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SapientNitro Launches 'Move You' for Lycra

By Erik Oster on September 22, 2014 12:55 PM



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SapientNitro has launched a new brand campaign for Lycra, its first since becoming AOR for the brand.

The global campaign, entitled "Move You," kicked off with a broadcast spot — which has 60, 30, and 15-second variations — that broke last night in Brazil. Loosely inspired by Victorian-era photographic pioneer **Eadweard Muybridge**, and directed by **Philippe André**, the spot shows a woman in different environments encompassing a typical day. She bursts into sudden dance-like movement, with a time-lapse effect creating a trail showing the freedom of movement made possible by Lycra products. It makes for a visually compelling ad which fits with the brand's message, even if it takes a second to pick up on when first viewing.

The print campaign, shot by acclaimed photographer **Rankin**, employs a similar approach. Additional aspects of the campaign include "a trade-targeted website and point of sale, followed in 2015 by consumer digital, social and innovative in-store activity."

Credits

TV

Client: INVISTA™

Product: LYCRA®

Agency: SapientNitro

Creative Director: **Justin Barnes**

Agency Producer: **Stephen Worley**

Client Services Director: **Mike Falconer**

Account Director: **Naomi Hirst**

Production Company: Independent Films

Director: **Philippe André**

Producer: **Cathy Green**

Director of Photography: **David Ungers**



Les grands classiques du design

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DiGennaro Communications in New York, NY

Associate Advertising Agent

Trunk Archive in New York, NY

Digital Media Supervisor

Director of Photography: [David Ungaro](#)

Editing: Final Cut

Post-Production and Visual Effects: Glassworks

Music: Nouvelle Vague, "Dance With Me"

Sound production: Wave

PRINT

Client: INVISTA™

Product: LYCRA®

Agency: SapientNitro

Photographer: [Rankin](#)

Creative Director: [Justin Barnes](#)

Client Services Director: [Mike Falconer](#)

Account Director: [Naomi Hirst](#)

Art Buyer: [Sophie Hinds](#)

Post-Production: PICS Picture and Imaging Consultants

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Tags: [Cathy Green](#), [David Ungaro](#), [Eadweard Muybridge](#), [Justin Barnes](#), [Mike Falconer](#), [Naomi Hirst](#), [Philippe Andre](#), [Rankin](#), [Sophie Hinds](#), [Stephen Worley](#)

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Director, Insights and Data Science

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Creative Exchange Agency in New York, NY

Senior Copywriter

KSV in Burlington, VT

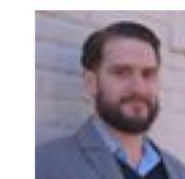
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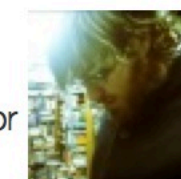


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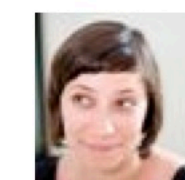
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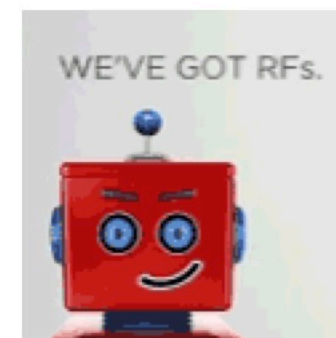


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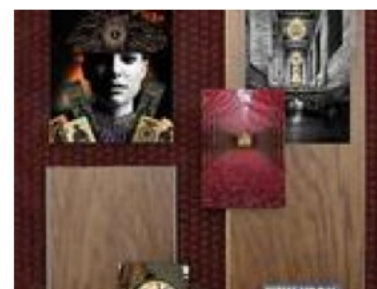


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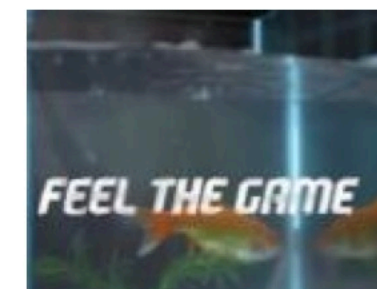
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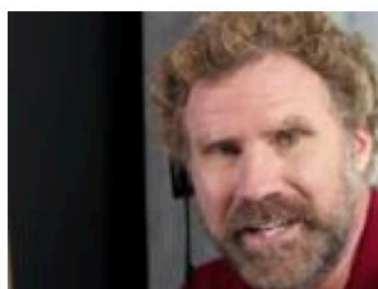
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