



**XENITH**

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# YOUR BRAND.

*ATHLETE FOCUSED  
STORY TELLING  
COMPANY CULTURE  
TRAINING  
PLAYING & LIVING  
FASHION FORWARD  
DISRUPTIVE*

# OUR RESEARCH.

WEAR YOUR FUTURE

New look, better feel, pay for tomorrow



# XENITH

ALWAYS IN YOUR MIND  
Your game is always on your mind  
MIND focused on the game in all aspects of life

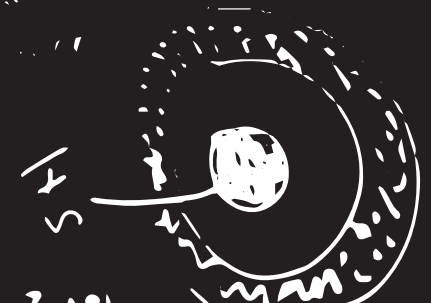
It's your game  
during practice / game at home / school / friends  
in your sleep

Sports are on your mind

Born an athlete

Always an athlete even after graduation

SLEEPING



exploring TECH

AR VIBOR  
redefining practice / training  
A new dimension of training playing

YOUR FIELD  
YOUR FUTURE

- the future of the field
- redefining the field
- IT'S YOUR GAME, YOUR LIFE  
the field is everywhere  
the game/sport is always on your mind
- Leave it on the field

Football always on your mind  
always moving -> life -> future  
Xenith moves w/ you

Bring the field w/ you

Playing in a new dimension

Always Focused

Your specific gaze  
unique  
everyone different  
experience the field  
ways to

↳ HS YOUR GAME, YOUR LIFE  
 the field is everywhere  
 the game/sport is always on your mind

↳ Leave it on the field  
 ↳ take the field w/ you

- 30 DAYS
- 05 CREATIVES
- 04 MARKERS
- 03 ADVENTURES
- 02 GROUPS
- 01 WHITE BOARD.



A state of "winning" being



We are the zone

COMFORT  
PROTECTION  
PRICE  
LIGHTNESS  
STYLE  
TESTING

"RITUALS"  
MUSIC  
PRACTICE  
PLAY  
APPAREL  
LIFESTYLE  
PRE-GAME & POST-GAME

# EVERYONE'S OPPORTUNITY.

## EXPLORATION

### BEING PRESENT

HOW CAN XENITH BE WITH THE ATHLETE ON AND OFF THE FIELD? WE WANT TO HELP PLAYERS OFF THE FIELD TO BECOME BETTER TEAM PLAYERS ON THE FIELD.

### PRODUCT PURCHASE EXPERIENCE

IN-STORE, MOBILE STORE, EVENTS, DIGITAL INTEGRATION; HOW TO MAKE RETAILERS BETTER ADVOCATES, ETC.

### PRODUCT LAUNCH STRATEGY

NEW AND INTERESTING WAYS TO DISRUPT THE INDUSTRY AND MAXIMIZE IMPACT FOR OUR PRODUCT LAUNCHES MOVING FORWARD.

**LET'S TAKE "ATHLETE CENTRIC" TO A WHOLE NEW LEVEL.**



# TARGET MARKET.

01 STUDENT ATHLETES

02 PARENTS & ATHLETIC DIRECTORS



# EVERY ATHLETE IS UNIQUE,

EACH PLAYER HAS THEIR OWN WAY OF PLAYING WITH UNIQUE "RITUALS" TO GET THEM READY FOR THE BIG GAME.



**BUT THEY  
ALL SHARE  
THE LOVE**

IT'S THEIR GAME ON AND OFF THE FIELD

**FOR THE  
SPORT.**

# IT'S *YOUR* GAME.

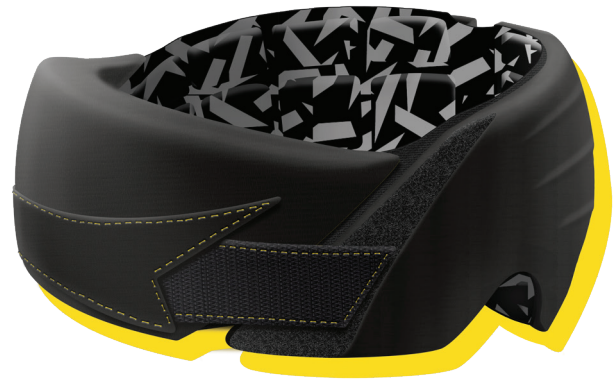
**"IT'S YOUR GAME" CAMPAIGN  
MOTIVATES, INSPIRES, AND  
ENCOURAGES INDIVIDUAL PLAYERS  
OFF THE FIELD TO HELP CREATE A  
STRONGER TEAM ON THE FIELD.**



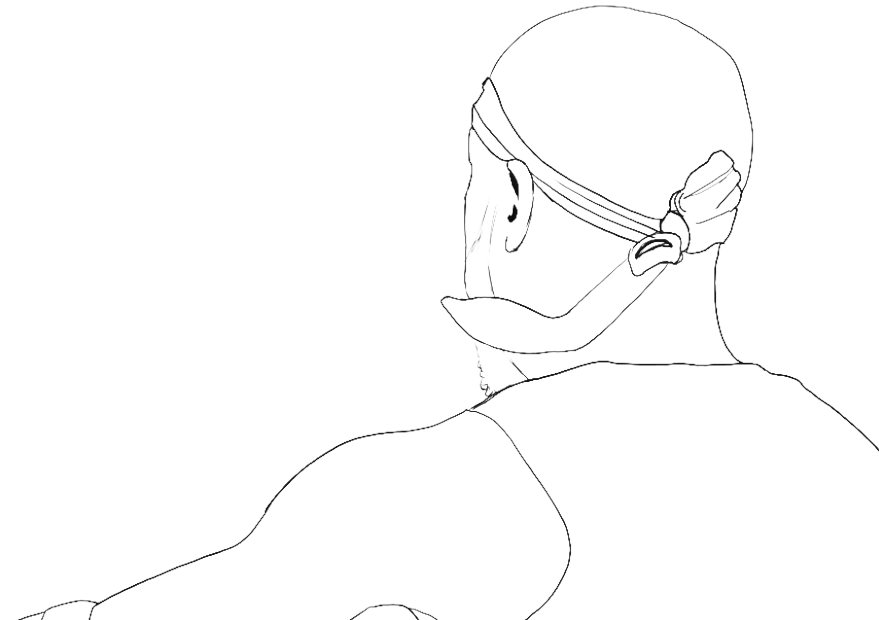
# SHOULDER PADS.



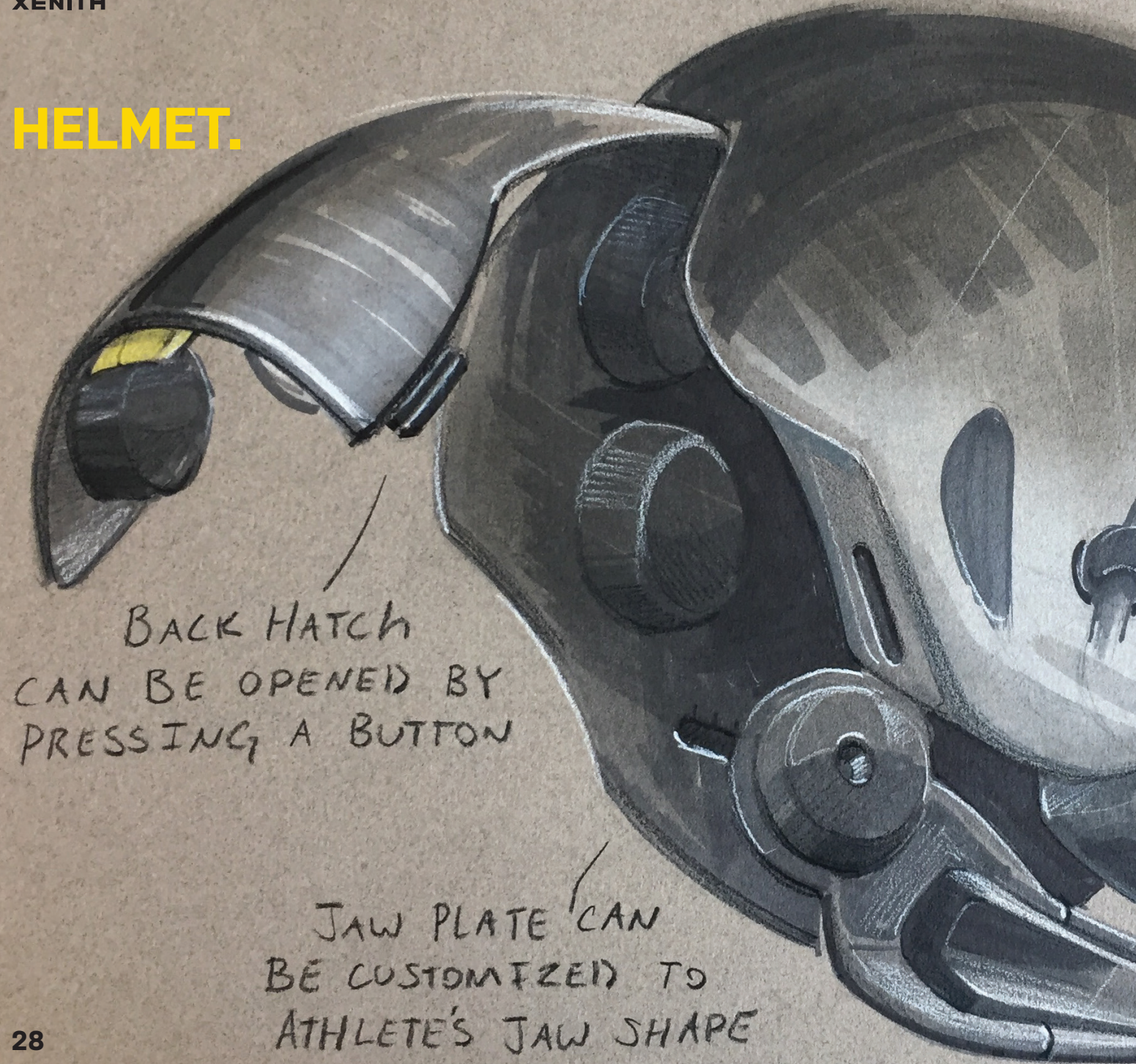
# HEAD GEAR.



*New look*



# HELMET.



BACK HATCH  
CAN BE OPENED BY  
PRESSING A BUTTON

JAW PLATE CAN  
BE CUSTOMIZED TO  
ATHLETE'S JAW SHAPE

ARTICULAT

The look  
futuristic

Stand out &  
Get in the zone



Helmetz

LAUNCH  
POINT OF SALE



LAUNCH TESTING GEAR



LAUNCH  
INSTAGRAM MOMENTS



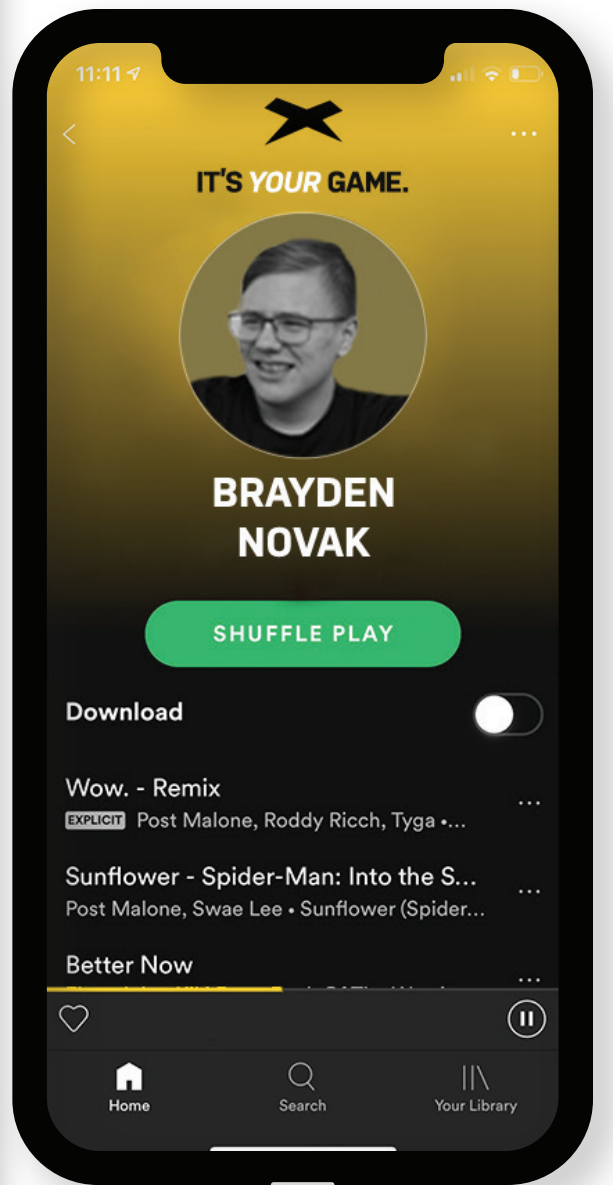
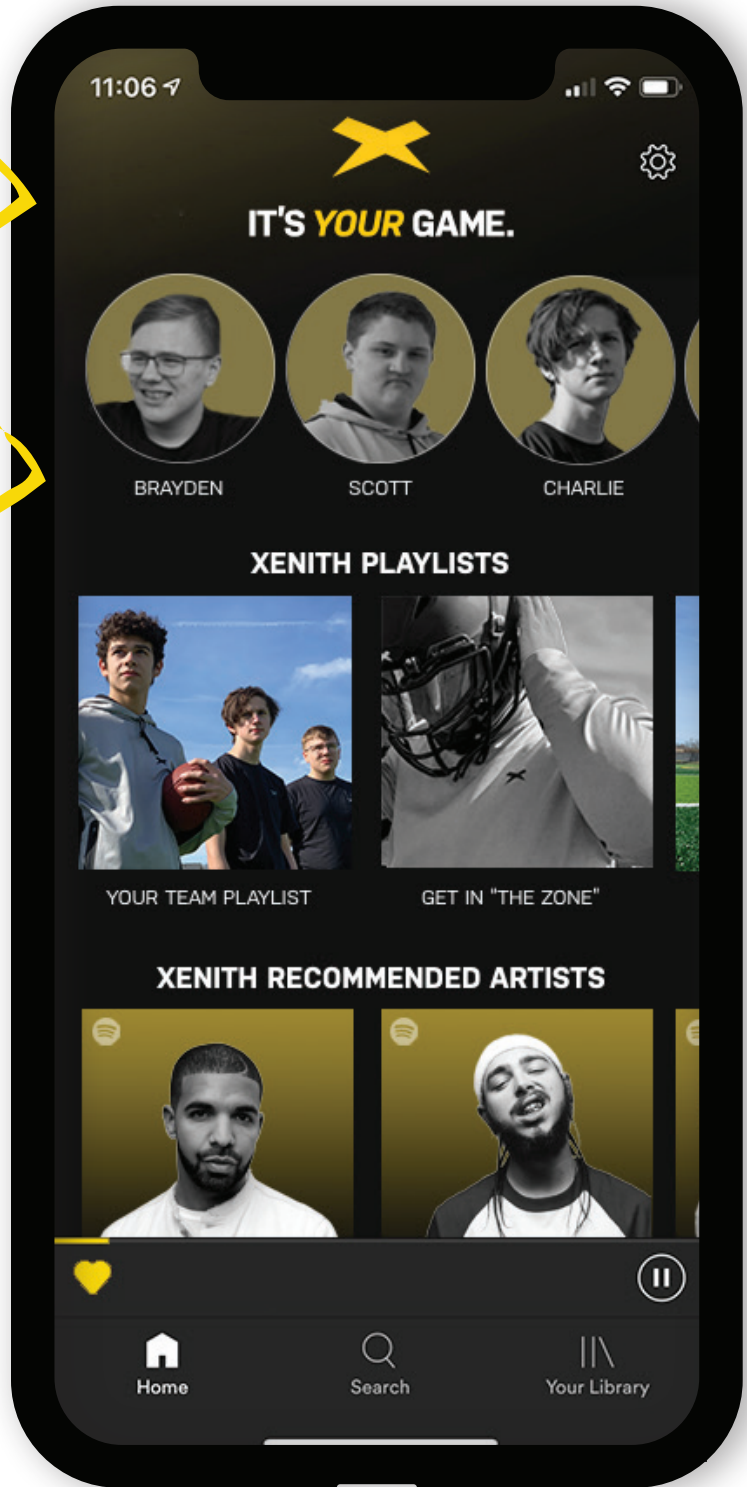
XENITH

*What does Xenith sound like?*

SPOTIFY  
XENITH MODE



LISTEN YOUR WAY



GYM TAKEOVER

IT'S YOUR GAME

TRAIN YOUR WAY





# XENITH

IT'S **YOUR** GAME.

TRAIN YOUR WAY

REPS

DURATION

BPM

**10**

**20s**

**92**

## WHAT'S PLAYING



MIDDLE CHILD  
J. Cole


## FOOTBALL NEWS

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









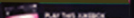
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# XENITH + SPOTIFY JUKEBOXES


IT'S **YOUR** GAME. 

← [WORKOUT. PUMP UP.] [FOCUS.] [CHILL OUT.] →

SEARCH MUSIC











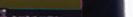
TWEET FOR TUNES           

LISTEN **YOUR** WAY.

IT'S **YOUR** GAME. 

← [CELEBRATE.] [GET HYPE.] [COOL DOWN.] →

SEARCH MUSIC

TWEET FOR TUNES           

LISTEN **YOUR** WAY.

**XENITH + SPOTIFY  
LOCAL CONCERTS**



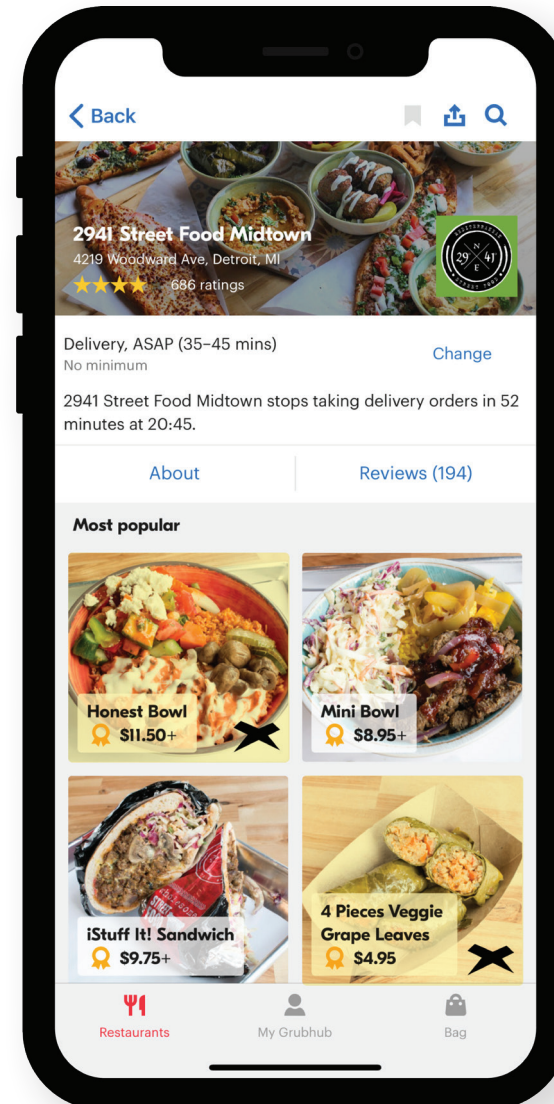
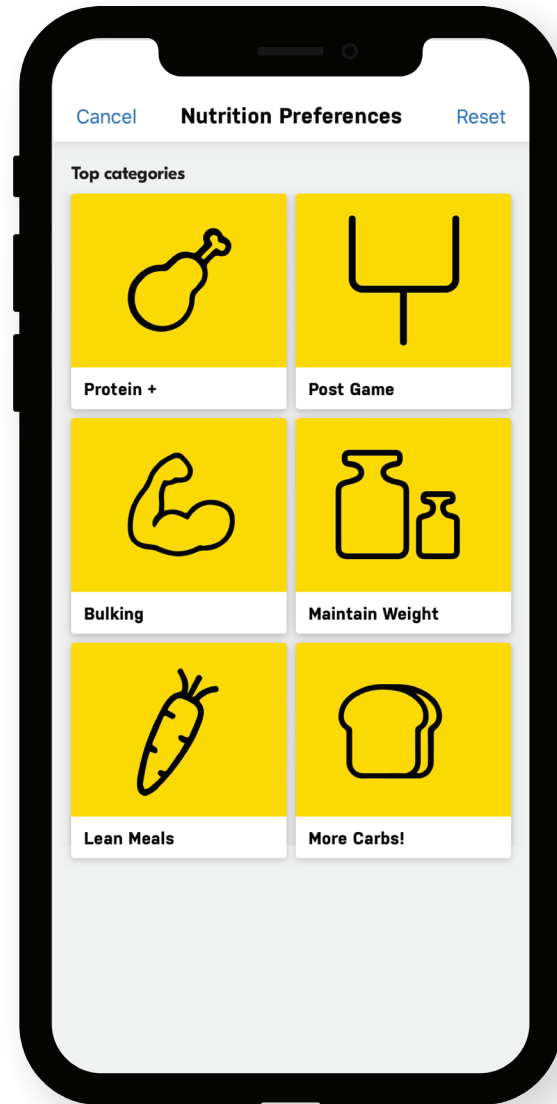
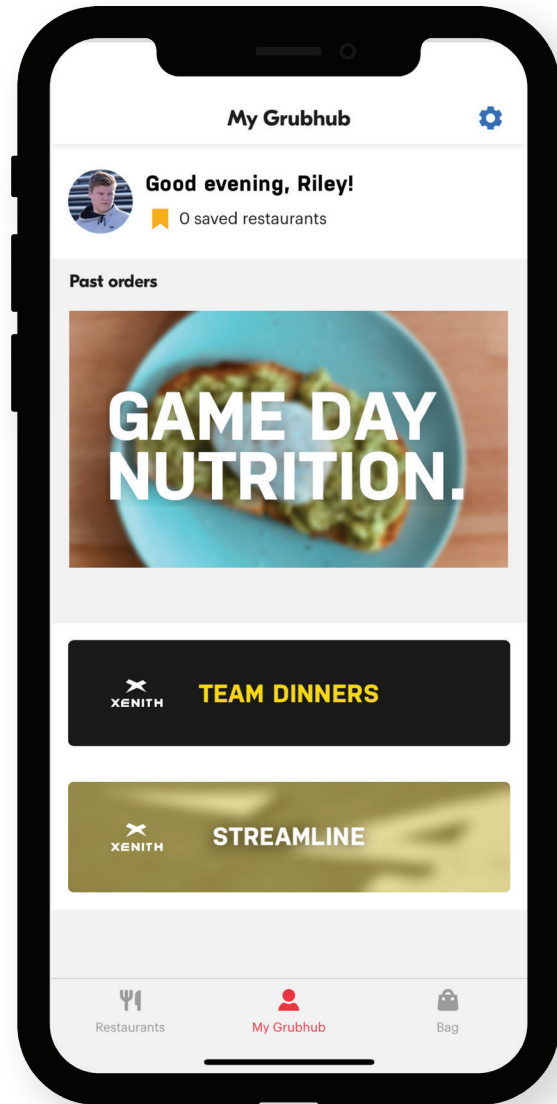
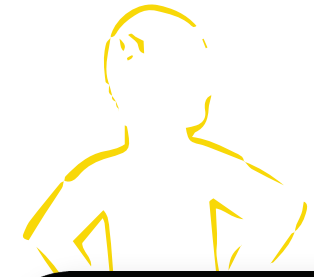
**IT'S *YOUR* GAME.**



# XENITH + GRUBHUB

Xenith helps you move forward  
- Bettering the athlete for  
for their future

FOOD  
- Team Dinners  
↳ school, health, active



LIVE BRACKET

CHAMPIONS

CHIPPEWA VALLEY

CHIPPEWA VALLEY

FINALS

CLARKSTON

CHIPPEWA VALLEY

BELLEVILLE

SEMIFINALS

CLARKSTON

SALINE

CHIPPEWA VALLEY

FORDSON

BELLEVILLE

W BLOOMFIELD

CLARKSTON

LAPEER

SALINE

ROCKFORD

IT'S YOUR GAME.  
IT'S YOUR GAME.

XENITH

IT'S YOUR GAME.

"ONE MORE"

LIVE BRACKET



CHAMPIONS

CHIPPEWA VALLEY

CHIPPEWA VALLEY

FINALS

CLARKSTON

CHIPPEWA VALLEY

BELLEVILLE

SEMIFINALS

CLARKSTON

SALINE

CHIPPEWA VALLEY ANDSON

BELLEVILLE

W BLOOMFIELD

CLARKSTON

LAPEER

SALINE

ROCKFORD

REGIONALS



XENITH

IT'S *YOUR*  
GAME,

**XENITH** HELPS *YOU* PLAY IT.



**XENITH**