

Reebok

THE ORIGINAL GRIND

Reebok Conceptual Campaign

PRESENTED BY:
HARAGOBINDA SAHOO

THE BRAND



Reebok is a global sportswear brand rooted in authentic fitness culture.

It has a strong legacy in **training, representing discipline, effort, and consistency over time.**

Unlike trend-driven fitness brands, Reebok focuses on **real performance and long-term dedication.**

A person in a blue shirt is performing a pull-up against a city background. The image is overlaid with the text 'Rebuild your style' in a large, white, sans-serif font. The word 'Rebuild' is on the top line, and 'your style' is on the bottom line, both centered horizontally.

Rebuild your style

INSIGHT

Fitness today is often performative and aesthetic-driven.

Workouts are shared, documented, and stylized.

However, true discipline is not visible in performance. It is built quietly through repetition, effort, and consistency.



TARGET AUDIENCE

- Age: 20–40
- Urban, fitness-oriented individuals
- Value authenticity over trends
- Appreciate discipline, consistency, and real effort
- Active on social media but sceptical of performative culture

DYNAMIC VALUE CHANGE: THE AUDIENCE STORY

Exhausted by the shallow culture of "look-at-me" gym-goers who prioritize taking photos over building strength.

Reebok offers the "Original Grind" campaign as validation for a new type of athlete.

Reclaiming the gym as a sacred space for the "**Ghost Athlete**" - one who values the grit and repetition of true effort over aesthetic results or likes.

STRATEGIC STATEMENT

For young individuals who value authenticity and discipline,
Reebok represents the original fitness grind,
because true effort is built over time, not performed.



This campaign explores the **visible evidence of effort.**

Instead of showing the product, it focuses on what the product enables **sweat, strain, and repetition.**

The product is never shown.

Only what it creates.

A person with short blonde hair is shown from the chest up, wearing a black Reebok tank top. Their face is splashed with water or sweat, and they have a determined expression. The background is a blurred outdoor setting. The word 'CONCEPT' is overlaid in large, bold, yellow capital letters. The Reebok logo is visible on the person's shirt.

CONCEPT



THE GRIND ISN'T GIVEN.



Reebok



DISCIPLINE LEAVES A MARK.



Reebok



BUILT ON REPETITION.

FINAL CONCEPT

The campaign focuses on the visible marks of effort not the product itself.

Sweat, strain, and repetition become the core visual language.

By removing the product, the focus shifts to what the product enables rather than what it looks like.

It shifts attention from performance to the process of building real strength.

PRODUCTION APPROACH

Shot in a real gym environment to maintain authenticity.

High-contrast lighting highlights sweat, texture, and physical strain.

Minimal styling keeps the focus on effort and discipline.

Capturing raw, unfiltered moments of training.



VISUAL STYLE

- High contrast lighting
- Focus on texture (sweat, skin, surfaces)
- Minimal composition
- Dark, controlled tones
- Emphasis on realism over perfection

WHY IT WORKS

- Moves away from performative fitness culture
- Focuses on authenticity and real effort
- Uses relatable, human-centered visuals
- Builds emotional connection through discipline
- Aligns with Reebok's heritage of true training culture

DISCIPLINE LEAVES A MARK.

*Not in what you show —
but in what you build.*

Reebok.