

NEWS RELEASE

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ATP LAUNCHES MAJOR GLOBAL CAMPAIGN ‘THIS IS TENNIS’

LONDON: The ATP today launches its new global marketing campaign, This Is Tennis, marking a significant brand-shift for the Tour.

The campaign promotes both players and tournaments with more dynamism, and a tone of voice that allows tennis to cut through with greater cultural relevance, particularly among the next generation of tennis fans.

With the versatility to support the global scale and narrative of the tennis season, the campaign highlights stand-out moments in a way that builds emotional connection and provides unique insights into the sport. The film which launches the campaign is a high octane and edgy edit that reflects the true energy, pace and drama of the ATP Tour - whilst also highlighting its iconic global destinations – and gives glimpses into the personalities of this star-driven sport.

Dan Ginger, SVP Marketing and Business Development for the ATP, explains: “Our intention is to showcase tennis as more than a sport. Yes, we have some of the world’s top athletes competing on Tour day-in, day-out, but it encompasses so much more than that - resilience, dedication, passion, spirit. Tennis is a non-stop lifestyle and a unique entertainment property.

“Pulling back the covers and bringing fans the fullest experience of our world has required us to get creative in our storytelling. Thankfully the foundations are already there. We have an incredible pool of young and super-talented athletes, with personality in abundance, and tournaments in some of the most iconic cities around the world, which together have the entertainment potential to truly transcend the sport.”

ATP worked with award-winning London-based agency MATTA on the project, whose greatest challenge was the all-encompassing nature of the campaign requirements. Matt Hunt, Executive Brand & Strategy Director notes: “Once we had landed the line ‘This Is Tennis’, with its simple and under-stated confidence, when paired with outstanding photography, athletic yet charged with emotion, it all came together. The result is a presentation of the game that is both epic and alluring and which is carried through powerfully into the campaign launch film, communicating the colour, variety and appeal of the complete life on tour of this unique sport.”

The campaign launches digitally and will be used to frame the ATP’s social media content throughout its duration. Additionally, the campaign will be made available and uniquely tailored to tournaments throughout the season, providing a consistent and clean look and feel across traditional forms of advertising and driving ticket sales at ATP tournaments, which attract close to 5 million fans onsite in a typical season.

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About The ATP

The ATP is the governing body of the men's professional tennis circuits — the ATP Tour, the ATP Challenger Tour and the ATP Champions Tour. With 64 tournaments in 30 countries, the ATP 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 Tour battle for prestigious titles and FedEx ATP Rankings points at ATP Masters 1000, 500 and 250 events, as well as Grand Slams (non-ATP events). The 2020 season launched in January with the inaugural ATP Cup in Australia and culminated with only the world's top 8 qualified singles players and doubles teams competing for the last title of the season at the Nitto ATP Finals in November. Held at The O2 in London, the event officially crowned the 2020 ATP World No. 1. For more information, please visit www.ATPTour.com.

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