious titles and 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 Nitto ATP Finals. Held at The O2 in London, the event will officially crown the 2018 ATP World Tour No. 1. For more information, please visit www.ATPWorldTour.com.

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