

## **ASOS unveils multi-territory advertising campaign**

**5<sup>th</sup> October 2021:** ASOS, one of the world's leading online retailers, today unveils a broad reach, multi-territory advertising campaign. Targeted at ASOS' core twenty-something female customers, the three-month, seven figure, high frequency activity will run across VOD, social and programmatic channels in the UK, France and the US.

Developed by ASOS Creative Lab, The Sunshine Company, Byte London and Smuggler Productions, the campaign centres on an evocative ad directed by Ricky Saez, which shows style lives being lived in different contexts and countries, from behind the scenes, out on the streets and spaces in between. Celebrating how fashion inspiration comes from everywhere, it reaffirms ASOS as relevant and inspirational during the key peak shopping period.

The ad will be deployed across international video-on-demand and via social channels. Here, a renewed interpretation of the ASOS' founding 'As Seen On Screen' idea of fashion inspiration and access is brought to life transitioning between the phones of the talent featured in the creative, including up-and-coming musician Sasha Keable, philanthropist Eva Apio and activist Gabrielle Richardson, aka Frida Cash Flow.

Mirroring the way fashion inspiration flows from person to person, the content was co-created by these influencers, all of whom submitted self-filmed footage for inclusion in the 150+ social assets and tailored to how ASOS' customers discover fashion inspiration on each of these platforms.

John Mooney, Global Brand Creative Director, ASOS said: "It's incredibly exciting to be launching this new advertising. It's smartly planned, targeted and timed, and the creative embodies ASOS' belief that inspiration comes from everywhere, no matter who or where you are, while positioning the brand as a creator, curator and champion of style. The screens have changed, but at our core we're still about as seen on screen."

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### **About ASOS**

ASOS is an online retailer for fashion-loving 20-somethings around the world, with a purpose to give its customers the confidence to be whoever they want to be. Through its market-leading app and mobile/desktop web experience, available in ten languages and in over 200 markets, ASOS customers can shop a curated edit of over 85,000 products, sourced from a constantly evolving mix of more than 850 of the best global and local third-party brands and its range of fashion-led in-house labels – ASOS Design, ASOS Edition, ASOS 4505, ASOS Luxe, As You, Collusion, Reclaimed Vintage, Topshop, Topman, Miss Selfridge and HIIT. ASOS aims to give all of its customers a truly frictionless experience, with an ever-greater number of different payment methods and hundreds of local deliveries and returns options, including Next-Day Delivery and Same-Day Delivery, dispatched from state-of-the-art fulfilment centres in the UK, US and Germany.