



ARENA A NEW IDENTITY FOR ARENA'S LATEST PRO SWIMWEAR RANGE

We have created a new name, identity and teaser video for the launch of Arena's flagship Olympic product range. The new name will be unveiled when the range launches in Q1 2012.

Arena is the authentic waterwear brand for athletes and real sports lovers. Lambie-Nairn was briefed to create a name and identity for this latest swimwear line, along with a teaser video to announce the product launch.

The new identity fits seamlessly within Arena's existing professional swimwear portfolio, whilst highlighting the unique properties of this new range.

Having created the name and identity, we were asked to produce a teaser video that would engage and inspire the Arena sales team. The film uses existing footage interspersed with bespoke animations and specially commissioned music to really reflect that sense of rivalry and competition amongst professional swimmers.

The new range will be worn by the Arena elite team during the 2012 Olympics and will be available to the general public in September 2012.