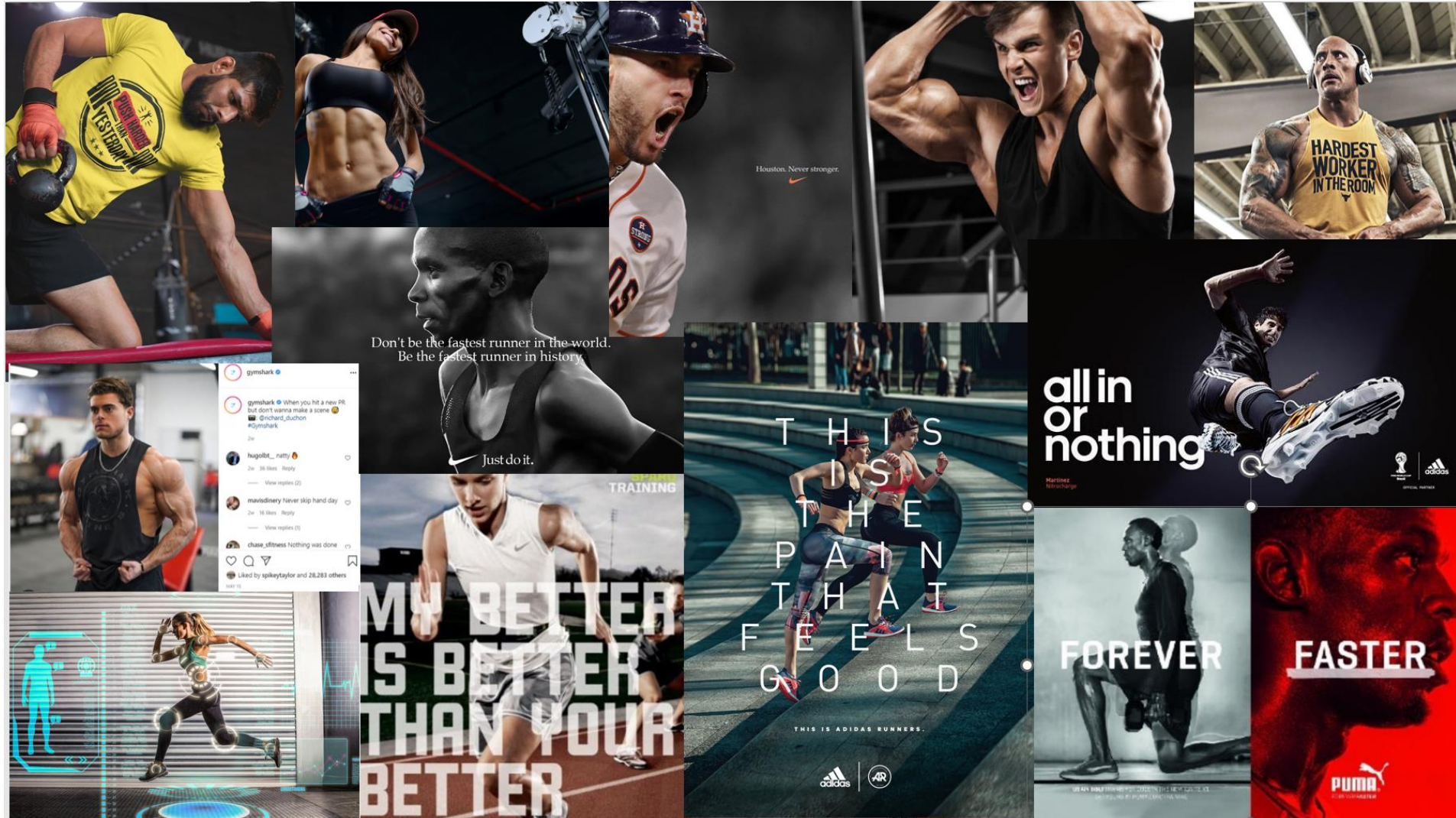
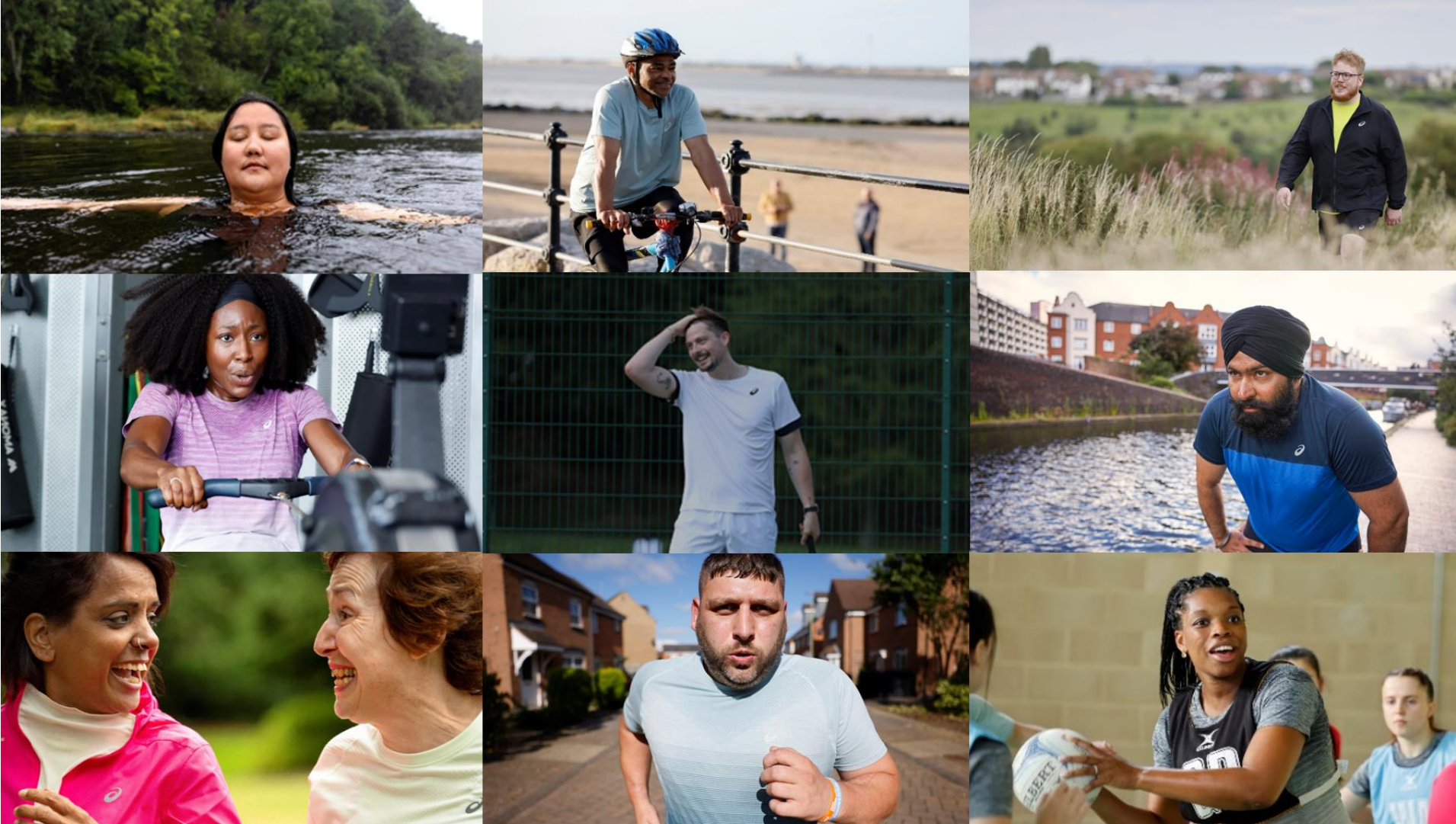




This World Health Day, ASICS and Mind will call out the intimidating exercise culture that is putting millions of people off exercise.



We will champion a more welcoming exercise culture by redefining a personal best to focus on how exercise makes us feel.



# Our Story

For too long, the world of sport has told us to push harder, go further and stop at nothing. Selling us the idea that the only thing that matters is a faster time, a longer distance, and more reps.

Research shows that this is creating an intimidating culture that is actually discouraging millions of people from exercising.

That's why, this World Mental Health Day, ASICS and Mind are redefining a 'personal best' to focus on how exercise makes us feel. No times. And no stats. No numbers.

Because a personal best is not a number, it's a feeling.



We've worked together to develop the campaign messaging and assets. People with lived experience of mental health problems have provided their support behind the scenes in ideation meetings, reviewing content and sharing their stories as part of the campaign.

We have also refreshed our > [mind.org.uk/getactive](https://mind.org.uk/getactive) and info resource.

# Key Messages

A personal best is not a number. It's a feeling.

ASICS and Mind are redefining a personal best to focus on how exercise makes us feel.

Share your #NewPersonalBest and help raise funds for mental health charity Mind.

#NewPersonalBest



The campaign launches World Mental Health Day 10 October 2023  
and will run until 23 November 2023.

It will also be activated across Europe in association with local mental health  
charities.

# Campaign Ambassadors



**Dr Alex George**  
Mental Health Advocate &  
Personality



**Sujan**  
Mind Lived Experience  
Ambassador



**Biola**  
Mind Lived Experience  
Ambassador & co-founder  
Cycle Together



**Ebony**  
UK Netball



**Tom**  
Last place finisher in the  
London Marathon



**Jarnail**  
ASICS Frontrunner



**Adam**  
Mind Lived Experience  
Ambassador



**Rachel**  
Mind Lived Experience  
Ambassador & founder  
Mental Health Swims



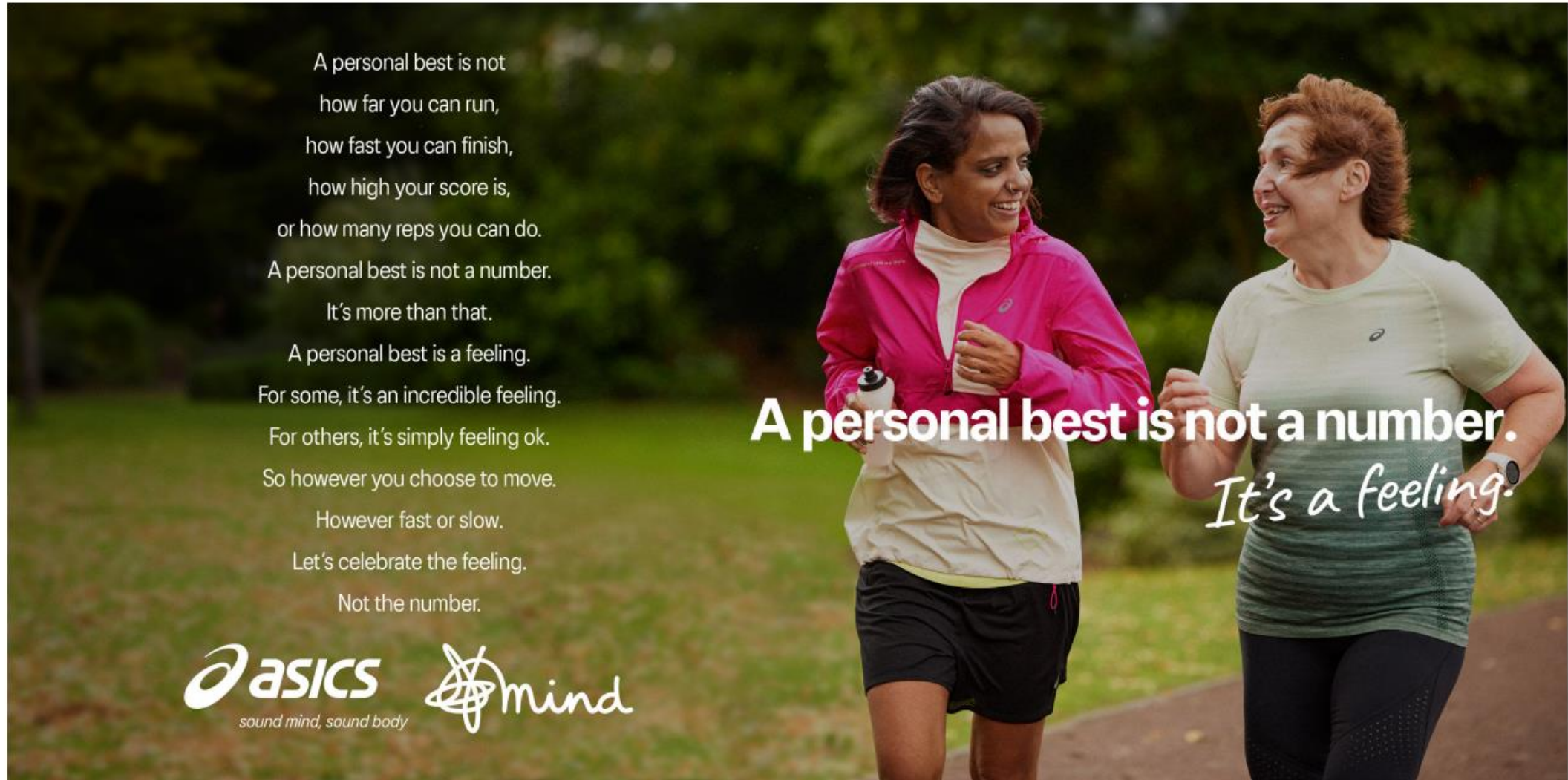
**Garrick**  
Mind Lived Experience  
Ambassador

Photography by award winning and 'This Girl Can' photographer and storyteller, Adam Hinton.

# Core Creative Assets



# Manifesto



A personal best is not  
how far you can run,  
how fast you can finish,  
how high your score is,  
or how many reps you can do.  
A personal best is not a number.  
It's more than that.  
A personal best is a feeling.  
For some, it's an incredible feeling.  
For others, it's simply feeling ok.  
So however you choose to move.  
However fast or slow.  
Let's celebrate the feeling.  
Not the number.

**A personal best is not a number.**  
*It's a feeling.*

**asics** *mind*  
sound mind, sound body

Landscape

**Key platforms:** OOH and Print



# Ambassador & Influencer images



Available with and without tagline.

**Key platforms:** Earned, Exhibition/Events, OOH, Landing Page, Meta.

# Print

A personal best is not  
how far you can run,  
how fast you can finish,  
how high your score is,  
or how many reps you can do.  
A personal best is not a number.  
It's more than that.  
A personal best is a feeling.  
For some, it's an incredible feeling.  
For others, it's simply feeling ok.  
So however you choose to move,  
However fast or slow,  
Let's celebrate the feeling.  
Not the number.

**A personal best is not a number.**  
*It's a feeling.*

**asics** *mind*  
sound mind, sound body



theguardian



Women'sHealth

ELLE

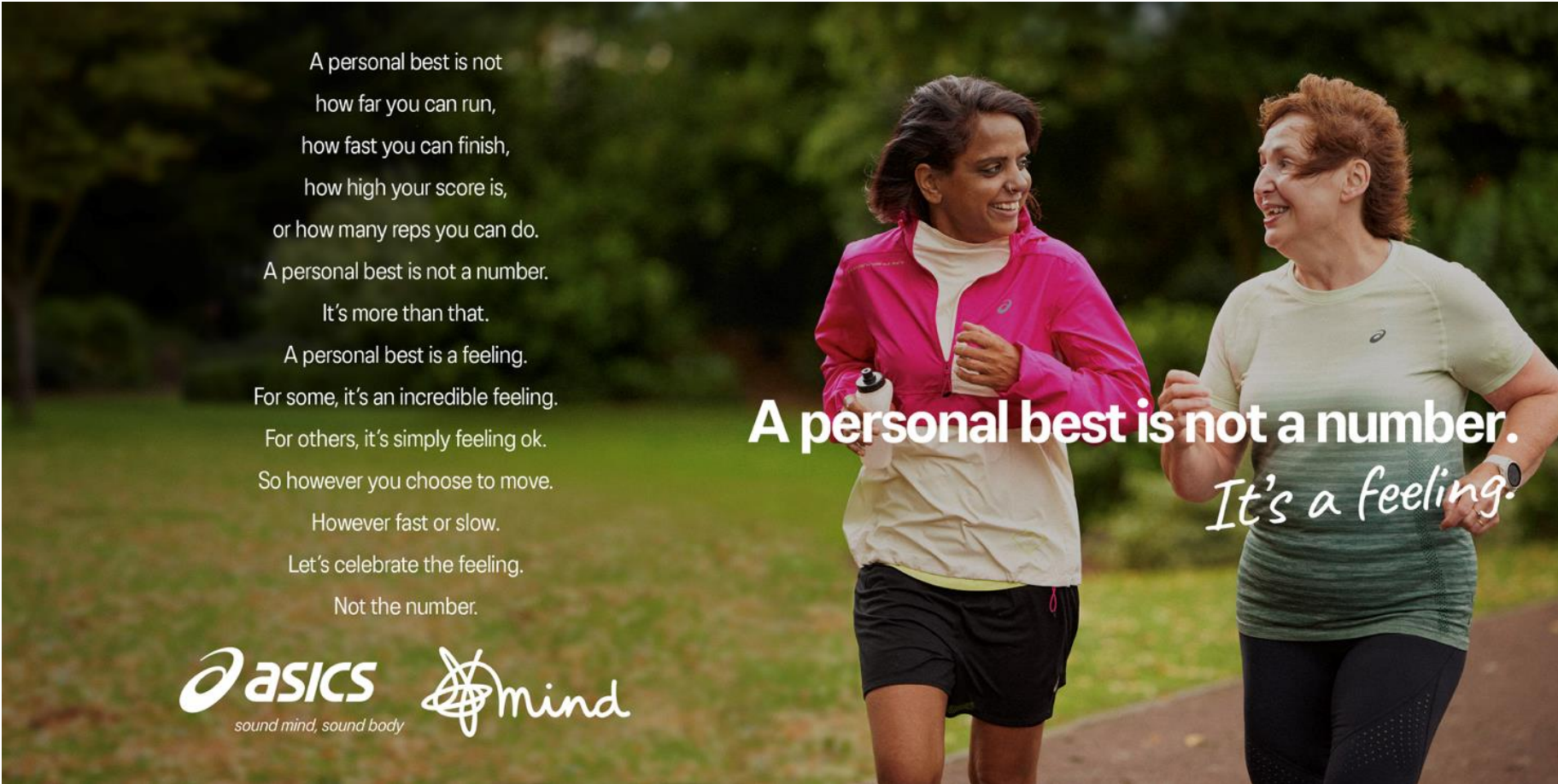
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Men'sHealth

RUNNER'S  
WORLD

# UK 48 Sheet Underground

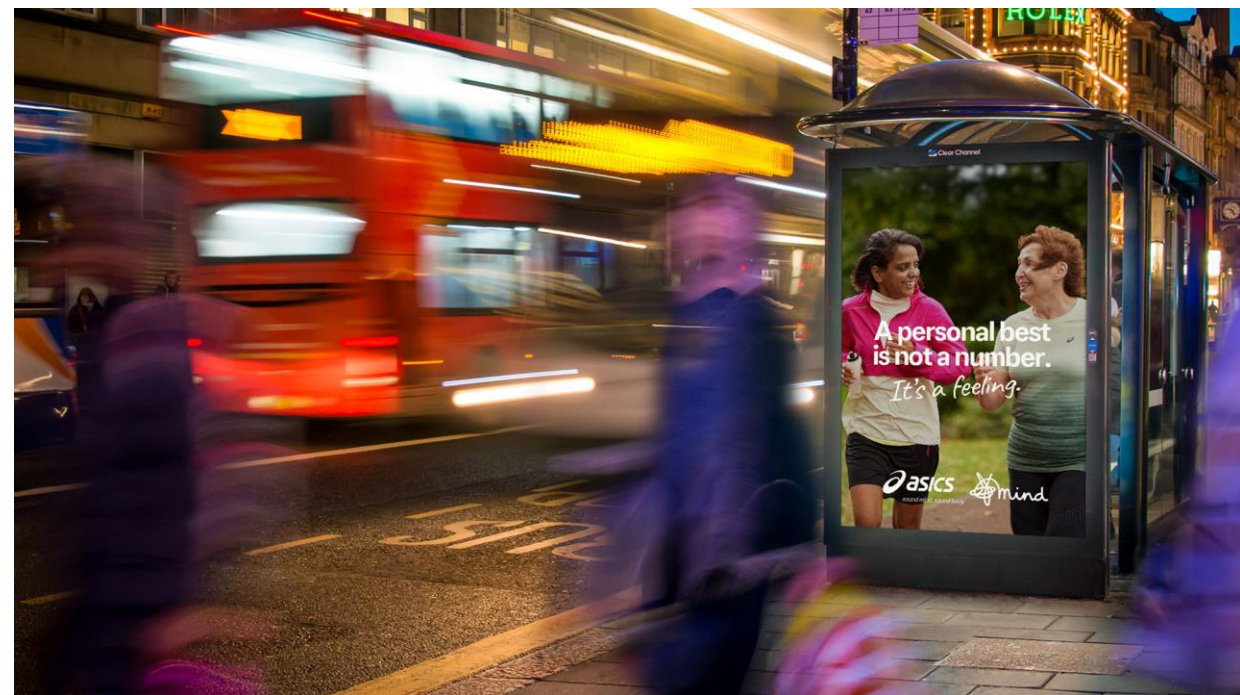
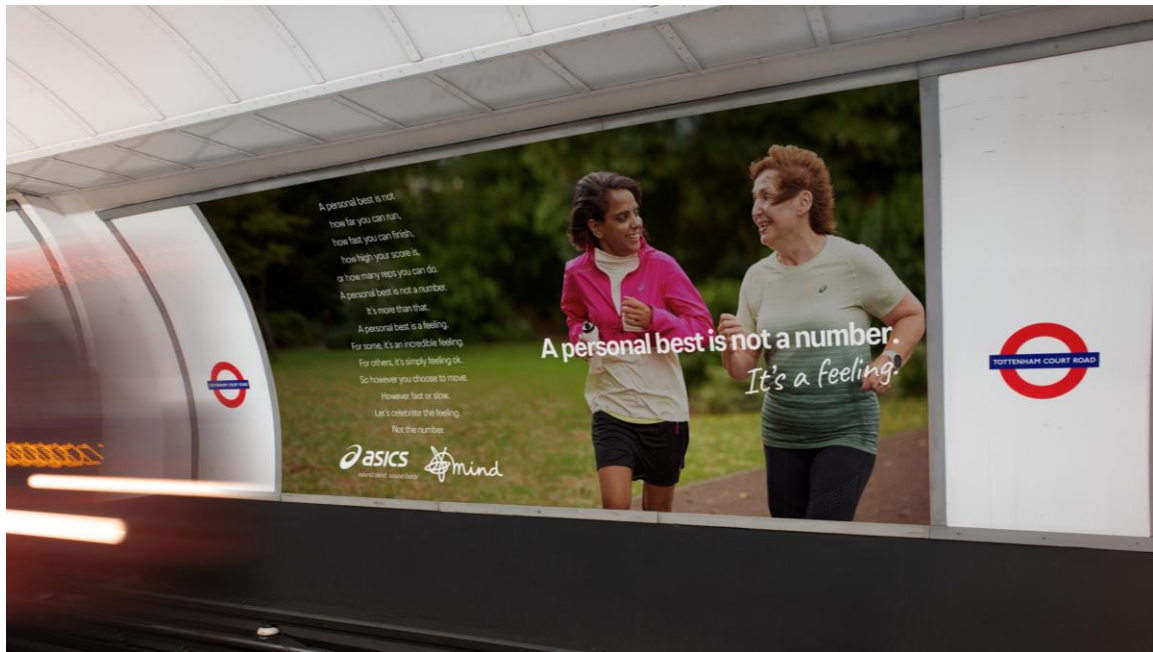
*See our campaign message at: King's Cross St Pancras, Victoria, Oxford Circus, London Bridge, Waterloo, Stratford, Liverpool Street, Paddington, Canary Wharf, Bank and Monument, Leicester Square*



A personal best is not  
how far you can run,  
how fast you can finish,  
how high your score is,  
or how many reps you can do.  
A personal best is not a number.  
It's more than that.  
A personal best is a feeling.  
For some, it's an incredible feeling.  
For others, it's simply feeling ok.  
So however you choose to move.  
However fast or slow.  
Let's celebrate the feeling.  
Not the number.

**A personal best is not a number.**  
*It's a feeling.*

**asics** *mind*  
sound mind, sound body

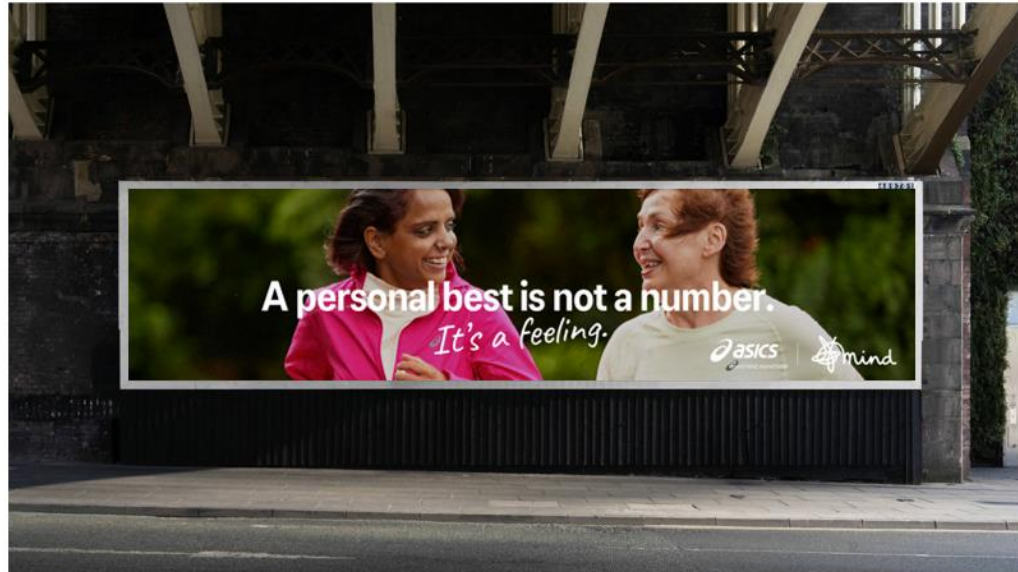


# Local Billboards

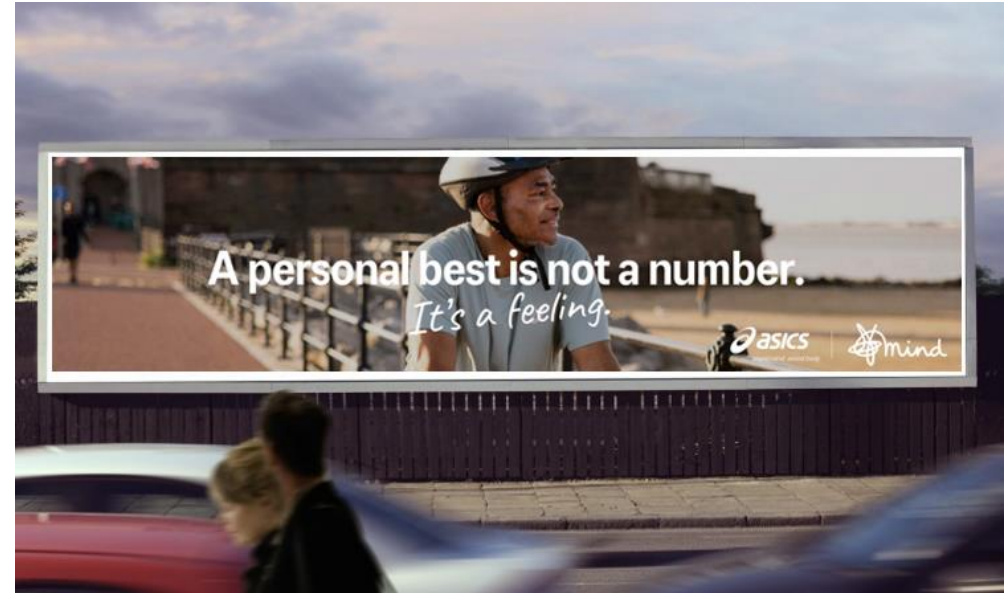


# One-off billboards featuring some of our ambassadors (in their local town)

Why not take a photo and share your support online?



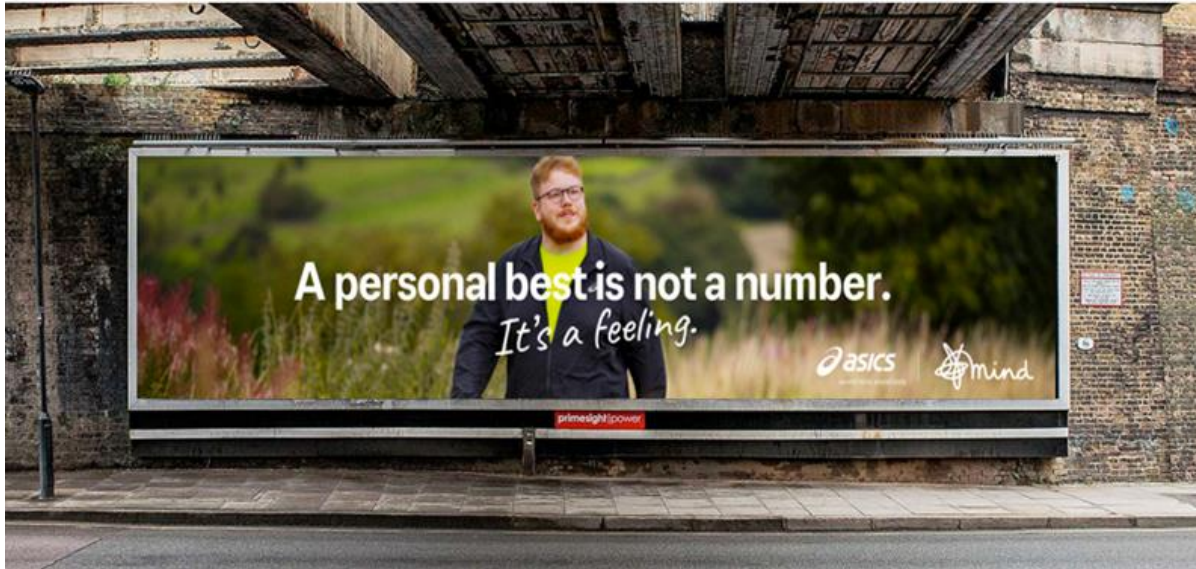
**Sujan (And Hazel!)**



**Garrick**

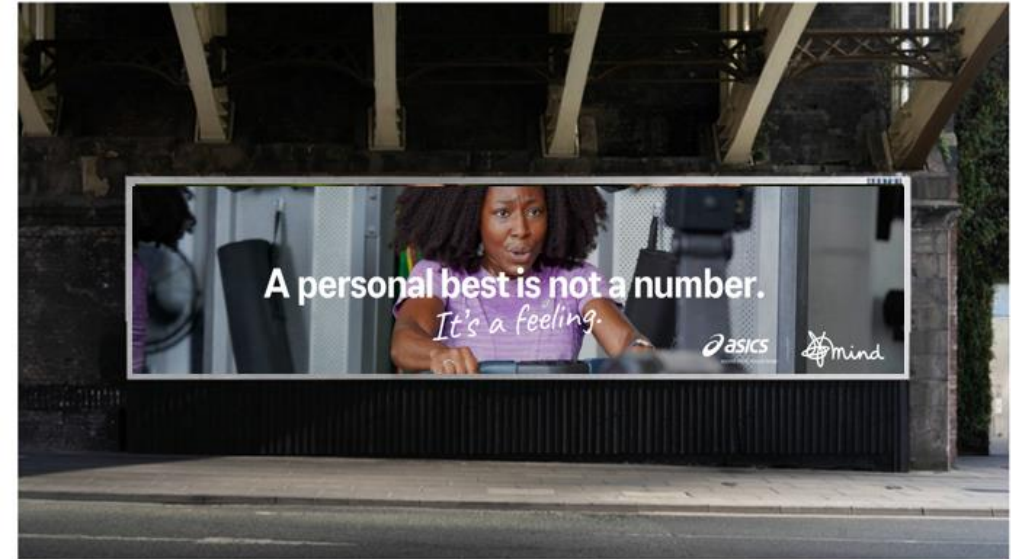
BILSTON RD, OPP RETAIL PARK, WOLVERHAMPTON	Wolverhampton	WV1 3RE	52.58080725	-2.11573101	96_SHEET
BILSTON RD, OPP RETAIL PARK, WOLVERHAMPTON	Wolverhampton	WV1 3RE	52.58069983	-2.11528473	48_SHEET

SCOTLAND ROAD, MERSEY TUNNEL APPROACH ROAD	Liverpool	L5 5BR	53.41877797	-2.97987259
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**Adam**

KIRKSTALL ROAD 351 OPP HADDON AVENUE	Leeds	LS4 2HD	53.80693814	-1.58460723
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**Biola**

(H&S) BATTERSEA PK RD FCG PRINCE OR WALES	Battersea	SW8 4AG	51.477935	-0.145082
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**Jarnail**

(CM) BORDESLEY GREEN 121 C/O CARLTON RD	Birmingham	B9 5DY	52.4767536	-1.85573876
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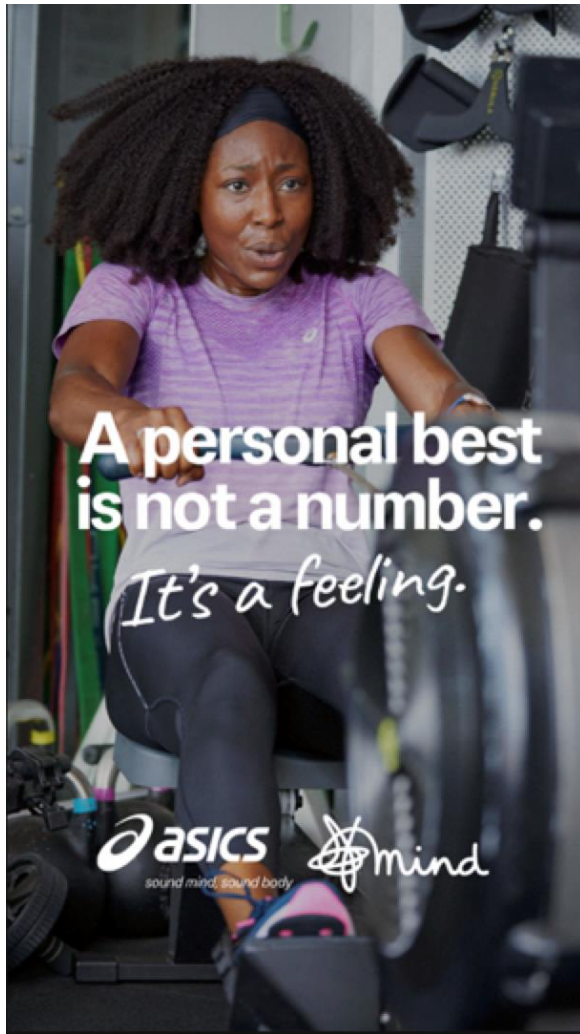


**Tom**

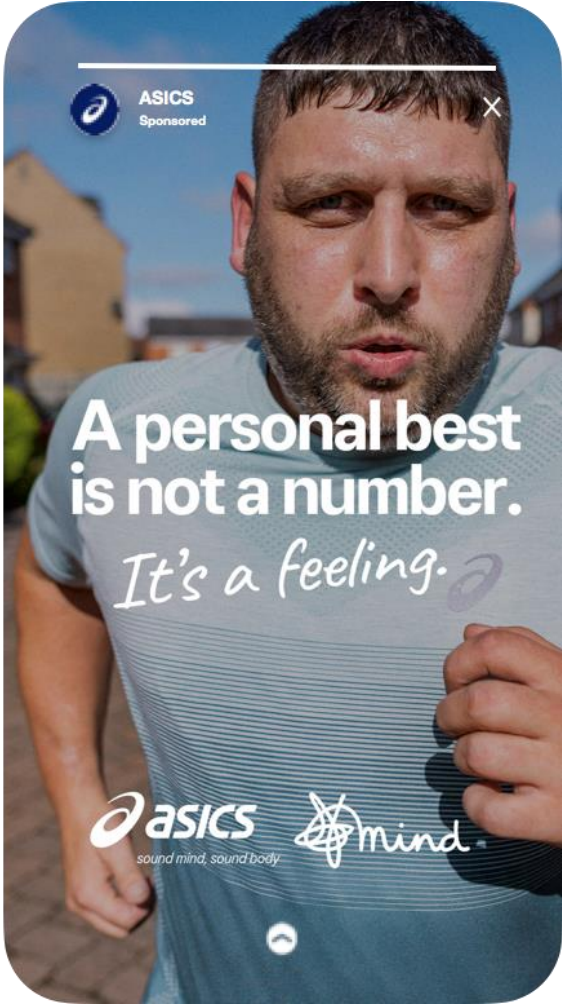
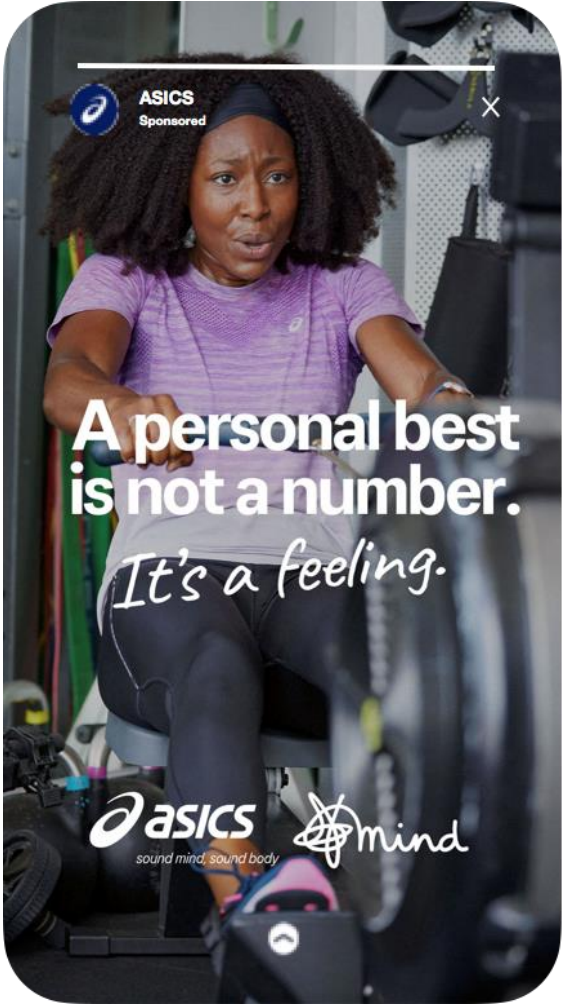
UPPER WINDSOR ST/CANAL ST	Banbury	OX16 5AX	52.05916837	-1.33179512
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# David Lloyd Gyms



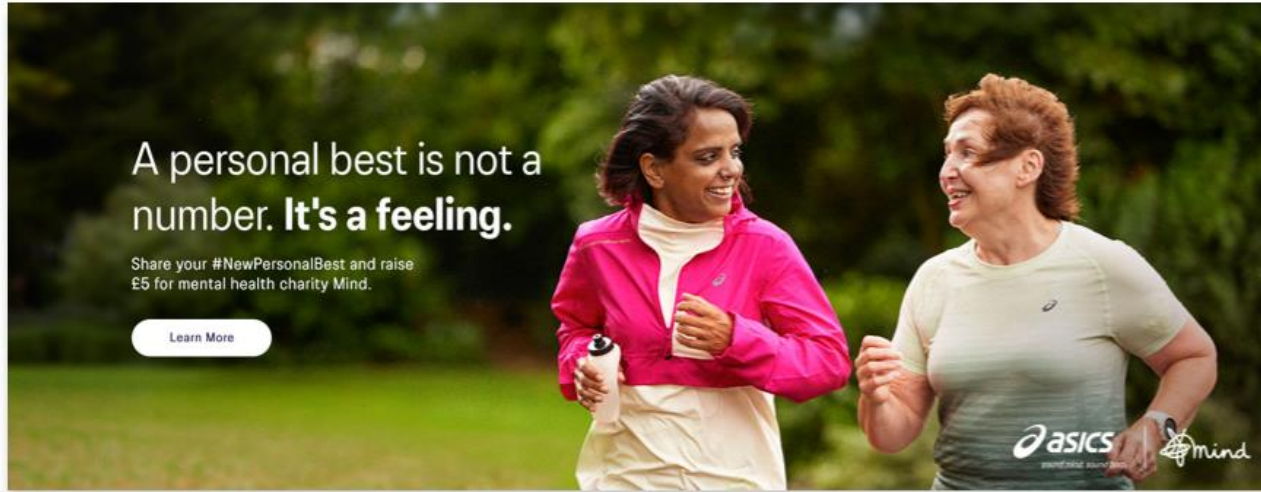
# Social media



ASICS channels



# Homepage banner asics.com/uk on World Mental Health Day



Subject line: Celebrating how exercise feels on World Mental Health Day

Preview message: Share your #NewPersonalBest

*Share how exercise makes you feel.*

## OneASICS email to registered consumers



*A personal best is not a number. It's a feeling.*

At ASICS, we've always believed in the benefit of exercise, not just on the body, but also on the mind.

That's why this World Mental Health Day, we're redefining a personal best to celebrate the way exercise makes us feel.

Our aim is to encourage more people to experience the mental benefits that physical activity can bring.

Join us and celebrate the way exercise makes you feel. Every image you share of yourself exercising with #NewPersonalBest will raise £5 for mental health charity Mind.



**ASICS & Mind.**

ASICS is a proud partner of the mental health charity Mind. This World Mental Health Day, we've teamed up with Mind to shine a light on the positive impact of movement, however small, to support better mental health.



Together, we hope to encourage more people to experience the feeling that movement can bring and raise funds for Mind's life-changing work.

**asics**  
sound mind, sound body



# ASICS will engage their FrontRunner Community to share their #NewPersonalBest...

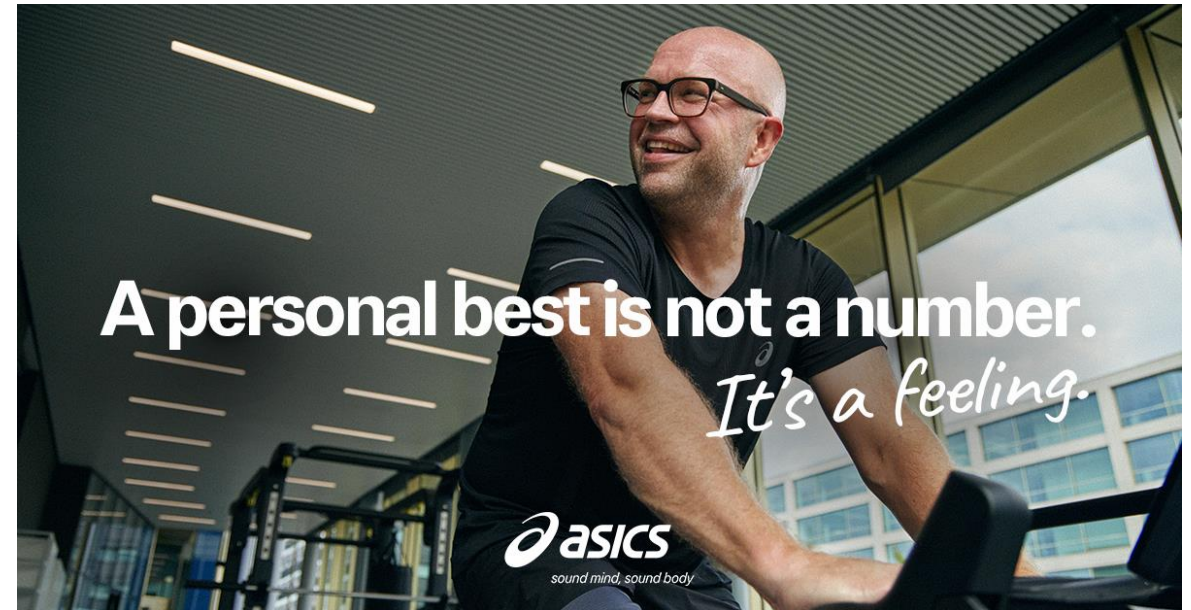


... and encourage ASICS and Mind staff and supporters to share their #NewPersonalBest from World Mental Health Day.

Will you join us and share your #NewPersonalBest?



Gary Raucher, EVP, ASICS EMEA



Carsten, Unbehaun, CEO, ASICS EMEA

You can do this online at this [Personal Best | Share your personal best \(asics.com\)](https://asics.com) or via social media - template and instructions available over the page.....



# Instructions for creating your social media image

Step 1 – Download Canva app

Step 2 – Create free Canva account

Step 3 – Open social media template link

Step 4 – Replace placeholder in Canva template with your own photo

Step 5 – Resize your own photo to fit

Step 6 – Save your New Personal Best image

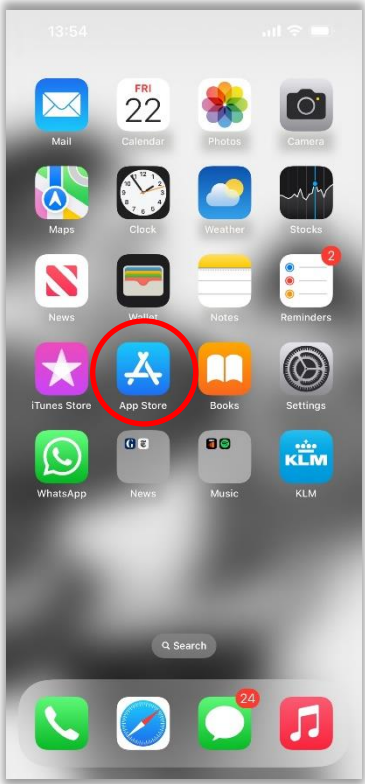
Step 7 – Share New Personal Best image to social platform



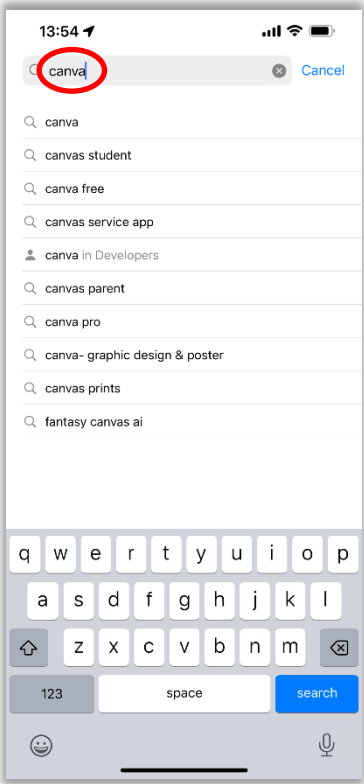
# Step 1 – Download Canva app

# iOS (Apple iPhone)

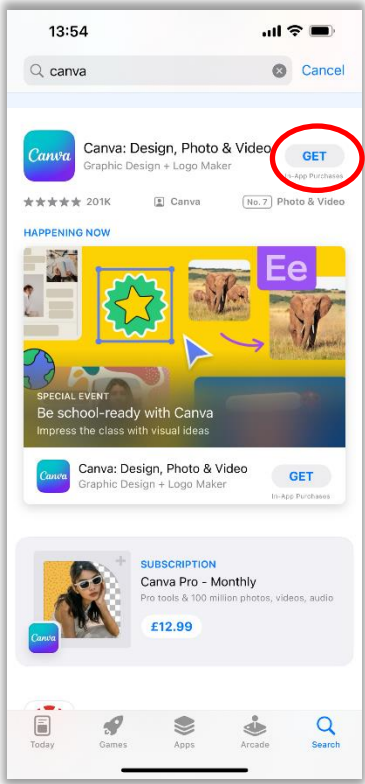
1) Open App Store



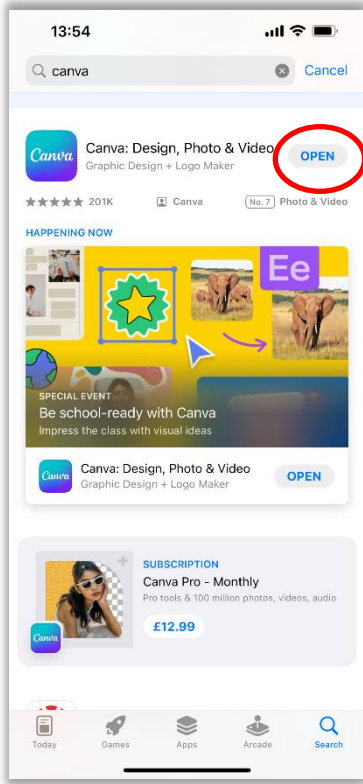
2) Search for 'Canva'



3) Click 'Get'



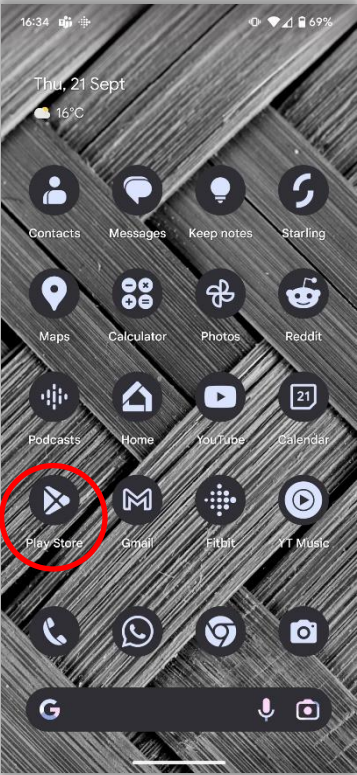
4) Canva app is ready



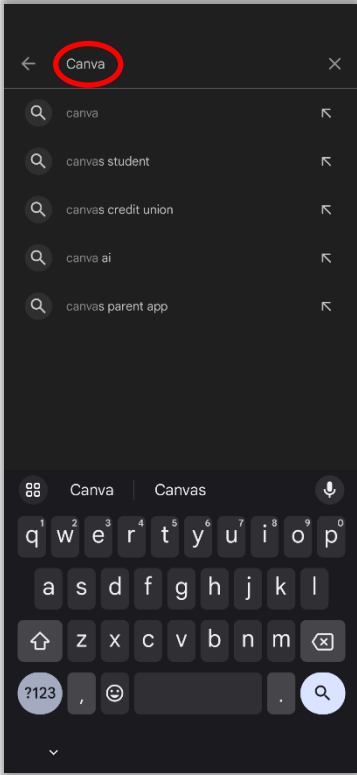
Note – Where the App Store is on your phone may vary, as will the look of your home screen.

# Android (Google Play Store)

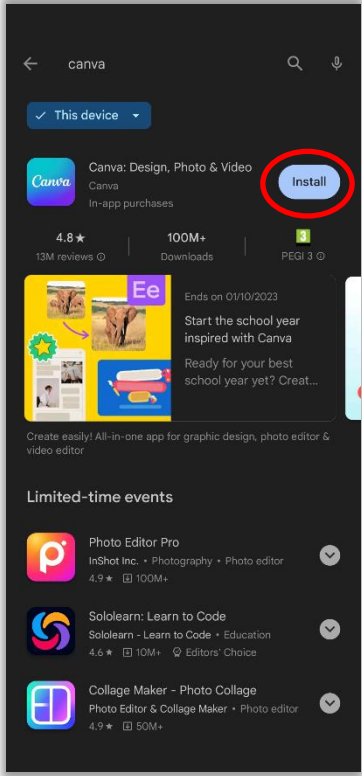
1) Open App Store



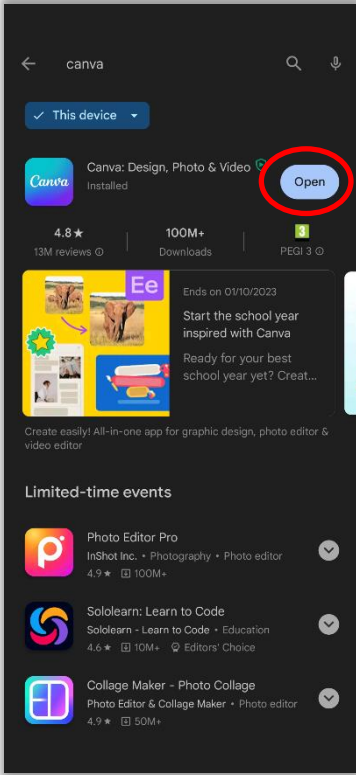
2) Search for 'Canva'



3) Click 'Install'



4) Canva app is ready



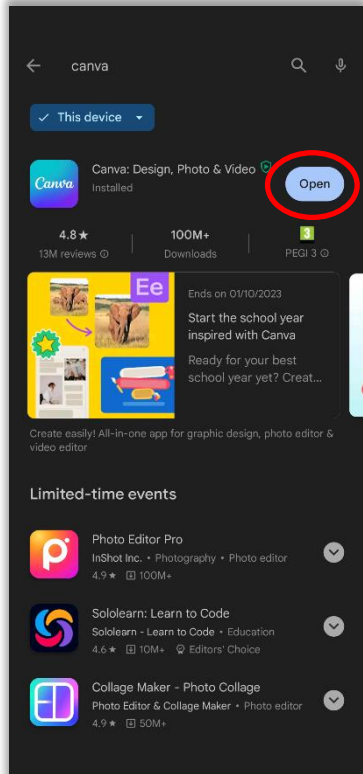
Note – Where the Google Play Store is on your phone may vary, as will the look of your home screen.

# Step 2 – Create free Canva account

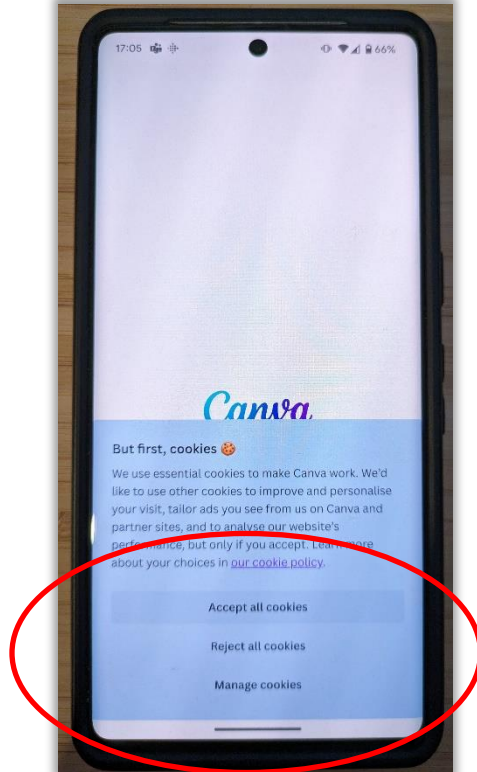
# Create free Canva account

Note – You will **not** need a Premium account for any part of this process – but Canva might try and get you to sign up (ignore any animated crowns)

## 1) Open Canva app

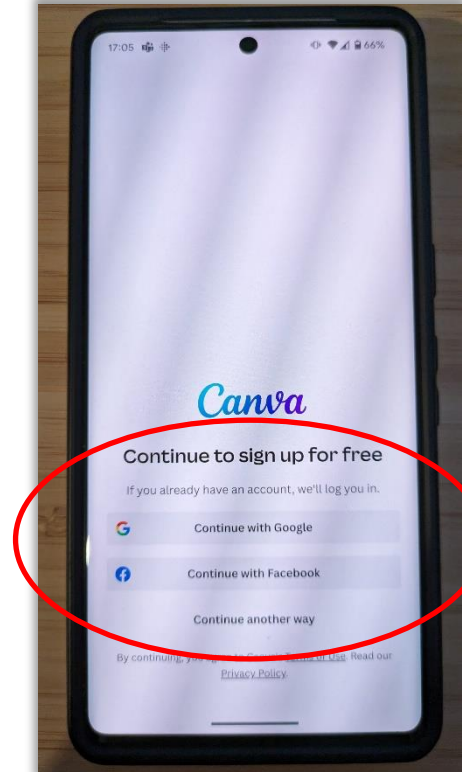


## 2) Accept or Reject cookies



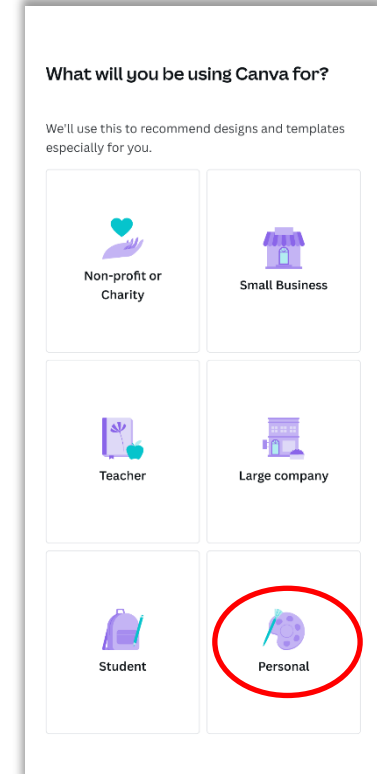
Note – Steps 2 & 3 disallow screenshots, hence photos of phone screen

## 3) Sign up for a free account (not Premium)



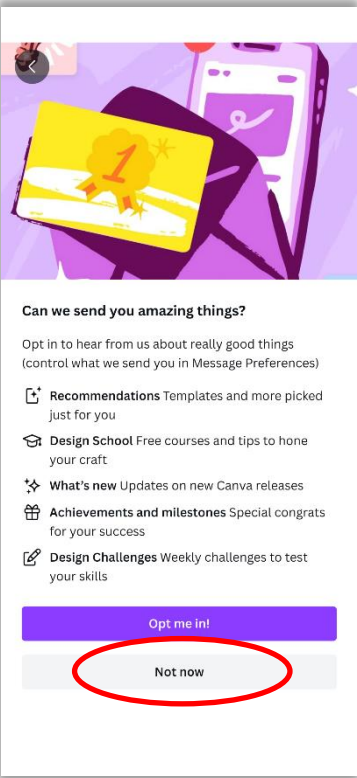
Note – Depending on how you sign up, you will probably be emailed a security code – enter this number into Canva when prompted.

## 4) Select 'Personal'

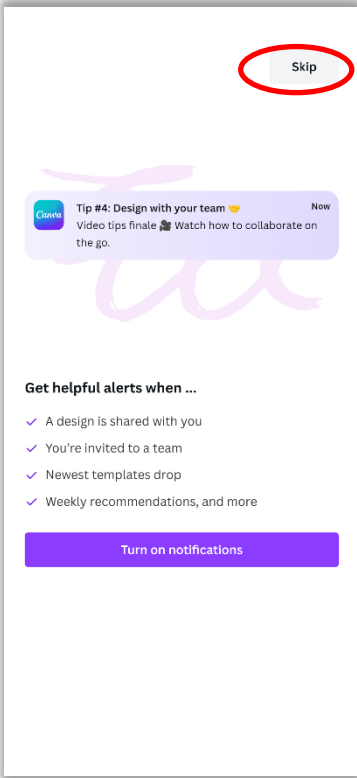


# Create free Canva account

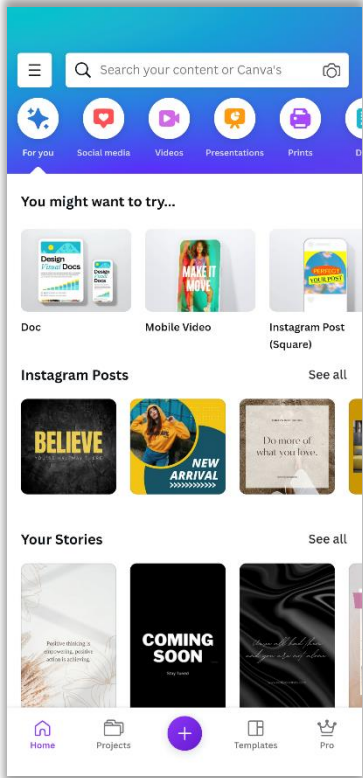
5) Click 'Not Now'



6) Click 'Skip'



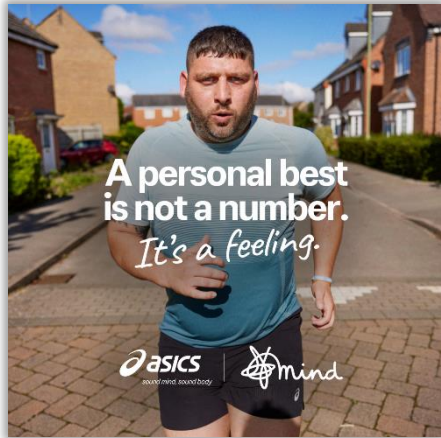
7) All set up



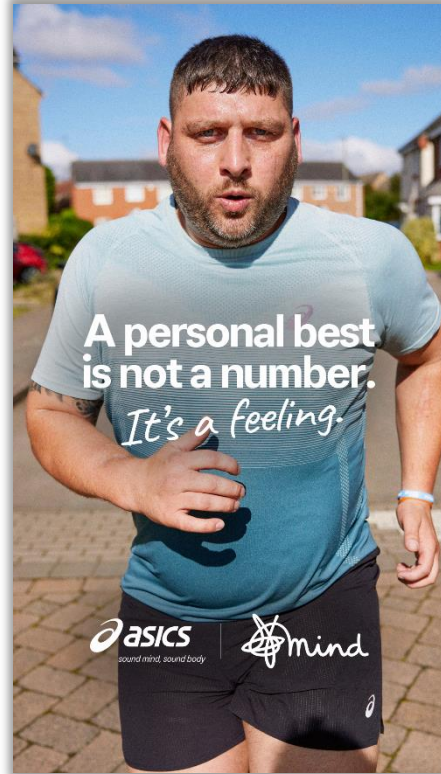
# Step 3 – Open social media template link

# Canva Template Link – click the link if using your phone or copy and send to your phone

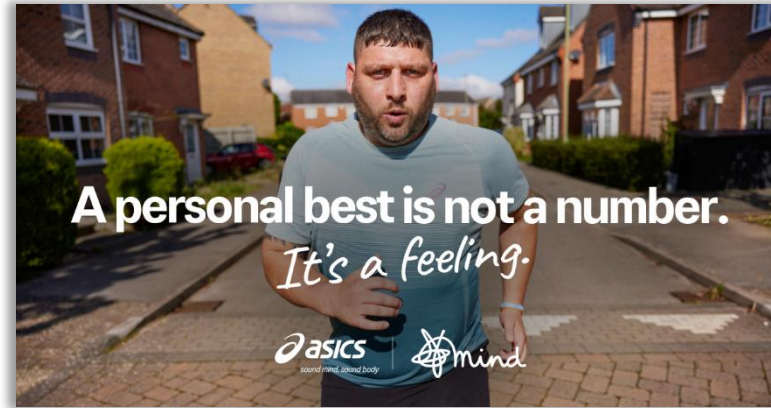
Square (1:1) for Instagram In Feed



Portrait (9:16) for Instagram Stories



Landscape (16:9) for LinkedIn



Click Picture to get taken to that Canva template

## Instagram Square -

[https://www.canva.com/design/DAFvETtqjUY/Ta4LCpQvSWKld7eyWxNODQ/view?utm\\_content=DAFvETtqjUY&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAFvETtqjUY/Ta4LCpQvSWKld7eyWxNODQ/view?utm_content=DAFvETtqjUY&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

## Instagram Portrait -

[https://www.canva.com/design/DAFvEQwA6Ug/3tDbuz9Y9RT0eUDosinlw/view?utm\\_content=DAFvEQwA6Ug&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAFvEQwA6Ug/3tDbuz9Y9RT0eUDosinlw/view?utm_content=DAFvEQwA6Ug&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

## Landscape LinkedIn -

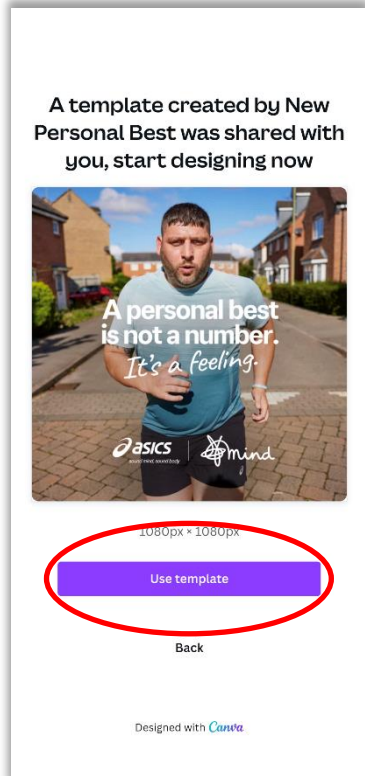
[https://www.canva.com/design/DAFve\\_KLYIA/AZEokYyu8BGxHIIH6HK67A/view?utm\\_content=DAFve\\_KLYIA&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAFve_KLYIA/AZEokYyu8BGxHIIH6HK67A/view?utm_content=DAFve_KLYIA&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)



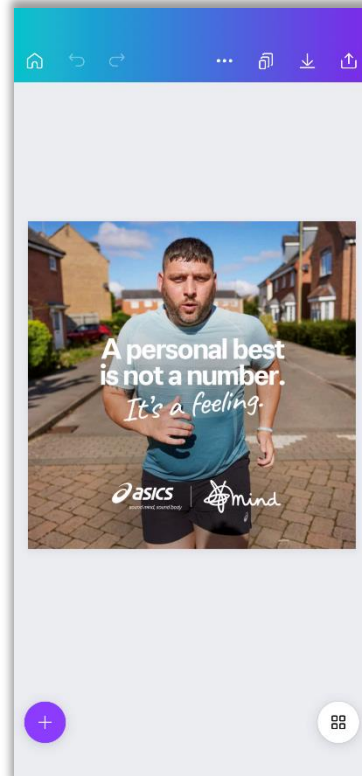
Step 4 – Replace placeholder in Canva template with your own photo

# Replace placeholder in Canva template with your own photo

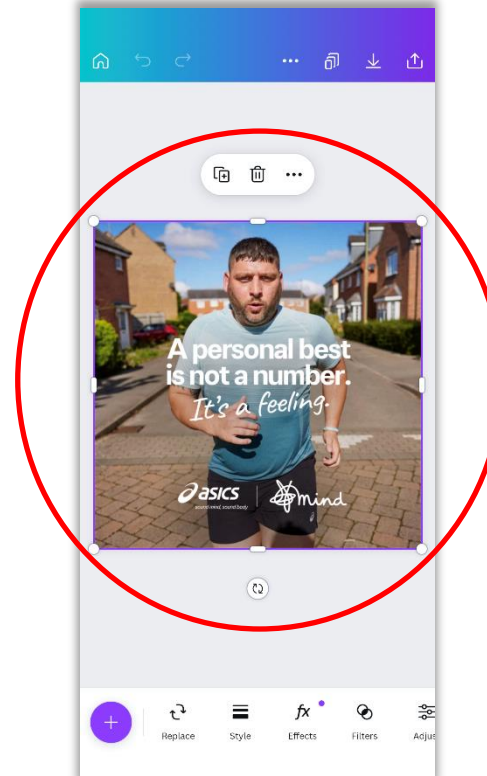
1) After clicking link, template will open.



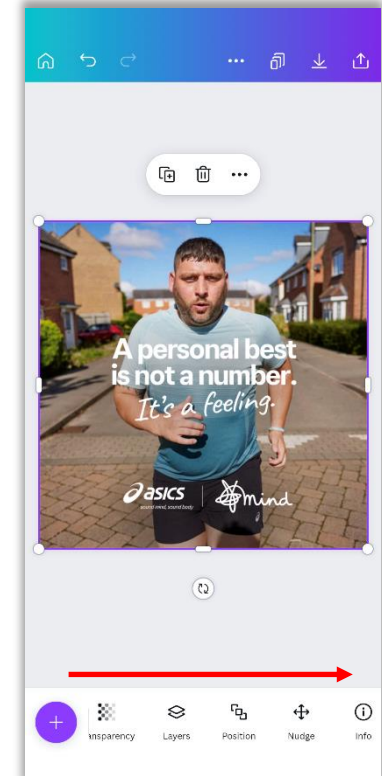
2) Template will open...



3) Click the image, then icons will show at bottom



4) Swipe right on bottom icons, find 'Layers'

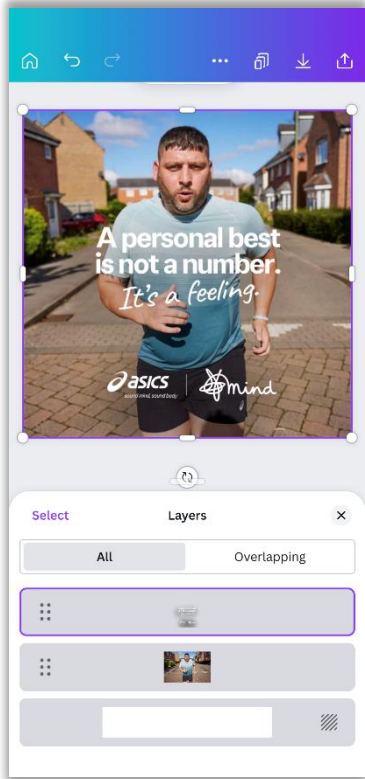


Click 'Use template'

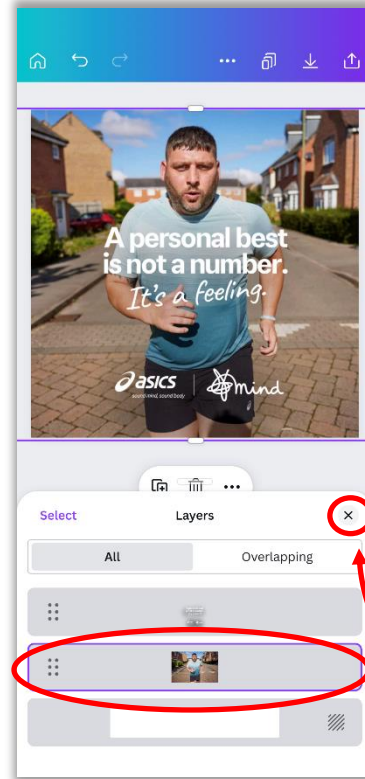
Note – You will **not** need a Premium account for any part of this process – but Canva might try and get you to sign up (ignore any animated crowns)

# Replace placeholder in Canva template with your own photo

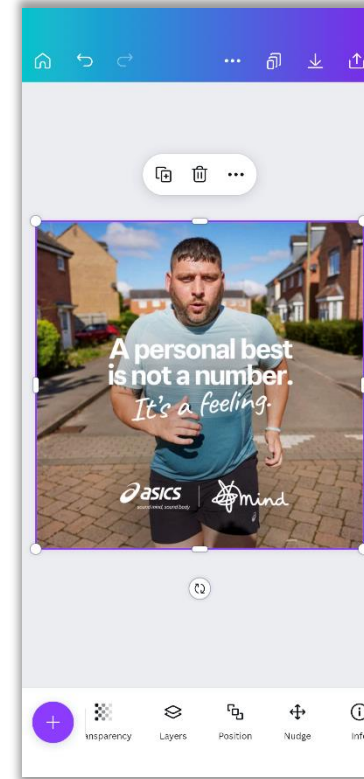
5) After clicking 'Layers' this will show:



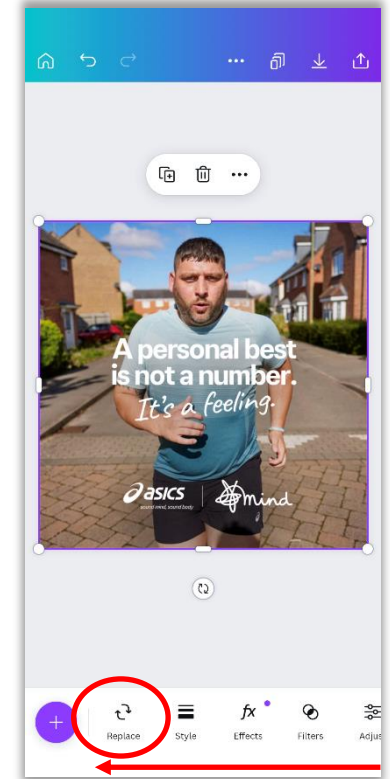
6) Click the Layer with the placeholder picture



7) After clicking 'x' you will see this again:



8) Swipe left on bottom icons, find 'Replace'



After selecting the image, click the 'x' in the top right of the bottom panel

Click 'Replace'

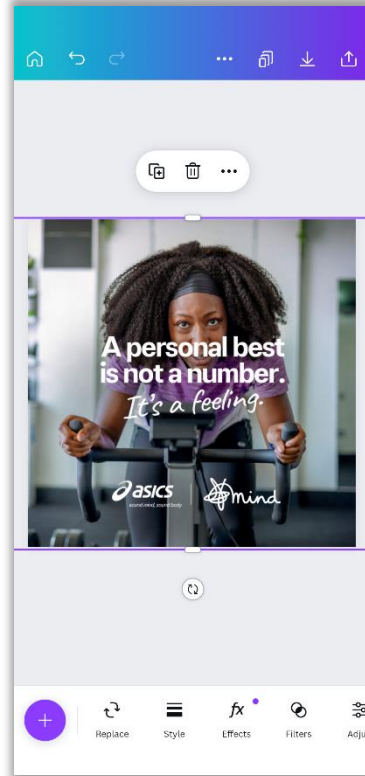
# Replace placeholder in Canva template with your own photo

9a) After clicking 'Replace' grant access for Canva to use your photos.

9b) Select the photo you would like to use.

(This process will look different depending on phone model.)

10) Your image will now be in Canva.



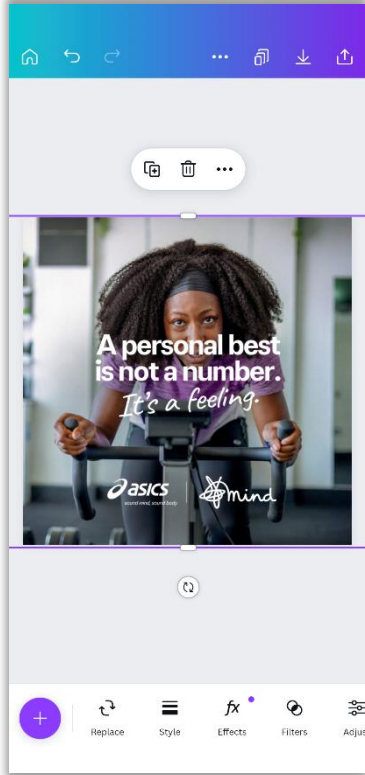
Almost done – carry on reading to resize your photo.

Click the 'x' in the top right of the bottom panel.

# Step 5 – Resize your own photo to fit

# Resize your own photo to fit

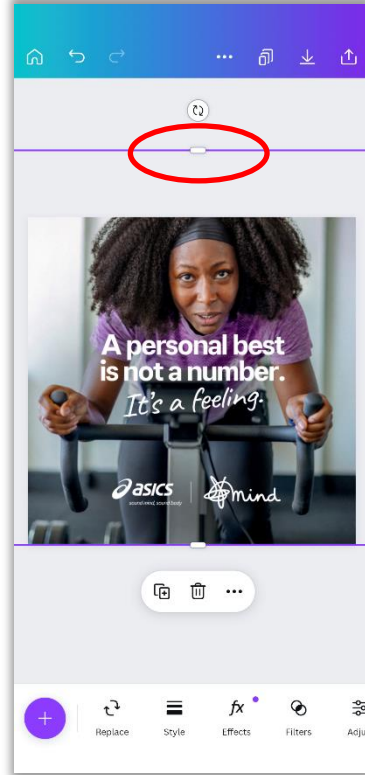
1) Your image is in Canva, but it might not be perfect...



Great photo – but the text is covering her face.

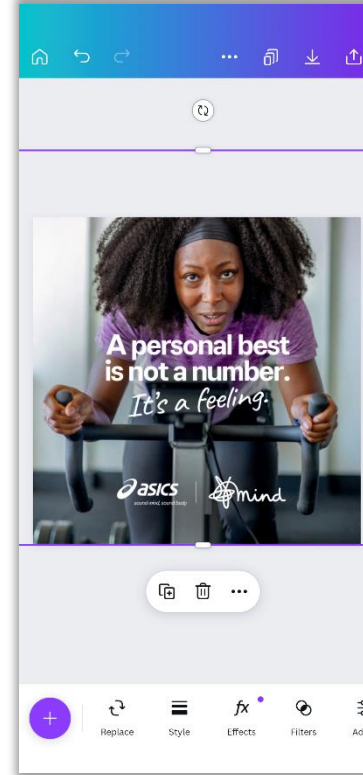
In some cases, there might be too much space on each side of the photo too.

2) Drag the white bars on the edge of the photo to resize:



By pulling the top bar 'up' we've made the photo bigger, meaning the text no longer covers her face!

3) Resize until you're happy.



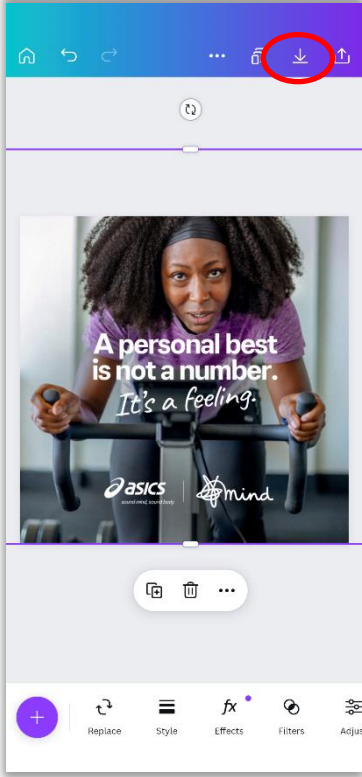
Just like in other phone apps, you can resize your photo as needed – do note that some photos may be better suited to different social media posts (square, portrait, or landscape.)

That's the hard bit out the way – carry on reading to download your image.

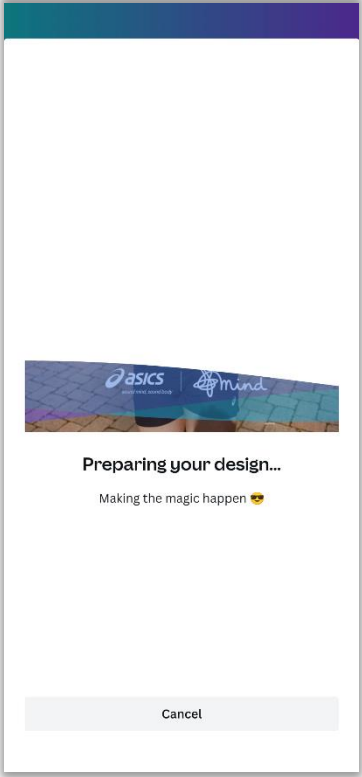
# Step 6 – Save your New Personal Best image

# Save your New Personal Best image

1) Once you're happy with your image click the down arrow in top right:



2) An animation will play as your image downloads



Your New Personal Best Image will now be downloaded to your phone – depending on make and model this may be in your camera roll, or perhaps saved in an album called 'Canva.'

Success. Now to share on Social Media.



# Step 7 – Share New Personal Best image to social platform

# Share New Personal Best image to social platform

1) Share image as normal on social media. Below is suggested copy guidance, but of course, personalise as you'd like:

## COPY OPTION 1:

This World Mental Health Day, at Mind we are joining @ [ASICS EMEA](#) to redefine a personal best to focus on how exercise makes us feel.

No times. No stats. No numbers. Simply the mental uplift of exercise captured and celebrated.

For me, a personal best is feeling fulfilled. Running gives me a sense of purpose. <insert your own personal best>

Join us and share how exercise makes you feel. For every #NewPersonalBest image shared ASICS will raise £5 for @ [Mind](#) to help us be there for everyone who needs us.

Find out more here: [asics.com/newpersonalbest](https://asics.com/newpersonalbest)

#NewPersonalBest #SoundMindSoundBody #WorldMentalHealthDay #MentalHealth

## COPY OPTION 2:

This World Mental Health Day, at Mind we are joining @ [ASICS EMEA](#) to redefine a personal best to celebrate how exercise makes us feel.

Research shows that millions of people are actually avoiding exercise because they find the world of sport and exercise intimidating.

That's why we're championing a more welcoming exercise culture by capturing and celebrating the mental benefits of exercise.

Join us and share how exercise makes you feel. For every #NewPersonalBest image shared ASICS will raise £5 for @ [Mind](#) so we can help more people with mental health problems to access the positive effects of exercising.

Find out more here: [asics.com/newpersonalbest](https://asics.com/newpersonalbest)

#NewPersonalBest #SoundMindSoundBody #WorldMentalHealthDay#MentalHealth

Thank you for all your  
support!

ASICS and Mind  
#NewPersonalBest

