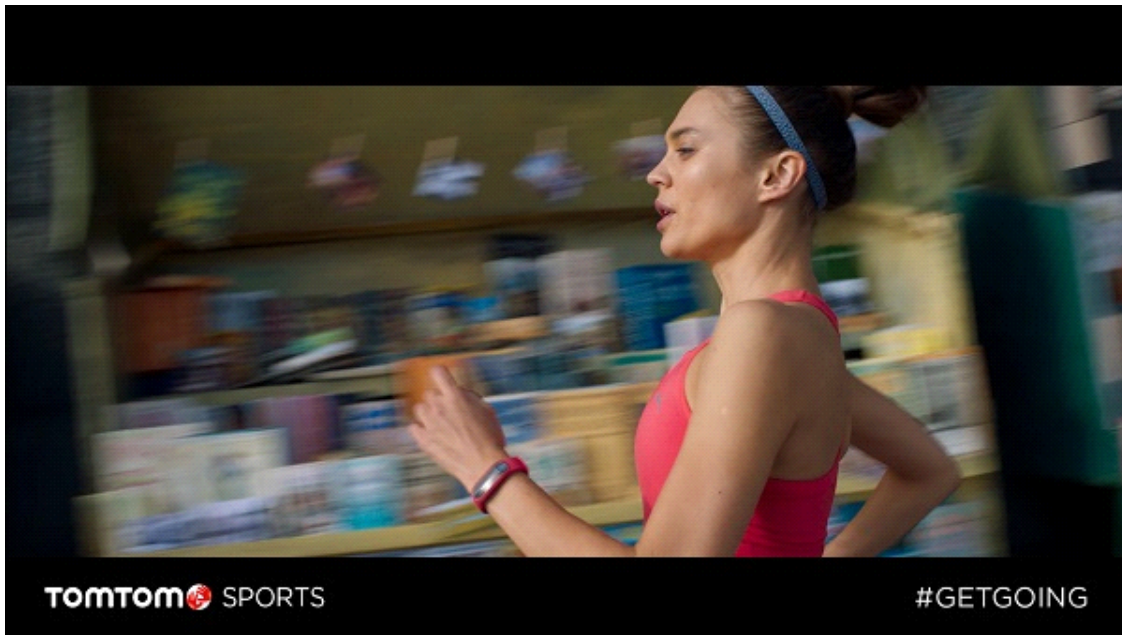


TomTom Sports launches advertising campaign to strengthen its Sports wearables brand

Multi-media campaign inspires all of us to Get Going



Amsterdam, 25 October 2016 – Marking a significant milestone for its Consumer business, TomTom ([TOM2](#)) today announces a major advertising campaign supporting TomTom Sports: **Get Going**. The campaign reinforces TomTom's commitment to continue to launch Sports Wearables that inspire people to move. Created in partnership with Amsterdam-based agency Pool Worldwide, the campaign spans global markets with television, cinema, print, digital and out of home ad placements.

“Since 2011 we’ve set out to create Sports products that inspire people to move by taking away barriers and celebrating achievements. We were the first to integrate an optical Heart-Rate monitor into a GPS running watch and by integrating a music player we empowered people to leave increasingly larger and heavier phones at home. We have recently launched the world’s first fitness tracker that combines body composition analysis with steps, sleep and all day heart-rate tracking, right from the wrist – answering the age-old question ‘is what I’m doing, doing anything for me’. Today we’re incredibly proud to launch the Get Going campaign to further strengthen the TomTom Sports brand.” said Corinne Vigreux, Co-Founder and Managing Director, TomTom Consumer.

Patrick Stal, VP of Marketing for TomTom Sports adds: “This campaign marks a milestone for our brand. It showcases a TomTom Sports brand that caters to the needs of audiences ranging from those that are taking their first step down the road, to those that are stepping over the starting line of their first marathon. We are claiming a unique space in the world of sports. TomTom Sports is not here to shout at you to beat the impossible, be unstoppable, go harder, tougher, longer, deeper, rougher or sweatier. Let other sports brands do that. We want to help people where they need it most. Right at the beginning, where excuses often beat conviction. We want to be the brand that inspires people to Get Going and take that first step, no matter how big or small their effort might be, time and time again.”

For more information, visit http://getgoing.tomtom.com/en_gb.

Watch the hero ad [here](#).

Credits:

End responsible at TomTom: Patrick Stal, Kelly McConville

Concept: Pool Worldwide

Creative Strategy: Pool Worldwide

Account: Pool Worldwide

RTV Producer: Sio van Bochove

Production Company: Pool Worldwide

Director: Paul Meijer

Producer: Sio van Bochove

Editor: Robert van Ees

Post production: The Ambassadors

Sound studio: The Ambassadors

-ENDS-