



PETER MALECHA CREATIVE DIRECTION & MARKETING

EXPLORE >>>

PETERMALECHA.COM

CREATIVE DIRECTION & MARKETING





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ATMOS X SEAN WOTHERSPOON X ASICS

A unique limited release collaboration between Sean Wotherspoon, atmos and ASICS. The theme of the shoe is Los Angeles to Tokyo. One shoe was themed around LA and the other was inspired by Tokyo.

[LINK TO VIDEO](#)

[LINK TO LANDING PAGE](#)

Editorial Direction

Collaborating: ASICS Studio, atmos, Sean Wotherspoon, Jamey Warner Video, Light Beast Media





NEWSTRONG WOMEN'S CATALOG

A catalog mailer featuring elite athletes wearing a special women's apparel and footwear. Content was also used in DTC, social and eCommerce

Editorial Direction

Collaborating: ASICS Design, John Schnack Photo, J. Schmid



STUDIO LIFESTYLE

Editorial in-studio photography was selected to highlight multiple angles and features of key apparel items. The Sportstyle category is fashion forward and needed a unique approach to capturing multiple details. Content has been used on the website, commerce and PR.



Editorial Direction
Collaborating: ASICS Studio



GEL-KAYANO 27

EXTERNAL HEEL COUNTER
Holds the heel securely while working in sync with the Trusstic™ System for stability.

ENGINEERED JACQUARD MESH UPPER
More space between the fibers to reduce weight and enhance breathability.

GEL TECHNOLOGY
The deformable shape helps absorb and disperse shock evenly throughout.

GENDER SPECIFIC TRUSSTIC™ SYSTEM
For women, this piece offers added support in the direction of forward motion.

WOMEN'S:
Weight: 8.8 oz
Heel Height: 24 mm
Forefoot Height: 11 mm

GENDER SPECIFIC CALLOUTS
Tuned to Men's and Women's specific biomechanical needs, giving them each the protection and smooth ride they need.

- Trusstic™ System differences
- Softer FLYTEFOAM® for Women
- 3mm of added foam for Women's biomechanical needs

A MORE SEGMENTED HEEL DESIGN
IMPROVES CUSHIONING AT FOOTSTRIKE.

asics
I MOVE ME™

GEL-KAYANO 27 CAMPAIGN

For the GEL-KAYANO 27 campaign real runners were recruited so we could capture their unique training routines. Each runner was featured in the campaign key visuals along with a set of video, social and ecommerce assets that focused on each athlete.

[LINK TO VIDEO](#)

Editorial Direction

Collaborating: ASICS, Mike Blabac Photo, Hype Beast Media, Edelman

"I FEEL REALLY WELL SUPPORTED, LIKE MY FEET ARE GETTING A HUG."

JESSICA





SPORTSTYLE IMAGES

Footwear that did not have marketing focus was selected to drive awareness. Design and color inspiration informed how each pack was shot. The approach drove interest on footwear blogs and sales. The approach made the in-line perform alongside special collaborations.



Editorial Direction

Collaborating: ASICS Studio, Mike Blabac Photo



CASIO X ASICS COLLABORATION

A Japan exclusive collection that ties the technology of each brand into one product and app that helps improve the athletes performance. The video was shown to open the launch presentations of each organizations leaders.

[LINK TO VIDEO](#)

Editorial Direction

Collaborating: ASICS, Casio, Mike Blabac Photo, Rook Productions Media, Hype Beast Media



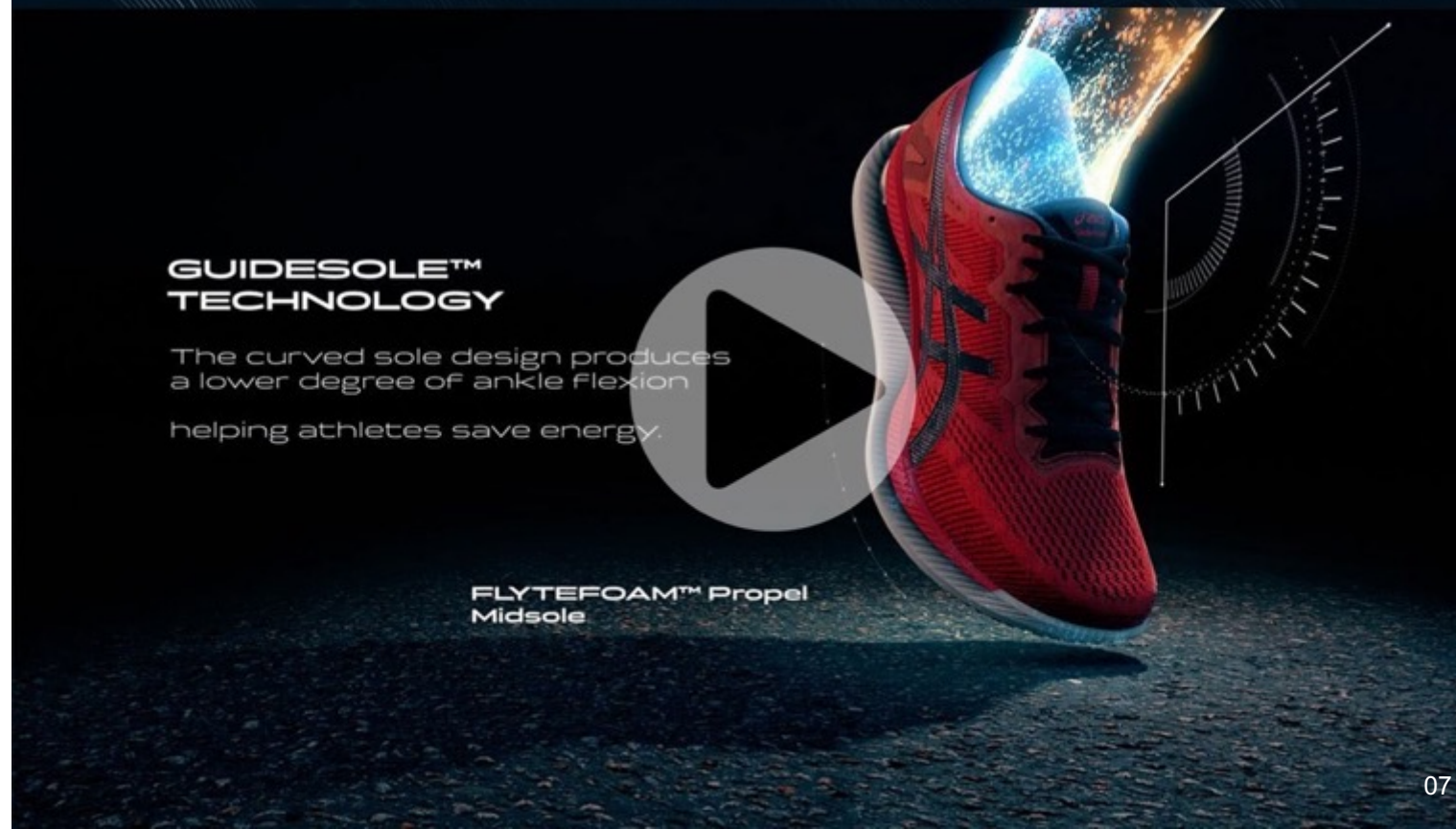
GLIDERIDE TECH VIDEO

3D animation, tracking and motion graphics combined to bring the key visual aesthetic from the campaign to life. As part of this campaign AR content was created for social.

[LINK TO VIDEO](#)

Editorial Direction

Collaborating: Rook Productions Media, Look Mister, Edelman





EVERGREEN CONTENT

Images were needed to support efforts across the brand that did not require focus on a specific content. These images were required to live across multiple seasons. The content has been used for internal communication, commerce, DTC and partner retailers





FOX RACING MTB CATALOG

As part of the seasonal product releases catalogs were created for each of the core divisions. Images were leveraged across all consumer channels.



Editorial Direction & Merchandising
Collaborating: Fox Racing Design Team & Studio



SHIFT RACING

Content created for the re-brand of Shift Racing and introducing Chad Reed as the signature rider.

Editorial Direction & Merchandising

Collaborating: Fox Racing Design Team & Studio



FOX RACING MARKETING ASSETS

Combining race imagery, in-studio and on location content to support product sales across eCommerce, in-store and retailer support.



Editorial Direction & Merchandising
Collaborating: Fox Racing Design Team & Studio

SOCIAL MEDIA, EVENT & PRODUCTION



EVENT COVERAGE: PHOTO & VIDEO

Every event needs coverage and a solid plan reduces the footprint of the media team and will amplify engagement.



EXPO BOOTHS: DESIGN & GRAPHICS

The expense of a booth is considerable. Flow and understanding how the attendee will experience the marketing is crucial.



BILLBOARDS: DIGITAL & LARGE FORMAT

Big graphics are fun and should stop people in their tracks. When the banner is digital you need to get the message across quick.



SOCIAL MEDIA: CONTENT & LIVE COVERAGE

Brand engagement and leveraging events can set a brand above the competition. Speak to the audience.

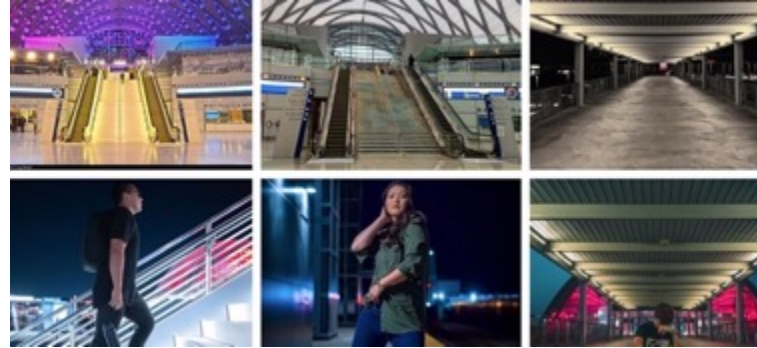


ECOMMERCE & SCOUTING



ECOMMERCE PRODUCT SHOTS

Images created to sell your product need to be styled properly and shot well. Think beyond the single use, can your images be used somewhere else?



SHOOT PRODUCTION

A good shoot needs a plan and proper preparation. Shoots are a significant investment and the time spent needs to be thoughtful and focused.



HOLLOWFORM

Sometimes you need some dimension in your product shots. Images like this can be used in several channels and provide a good alternative to flats or on-model photography.



Hello,

As a creative, driven, and visionary executive with more than 20 years marketing experience and accomplishments, I possess a unique range of knowledge that will allow me to contribute toward the success and growth of your company.

Expertise in successfully conceptualizing and implementing innovative marketing initiatives; including both digital and traditional channels, to drive market impact and expansion for large organizations. I also have a thorough knowledge of product development/distribution, advertising, market research, and social media management. My experiences include event strategy, branding, and customer analytics and positions me to make a significant impact on your organization.

Achievements and qualifications for this position:

- Collecting and putting data to work when creating content.
- Propelling product enhancement, corporate growth strategies, and successful marketing initiatives to stimulate revenue growth and outperform sales objectives.
- Conceptualizing and implementing ASICS brand sonic and photo guidelines to ensure all assets created in-house and by agencies have a consistent tone and design aesthetic.
- Structuring a cross-functional team that is focused on increased engagement and conversion.
- Demonstrating effective creative, communication, analytical, presentation, and time management abilities.

My proven success in achieving corporate marketing objectives, along with my comprehensive expertise in developing strategic initiatives and programs throughout all levels of the marketing cycle, will contribute immensely to the success of your company. Thank you for your consideration, and I look forward to speaking with you soon.

**Regards,
Peter Malecha**



THANK YOU

