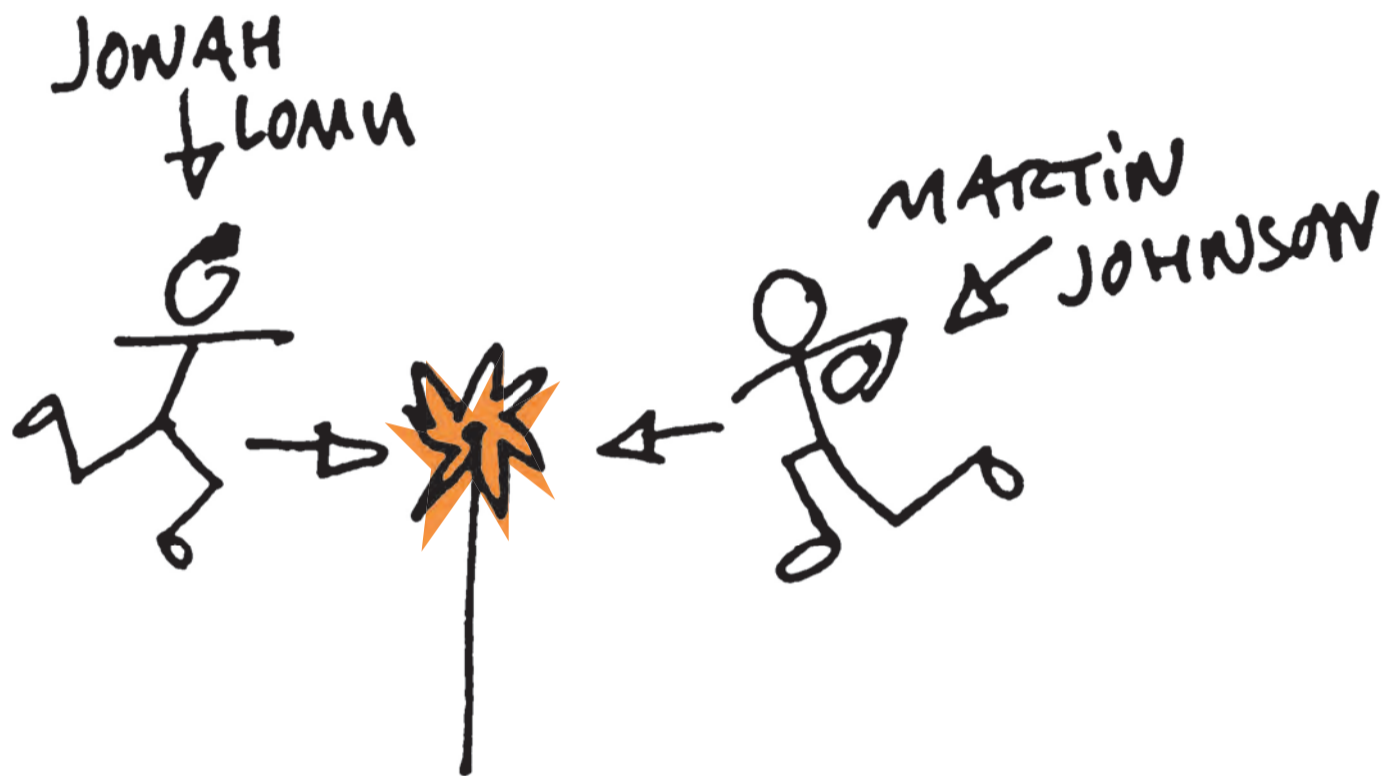




MAKING IMPACT







WHAT DOES  
IT FEEL LIKE  
TO BE HERE?

**Why did we bring the world's greatest rugby players together and cover them in acrylic paint?**

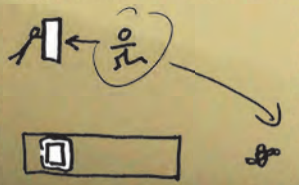
**Impact.**

**The force generated when two or more world-class rugby players collide is awesome.**

**So when we set out to create the Rugby World Cup campaign for adidas, we wanted to do more than just make some ads.**

**We wanted people to see and experience what it feels like to be hit.**





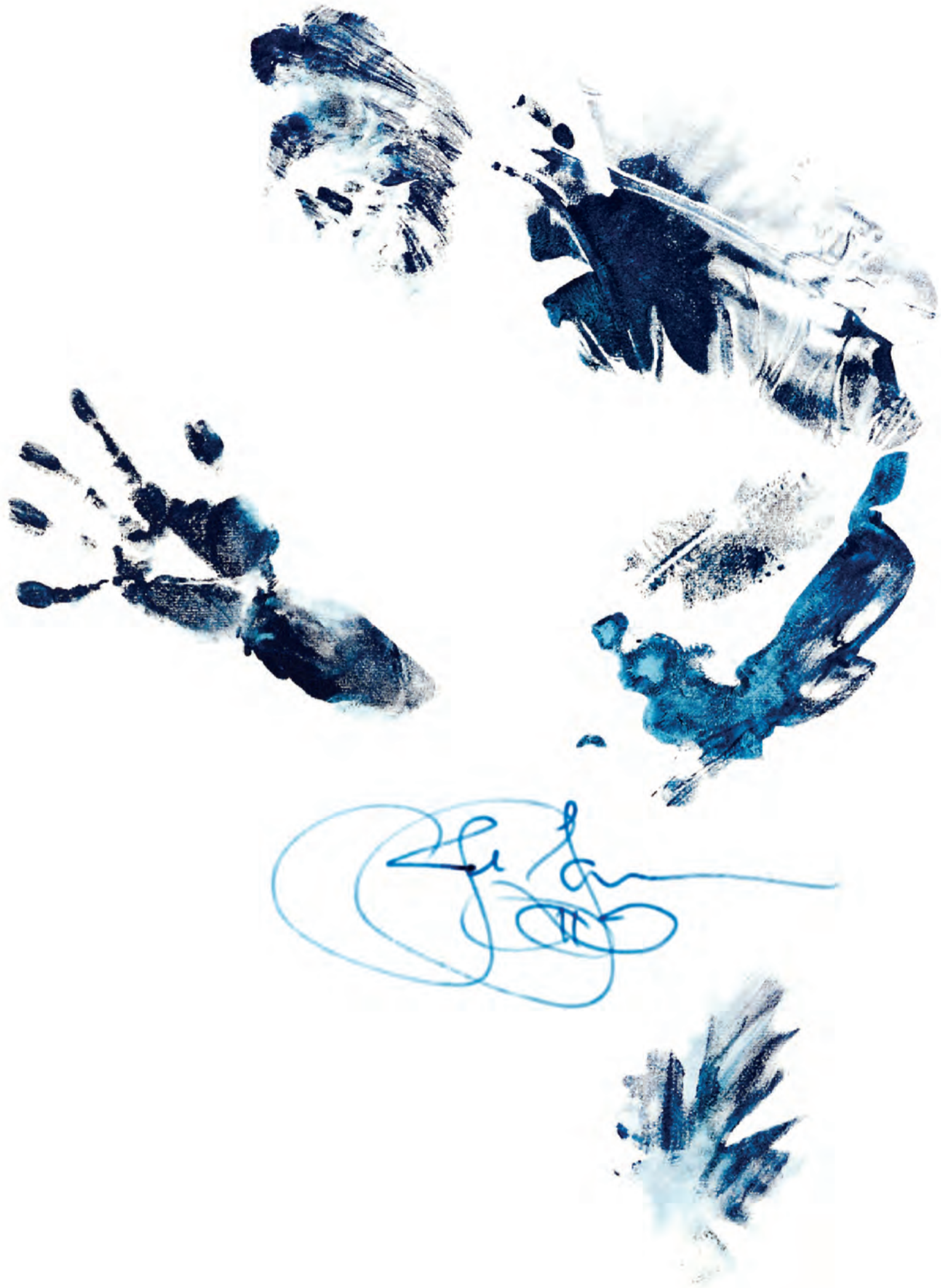
09 08 03 WIMBLEDON, ENGLAND











Jonah Lomu  
New Zealand All Blacks  
Self-portrait #3



**Jonah Lomu**  
New Zealand All Blacks  
Self-portrait #8



**Jonah Lomu**  
New Zealand All Blacks  
Self-portrait #10



**“I wanted to hang it in the bedroom but the wife wouldn’t let me. So it’s in the living room.”**

**Kees Meeuws, New Zealand All Blacks.**



01/10/03: The Guinness Storehouse Exhibition Hall, Dublin.  
The original self-portrait canvasses make their professional debut before becoming part of a worldwide traveling exhibition.

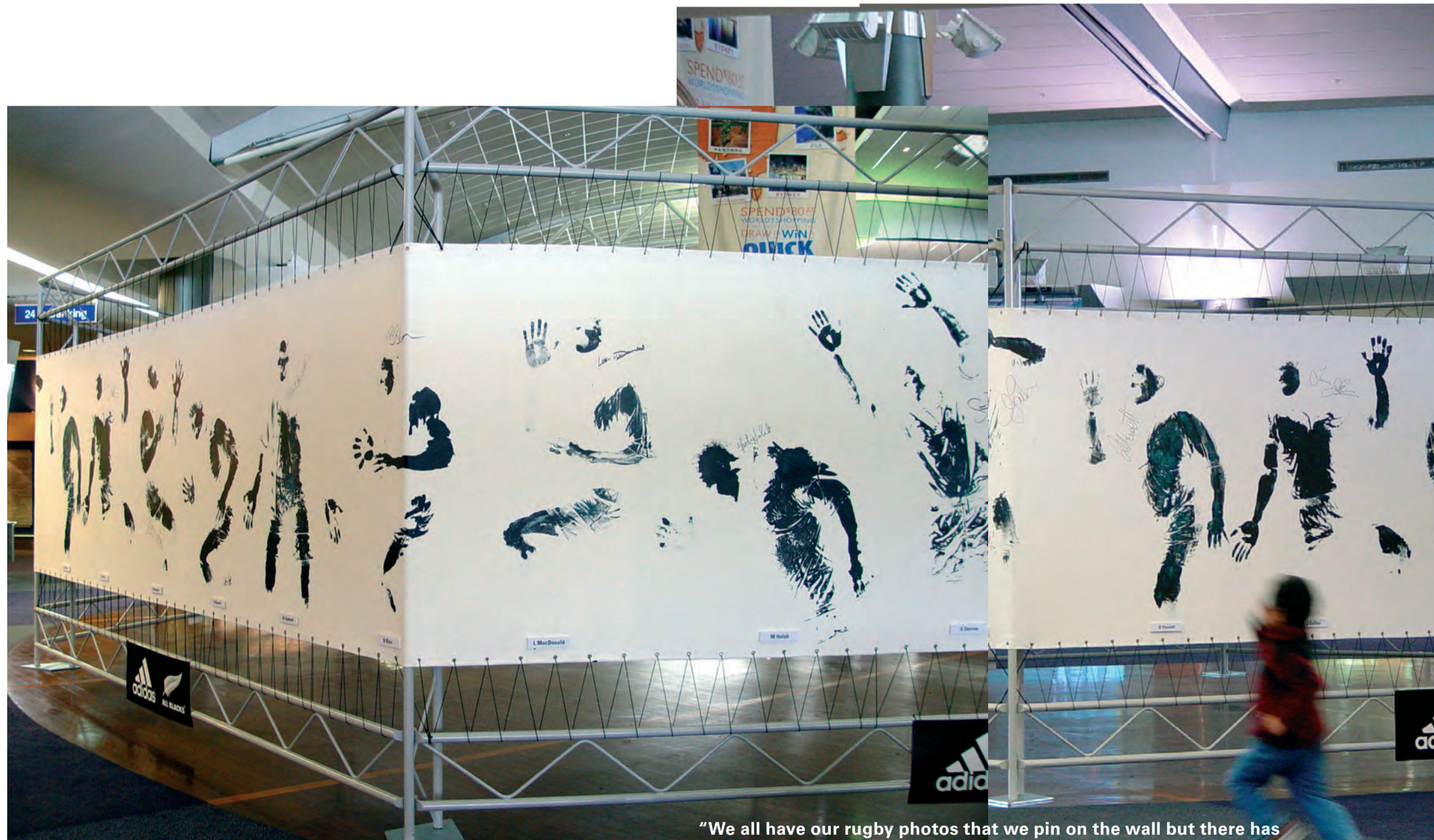


**HENRY:** Glenda Gilsean, you've showed up here to the Art Exhibition. You're a model and you're actually going out with Brian O'Driscoll who took part in this Exhibition. What do you think of them? **GLENDA GILSEAN:** I think they're absolutely excellent, a brilliant idea, completely different than anything else, yes they're great, really good. **HENRY:** And what did Brian say about the pictures and taking part. Did other international players sit on top of him to get this impression? **GLENDA GILSEAN:** Well, when he told me about it I thought it was a very good idea that they painted themselves in black paint and then smacked themselves up against this punch bag, which is great, but yea, he did it with other rugby players which I thought was very funny because he was in the shower for forty-five minutes the cold water came eventually he used a bowl of cold water and then one of the English captains came in after him so he just did a runner out of the shower, he was afraid to stay there, you know. **HENRY:** So, forty-five minutes it took to get the ink off him? **GLENDA GILSEAN:** It did, yea, he thought it would take only a few minutes but it took him that long. **HENRY:** So the rest of the players had to have cold showers? **GLENDA GILSEAN:** Yes, absolutely and I think he was a bit afraid of that because the size of the other guys coming in after him, you know, he may have to use another bowl of hot water. **HENRY:** Will you be going to Australia to see Brian? **GLENDA GILSEAN:** Well, depending on, if they get into the semi-finals I think I'll go over but this is my busiest time as well so I think for the moment I'll be watching him on TV and then after that if they do get in, yes. **HENRY:** Have you spoken to him in Australia? **GLENDA GILSEAN:** I have. I was on to him there a few minutes ago, yea. He's out sunbathing himself on the beach today because the weather is good. Yes, I've spoken to him. Most days, but the time difference is hard so when I'm getting into bed he's getting up, so you know, I have spoken to him, yes. **HENRY:** Do you think Ireland will make it to the Semis? **GLENDA GILSEAN:** Hopefully. They're strong, yes, I think that they're a strong team and they're a lot different that they were at the start of this year, like they're really a good team now so, hopefully.

Glenda Gilsean is the girlfriend of Brian O'Driscoll, captain of Ireland.  
This is an excerpt from Ireland's Dublin Life radio programme, on Talk 106.  
9 minutes 6 seconds.



01/09/03: Devonport Naval Base, Auckland.  
 When the rest of the All-Blacks squad saw the self-portraits their teammates had created in Europe, they requested a version of their own.

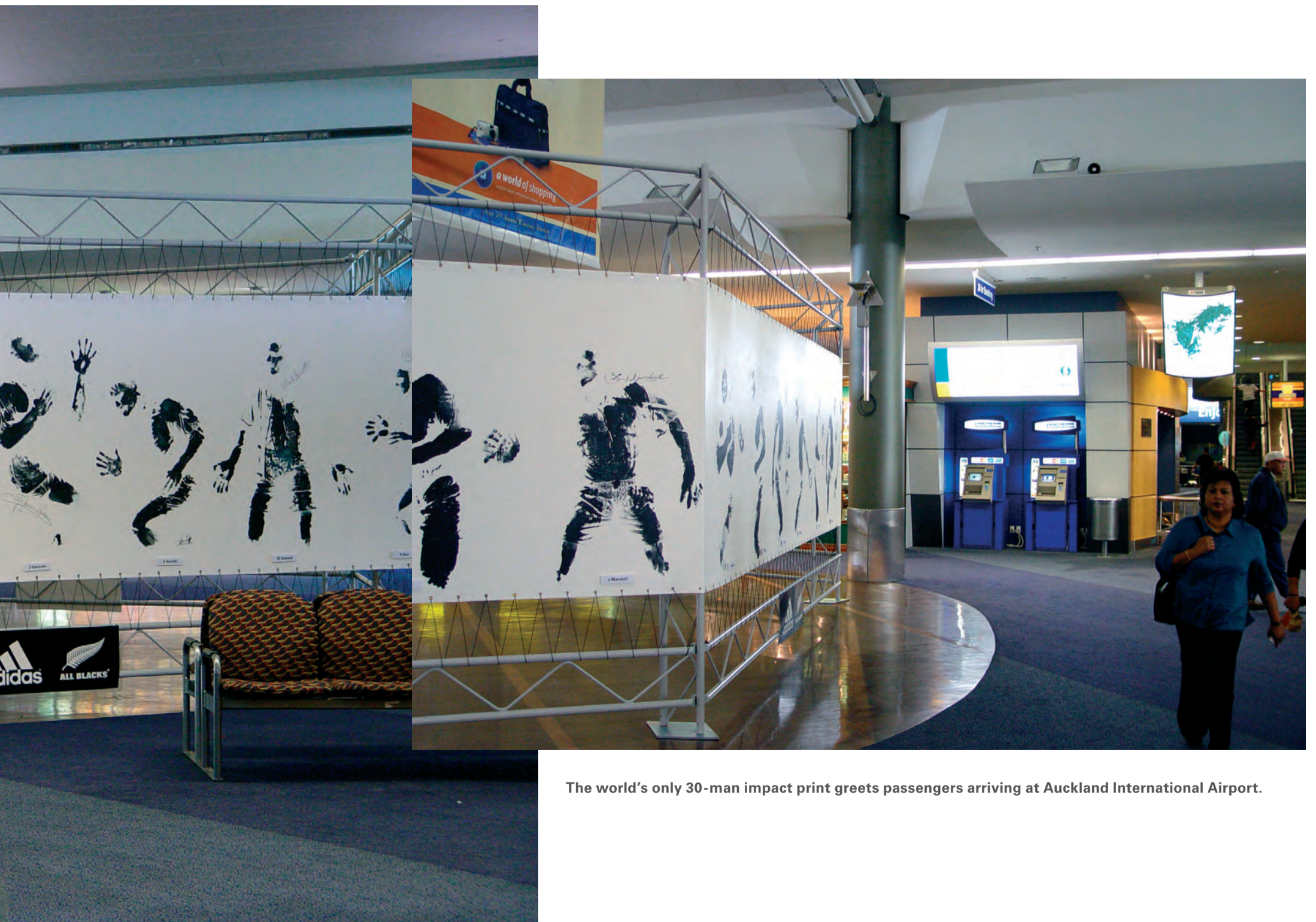


"We all have our rugby photos that we pin on the wall but there has never been the likes of this to hang up. It will be nice to look back on ..."

"I think it conveys the high impact of the game. It gives people another view of how your body makes contact with other players ... I think people will stare at it favourably, and think its quite cool."

*Justin Marshall, New Zealand All Blacks*





The world's only 30-man impact print greets passengers arriving at Auckland International Airport.



FOREVER SPORT  
**adidas**

*Jonny Wilkinson*  
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10/10/03: Great Eastern Street, Shoreditch.



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MANHATTAN BOULEVARD

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# The Daily Telegraph

The Daily Telegraph  
Auckland edition

**Zadie Smith**

on the art of reading

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**Pamela Stephenson**

talks about her marriage to Billy Connolly, her new book - and her other life as a professor

EXCLUSIVE Interview by Michael Shelden in WEEKEND



BRITAIN'S BEST-SELLING QUALITY DAILY

Saturday, September 27, 2003 No. 46,125 90p

## Minister attacks Left as stuck in the past

By Rachel Sylvester and Toby Helm

TONY Blair was heading for his most bruising confrontation with the Labour Left last night after John Reid, the Health Secretary, accused party traditionalists of being "conservatives" who are stuck in the 1970s.

On the eve of the Labour Party conference - at which the Government faces a string of defeats - Mr Reid, one of the Prime Minister's most loyal lieutenants, said rebel trade unionists, MPs and party members were out of touch with the modern world. "There are some very sincere people who ultimately are conservatives because they want to maintain the status quo," he said in an interview with *The Daily Telegraph*. "For 25 years I've heard the same arguments from elements of the Left who have said any change is betrayal. There are some people in the Labour Party who consider themselves ideologues, but what they are is dogmatists."

His comments, which echo Mr Blair's attack on the "forces of conservatism", will inflame Left-wingers who plan to use the Bournemouth conference to demand a return to traditional Labour values. The four biggest unions, Amicus, the TGWU, the GMB and Unison, are joining forces to highlight the pensions crisis, the loss of jobs in manufacturing, workers' rights and public service reforms.

Mr Reid said the new generation of Left-wing trade unionists was "a sad echo of a failed Labour past". He added: "There's no future in the 1970s Labour Party."

"I sometimes think that some of those people come together under the banner of Few - Fed up with Winning - because they appear to prefer to be in opposition but pure. As Nye Bevan once said: 'If it's purely and impotence you want then join a convent'. You have to make compromises with the electorate."

The uncompromising message is a sign that Mr Blair is likely to face down his critics rather than try to mend fences with disillusioned Left-wingers. Many are annoyed with the Government over the war in Iraq, foundation hospitals and university top-up fees.

Mr Reid said many of the opponents of reform were the same people who had resisted change in the Labour Party. "If that mentality had prevailed from 1983 to 1997 Labour would never have formed a government and would have been lucky to remain alive," he said.

"And if Labour does not find a way to apply our values to the ambitions of today's working people, then the institutions we attempt to conserve (such as the NHS) will become redundant." The gulf between the sides was further highlighted when Tony Woodley, who takes over next month as leader of the TGWU, warned that Labour could suffer its "Doomsday" at the next election if the Government did not return to traditional values.

"This is not a case of being bloody-minded or awkward," he said. "For crying out loud: stop listening to big business and the rich and powerful and start listening to the supporters and activists whose efforts and help you need."

Alan Milburn, the former health secretary, accused Labour of lacking vision, half-way through its second term. "Labour is at a crossroads," he said. "Beneath the fog of doubt overhanging Tony Blair is a sense that his government is drifting and lacks purpose."

But he insisted there was no alternative to Mr Blair. "He scares the pants off our opponents because he is head and shoulders above any other politician, precisely because he combines determination and passion about implementing Labour's values with the recognition that nowadays it has to be done in a quite different way because we live in a different world."

Interview: Page 12

### Telegraph YouGov Lib Dems closing in on Tories

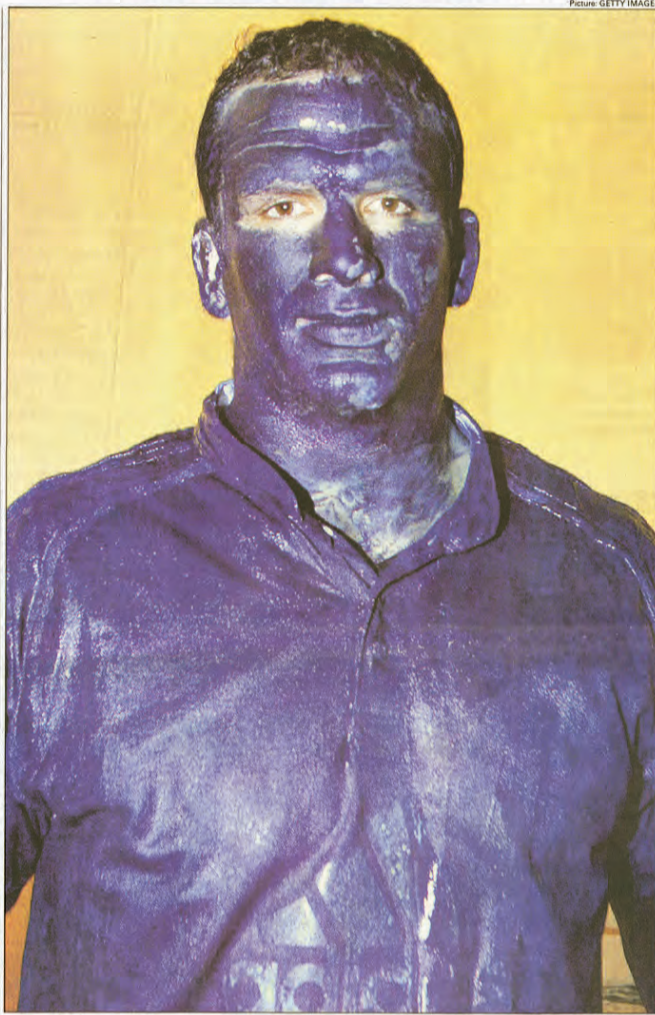
By George Jones Political Editor

THE Liberal Democrats are close to challenging the Conservatives as the main opposition party after their by-election success in Brent East and a publicity boost from their party conference. A YouGov poll for *The Daily Telegraph* today shows the three main parties neck and neck - with only two points separating them. Although the Tories have held on to a slender lead over Labour, the Lib Dems are the main beneficiaries of the damage inflicted on the Government by the Hutton Inquiry and the failure to find weapons of mass destruction in Iraq.

The poll puts the Tories on 32 per cent (down five on last month), Labour 31 (down four) and the Lib Dems on 30 - up 10 points.

For the first time since the alliance between the Liberals and the short-lived Social Democratic Party 20 years ago, there is the prospect of a three-way political contest.

Analysis: Page 13 Editorial Comment: Page 27



England star turns All Blue

AT ALMOST 6ft 6in and more than 18 stone he is used to intimidating the opposition on the rugby pitch. But the war paint gives this England star an even more fearsome appearance as he prepares for the World Cup next month. To find out who turned blue to face the All Blacks see Page 5



Morrison can bid for Safeway

The supermarket group Wm Morrison was the only firm to be given the go-ahead yesterday to make a takeover offer for Safeway. Patricia Hewitt, the Trade Secretary, said that Tesco, Sainsbury's and Asda, which is owned by America's Wal-Mart, should be prohibited from buying Safeway. Pages 31 & 33

Pop star dies

Robert Palmer, the British pop star who sang *Simply Irresistible* and *Addicted to Love*, died of a heart attack in a Paris hotel yesterday. He was 54. Pages 7 & 29

## Measles is spreading as parents shun MMR

By CELIA HALL Medical Editor

THE uptake of measles, mumps and rubella vaccination has fallen to its lowest level since the programme became established while cases of measles are climbing to record rates, according to official figures released yesterday.

They show that 20 per cent of children in England have not received the MMR triple jab by their second birthday, a 10 per cent fall over 10 years. Fears are growing that as the number of unvaccinated children grows each year a measles epidemic becomes more likely.

In London vaccinations fell to 67.5 per cent while rates were down to 78.9 per cent in the United Kingdom between April and June this year.

The rates of MMR vaccination for the spring quarter were 77.9 per cent for England, 77.1 per cent for Wales, 87.8 per cent for Northern Ireland and 83.8 per cent for Scotland. At the same time figures from the Health Protection

Agency show levels of measles have risen. Provisional data for the first six months of this year list 210 confirmed cases in England compared with a total of 195 for all of 2002 and just 42 in 1998 when MMR vaccination rates were over 90 per cent.

The MMR vaccine was introduced in 1988. But four years ago a link was suggested between MMR vaccine and bowel disease and autism in children.

Parents demanded single vaccines to space out the vaccinations and a decline in uptake of the triple vaccine began. Thousands have had their children vaccinated in single jabs privately.

The Government said the new figures showed that 80 per cent of parents were choosing to have their babies vaccinated against measles, mumps and rubella.

The Department of Health said there was "encouraging" figures from the Health Protection Agency (HPA) which suggested that the downward trend had been halted and might be improving. Melanie Johnson, the

public health minister, said: "The figures show the overwhelming majority of parents and carers are choosing MMR as the best way to protect their children from these serious diseases. MMR remains the choice for eight out of 10 parents."

A spokesman for the Department of Health said: "We are concerned about the children who remain unvaccinated. The rise in local outbreaks of measles that we have seen emphasises the importance of immunisation."

"It's vitally important that parents are reassured that this vaccine remains the best form of protection."

Dr Evan Harris, the Liberal Democrats' health spokesman, said: "All responsible politicians must urge parents to discuss any concerns they have with the MMR jab with their family doctor."

"Switching to the option of individual vaccine is exactly the wrong thing to do. These are less effective and their safety is less established than MMR. It would start a loss of confidence in the vaccine as a whole."

## 12 SECTIONS ON SATURDAY

### SPORT

The day I stepped into the ring with an angry Frank Bruno by **Jim White**



### TRAVEL

Win an ITC Sports trip for two to the Rugby World Cup final in Australia



### EXTRA TODAY



48-page holiday supplement



8-page Independent Schools supplement

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BLACKOUT: All Black centre Ma'a Nonu has his face painted as part of a promotion



IMPRESSONABLE: Forwa World Cup promotion.

## Ink-smear



IMPRESSONABLE: Forwa World Cup promotion.

## BESTSELLER Daily Tel

BRITAIN'S BEST-SELLING QUALITY DAILY

## The art of rugby

Rugby meet at the Devonport Naval the All Blacks get down and dirty at Rugby World Cup promotion. pher Ross Land fills in the canvas



DIRTY PLAY: Richie McCaw (left), captain Ross Land fills in the canvas



A GOOD IMPRESSION: First, the All Blacks were covered with black paint. Then they spread themselves full length to create these body paintings. Then the artworks were spread out to dry.

# Prints charming



WELL, THERE was no way we would have asked him and we can't think of anyone who would, barring Clive Woodward, who has already been a recipient of the famous Martin Johnson "eyebrows" look. But Woodward had it easy. After all, he only asked the man-mountain from Leicester to sit on the bench for a Test against Italy in the Six Nations. Adidas' task was to persuade Johnson to cover himself in blue ink and run full tilt at a tackle bag in a Wimbledon studio!

Sounds tough doesn't it, to convince the big man, who has captained two Lions tours and will take England into the World Cup, to do such a thing? And what for? Not to help his side win the World Cup but as part of a ground-breaking new advertising campaign for Adidas. Still, somehow they got away with it. Johnson didn't know what was in store when he arrived and, sure enough, the brow furrowed when he was told what he had to do.

An Adidas spokesman said: "You always get a slightly quizzical look when you ask Martin to do something like this. It took four or five hours but he had a great time."

Johnson was followed by some of the biggest names in the game: Jonny Wilkinson, Jonah Lomu, Ben Cohen, Doug Howlett and Brian O'Driscoll were all made into inky blobs. Well, they do say players would follow Martin Johnson through a brick wall, so we suppose being painted is kids' stuff in comparison.

The result is some of the most innovative sports advertising ever shot.

The players took two hours to get clean and Johnson's mood only dimmed when he



All Blacks leave big impression as budding ar...

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# New Zealand Herald

Wednesday, September 3, 2003

Monday - Friday: \$1.20  
Standard subscription: \$7/week (ID fee may apply)



# CREATIVE REVIEW

## FIRST SIGHT

New Zealand All Blacks Jonah Lomu (1), Doug Howlett (2), and Aaron Mauger (3) get covered in paint to produce these striking self-portrait posters for Adidas' latest ad campaign, coinciding with this year's Rugby World Cup. Agency 180 in Amsterdam created the campaign, (initially intended solely as poster work) that has now grown to include TV spots, print ads, an art book and exhibition and a calendar. It's hoped that some of the prints that were made during the one day session will eventually be auctioned for charity.



THE WORLD'S BEST-SELLING RUGBY MAGAZINE A PASSION FOR THE GAME SEPTEMBER 2002 £3.10

# RUGBY WORLD

of the adidas "Impact The Art of Rugby" campaign at the Devonport Naval Base yesterday.

## ABs master da

**WORLD CUP: Bodies put on the line**

The All Black squad made an impression as amateur artists in Auckland yesterday.

The Navv rugby club has



IT'S EASY TO LOOK AT some ads and think: OK, that's straightforward," says Alex Melvin, partner and head of strategic planning at Amsterdam-based agency 180. "But we had to ask 15 of the world's best rugby players: are you happy going to a studio and being covered from head to foot in paint?" As logistics go, the new campaign for Adidas could have turned into a 240-stone nightmare. But 180's original brief for the work was actually much simpler. "Adidas asked us how they could make an impact during the Rugby World Cup and as you can see, we took that brief quite literally," says Melvin. Like most other sports brands, Adidas are often seen as a company that just make shoes you can do sport in. But, Melvin believes, the truth is that they're more of a multi-specialist. "They've been involved in hundreds of sports at highly technical levels," he says. "So we were quite keen to drill down a little bit deeper knowing that as a brand they're made the sport working with players: they'll develop different boons for forwards and for backs."



FOR THE RUGBY WORLD CUP ADIDAS WANTED AN AD CAMPAIGN THAT EVOKED THE IMPACT OF THE GAME. AGENCY 180 DECIDED TO GET BLACK AND BLUE IN THE NAME OF ART

# PAINT IT BLACK

All Blacks Show Their True Colours

02/09/2002

The All Blacks special a special of New Zealand World Cup black paint canvas.

Irish Examine

Thursday, October 9, 2002

The result hung at A... travel the cour... as they build t...

nts are being us...

child of their maj... ed a global camp... All Blacks, incl... and Tana Unag... r's end of seaso...

for bigger thing...

t rugby players... Thomas van Sch...



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www.metronieuws.nl DINSdag 2 september 2003

# metronieuws

# campaign

A Haymarket publication www.brandrepublic.com £2.60

# Adidas reveals Rugby World Cup poster ads



by Rachel Gardner

The sports brand Adidas has enlisted some of rugby's greatest players to launch a global campaign celebrating the upcoming Rugby World Cup.

The poster, print and TV campaign by the Amsterdam-based agency 180 and TBWA\Worldwide breaks this week and will run throughout the six-week competition, which kicks-off in Australia on 10 October.

The poster and print executions, which will be the focus for the UK launch, feature paint-splattered portraits of individual players in motion.

The England stars Jonny Wilkinson and Martin Johnson, along with the All Blacks Jonah Lomu and Richie McCaw, are among the players to feature on the 15 posters.

Each execution carries a headline that offers an insight into the individual's performance and style of play.

For example, the Wilkinson poster states: "There's only one way to match him. Cloning."

Another featuring Lomu



Adidas... posters feature world-class rugby players with endlines reflecting their talents

reads: "He's the speed, you're the bump."

A third reads: "Fear of heights: acrophobia. Fear of water: hydrophobia. Fear of nothing: Anton Oliver."

The art director was Stuart Brown. The copy writers were Peter McHugh, Giles Montgomery and Brad Roseberry, all at 180. Media planning and buying was through PHD.

The outdoor work will be focused on the London Underground where 100 48-sheet posters will be positioned.

A Piccadilly Circus station platform will be completely taken over this week, and a giant banner of Wilkinson and Johnson will be unveiled on Great Eastern Street.

In addition, a range of post-cards will be distributed at pubs and bars across London, Bristol and Bath.

A print version of the campaign will also appear in the monthly edition of *Rugby World* magazine.

The campaign will run throughout England, Ireland, France, Japan, New Zealand and Australia.

The original "self-portrait" impressions have been turned into an exhibition, which launches in Dublin's Guinness Store House this week and will travel throughout New Zealand during the World Cup.

A digital version of the campaign can be viewed at [adidas.com/rugby](http://adidas.com/rugby).

**Captain Reuben Thorne** van het Nieuw-Zeelandse rugbyte (All Blacks) kijkt naar de afdruk die zijn met zwarte verf besmeurde gezicht heeft achtergelaten op een reusachtig canvas doek. Het doek zal deel uitmaken van een expositie die over de hele wereld te zien zal zijn in de aanloop naar het WK rugby in oktober.

Adidas RESPECT Exhibition at the Guinness Store House

Williamson, Jonah Lomu, Tana Umaga, Doug Howlett creating a unique self portrait. The exhibition is open from 10th September to 10th October.

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splash posters? V in London, but they didn't mention

IP: Loaded

is not just use a photo of him?"

who'd come up with this approach

Guinness Rugby TV rubbish.

IP: Loaded

le about it in latest Creative Review. with that kind of money on me.

IP: Loaded


univers Member

posted 08-10-2003 10:32 AM

Great billboards. I'd say it was a London agency. There's no way an Irish agency would be that creative or well designed.

They had all the players in scrums with sheets of canvas and then used them. I think they are going to put on an exhibition of them too.



Client	adidas
Campaign	Impact
Title	Doug Howlett
Duration	0:30
Status	Final
Clocknumber	OHE/ADRU411/030
Version	TV 4:3
Date	29-07-2002
Production Co.	253K
	180 Communications BV Keizersgracht 253 1016 EB Amsterdam NL P + 31 20 4 222 180 F + 31 20 625 00 12

NEW ZEALAND WORLD CUP SQUAD  
SELF PORTRAIT 2003



PLAYER: JONAH LOMU  
SELF PORTRAIT NO. 11



Behind-the-scenes footage was used to create seven "making-of" television commercials promoting the "Impact: The Art of Rugby" art exhibit. The exhibit can also be viewed on-line at [adidas.com/rugby](http://adidas.com/rugby).




IMPACT: THE ART OF RUGBY  
[adidas.com/rugby](http://adidas.com/rugby)

FOREVER SPORT 



IMPACT: THE ART OF RUGBY  
[adidas.com/rugby](http://adidas.com/rugby)

FOREVER SPORT 



10/10/03: Piccadilly Circus Underground, London.  
Every tube in and out of heavily travelled Piccadilly Circus is lined with "impact" images.





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PLATFORMS 1 & 2  
→

EXIT

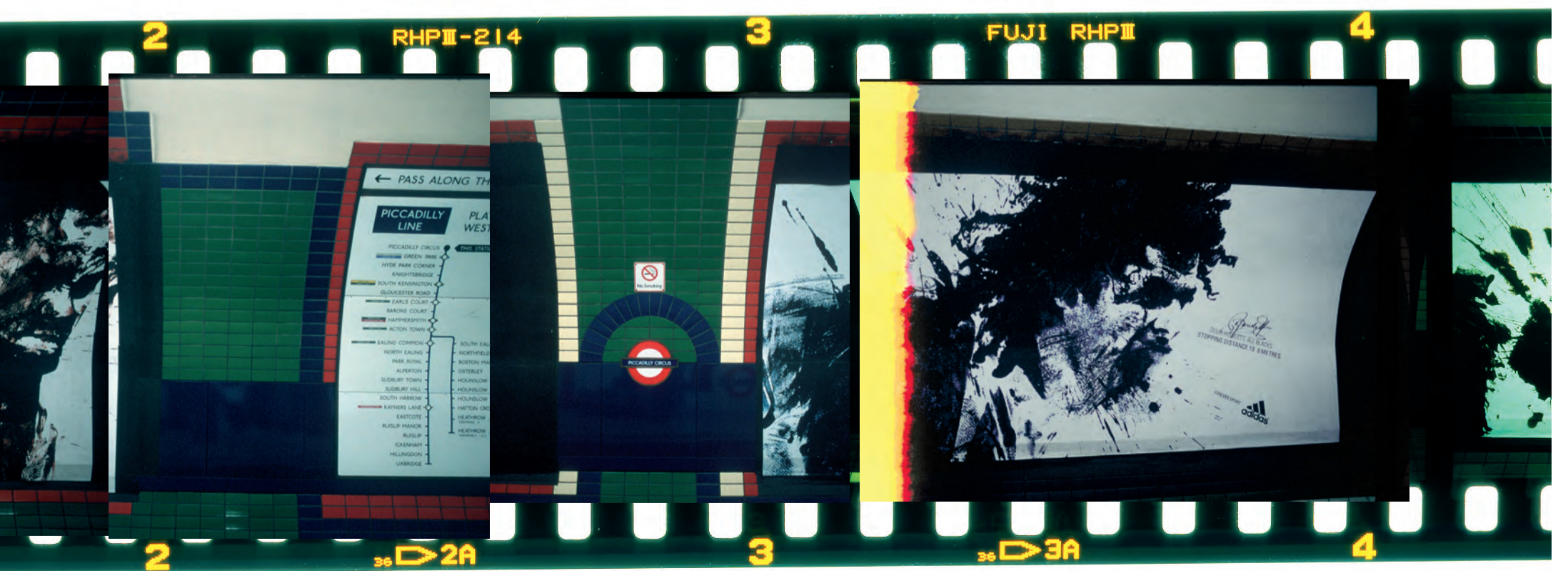


'can somebody remove those adidas rugby posters? People are t





taking photos with flashes and it's dangerous! London Underground train driver





rugby

*Ritchie McCaw*  
RITCHIE McCRAW NO.7 IN A SERIES OF 15

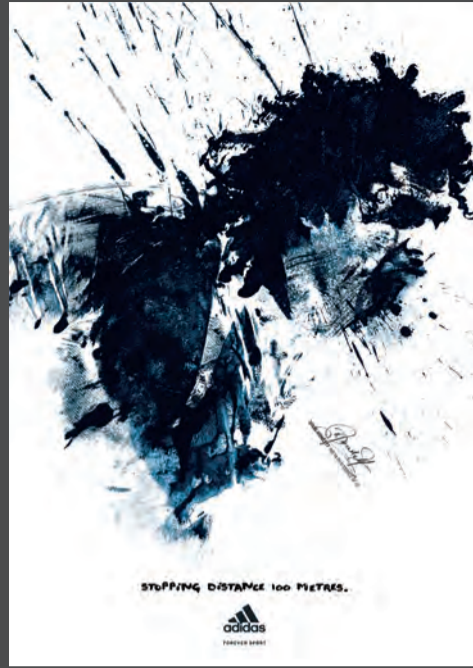
**THIS CYCLONE HAS TWO EYES.**



FOREVER SPORT



HITS THIS HARD USUALLY INVOLVE CRASH TEST DUMPIES.



STOPPING DISTANCE 100 METRES.



YOU DON'T STOP A RUNAWAY TRAIN WITH KINDNESS.



FEAR OF HEIGHTS; AEROPHOBIA; FEAR OF WATER; HYDROPHOBIA.  
FEAR OF NOTHING; ANTON OLIVER.



HE'S THE SPEED, YOU'RE THE BUMP.



MY TIPS HARD ENOUGH AND THEY'LL RESPECT YOU IN THE MORNING,  
OR WHENEVER THEY FINALLY WAKE UP.



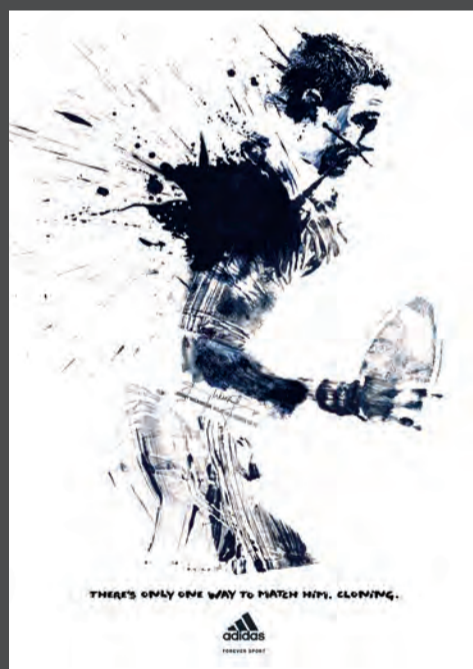
FOR BEST RESULTS APPLY PRESSURE.



IT'S A CONTACT SPORT UNTIL HE GETS THE BALL.



FANS, OPPONENTS, BROADCASTERS: TUNE YOUR BLINDS CAREFULLY.



THERE'S ONLY ONE WAY TO MATCH NZFL. CLOWNING.



GIVE THEM AN INCH AND THEY'LL TAKE FIVE POINTS.



IF YOU DON'T GO IN HARD  
IT'S NOT A TACKLE, IT'S AN INSULT.



Richie McCaw  
New Zealand All Blacks

Tana Umaga  
New Zealand All Blacks

Doug Howlett  
New Zealand All Blacks

Bobby Skinstad  
South Africa

Anton Oliver  
New Zealand All Blacks

Jonah Lomu  
New Zealand All Blacks

Olivier Magne  
France

Aaron Mauger  
New Zealand All Blacks

Brian O'Driscoll  
Ireland

Chris Jack  
New Zealand All Blacks

Jonny Wilkinson  
England

FRONT ROW  
New Zealand All Blacks

Martin Johnson  
England

**"It's a great concept  
and really leaves an  
impression on the  
canvas,"**

**"Basically you are leaving  
your imprint, like a  
fingerprint. It shows that  
rugby is a contact sport  
and that when you do get  
hit, you definitely feel it."**

*Kees Meeuws,  
New Zealand All Blacks.*



*Kees Meeuws*



180 is an independent, international agency based in Amsterdam.  
For information, contact us at:  
Keizersgracht 253, 1016 EB Amsterdam, NL,  
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