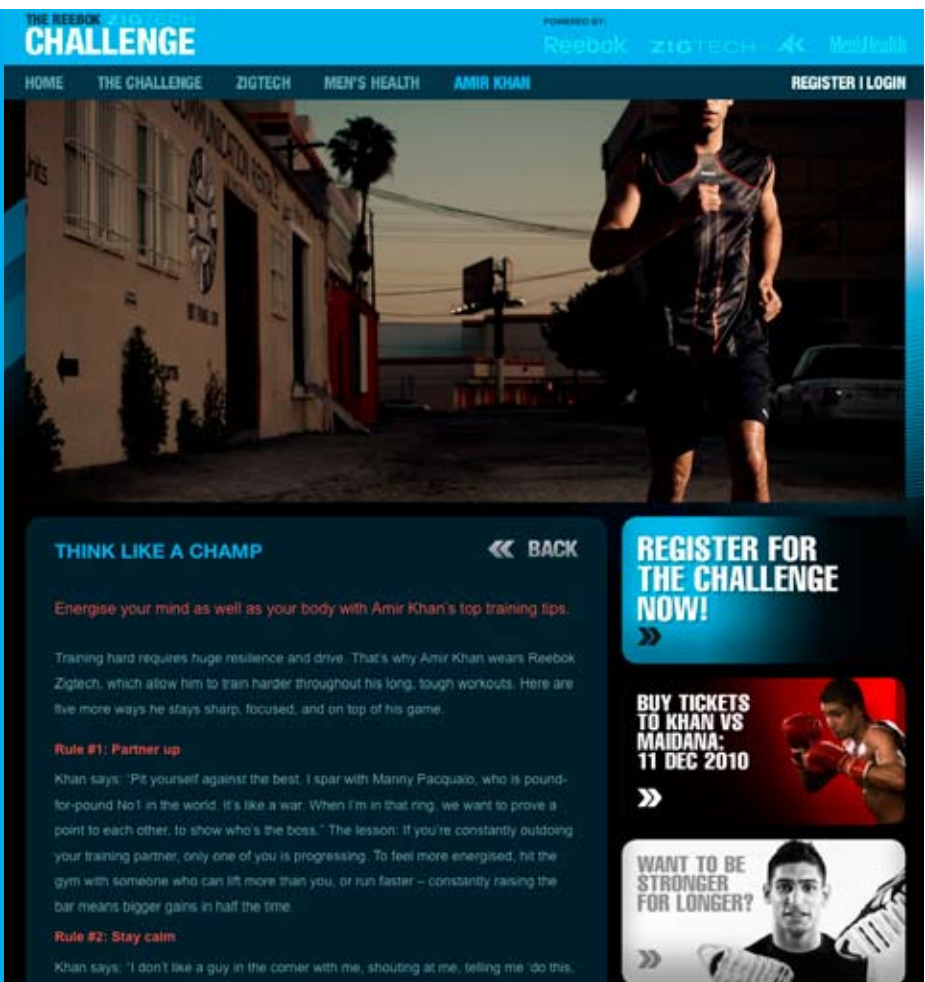




# THE REEBOK ZIGTECH CHALLENGE

We built a bespoke online hub to launch Reebok ZigTech shoes at the end of 2010. Launching in two phases the hub provided video and article-based content and information about the shoes. The second phase then extended the campaign into a fitness-focused competition where we challenged our readers to score themselves across three exercises to win a place in a Grand Final.

Using Amir Khan as ZigTech ambassador, we ran articles based on interviews *MH's* Editor-At-Large, Dan Jones, undertook in LA. The idea was that his strength and conditioning training advice would help inspire our readers to push their own training to new heights.



THE REEBOK ZIGTECH CHALLENGE

POWERED BY: Reebok ZIGTECH | Men's Health

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Reebok ZigTech Challenge : Assault Course

SETS: 3 REPS: 12

ASSAULT COURSE CIRCUIT

Not everyone has access to an assault course but you can create one in your gym with this circuit. Each station puts your muscles under the same strain as they would be on a typical army assault course. You'll get a thorough full-body work out without having to get your Zigtechs covered in mud.

EXERCISE	SETS	REPS
Bastados	3	30 Seconds
Swiss-ball jackknife press-up	3	12
Bench jumps	3	30

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WANT TO BE STRONGER FOR LONGER?

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Shooting in HD, we filmed four *Men's Health* training circuits we conceived especially for this challenge.

Presented through a high quality Brightcove player, the films were displayed in 16:9 in a hero position.

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Reebok ZigTech Challenge : Killer Legs

KILLER LEGS CIRCUIT

No one likes to train their legs but seeing as they're one of the biggest muscle groups in your body, a strong set of pins can hike your metabolism high enough to burn calories all over. Ensure your training programme has at least one legs session per week by following the circuit below. Zigtech's energy transference technology will make sure you finish the circuit so you'll do more for your weight-management than any other form of exercise.

EXERCISE	SETS	REPS
Overhead squat	4	6
Bird dog	4	10 Seconds

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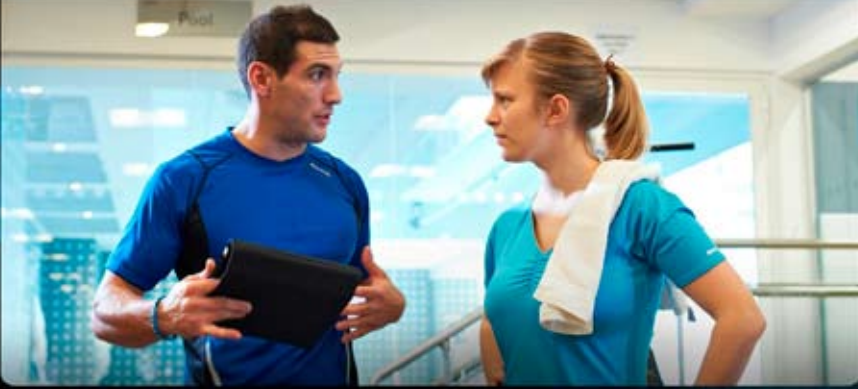
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THE REEBOK ZIGTECH CHALLENGE

POWERED BY Reebok ZIGTECH Mediball

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**A VERY PERSONAL TRAINER** << BACK

It's not just athletes who benefit from Zigtech's trainer technology; the people who put them through their paces enjoy the extra energy, too. Here's PT Ben Thomas on a typical day at work, powered by his ZigTechs.

"As many people want to get a session in before they go to work the day starts early for me – most days I'm up at 5am. My workout starts with me loading up the van up with equipment – kettle bells, medicine balls, TRX, Zigtechs – and then driving down to a local park to take a boot camp-style session with a group of eight blokes. During this hour I'll put them through a circuit of sprints, explosive plyometric moves and kettle bells. I'm the kind of trainer who likes to stick with the group so I'll get involved in demonstrating the exercises and giving encouragement. As this is the start of a long day I need to strike a balance between getting involved and conserving energy and since I've been wearing Zigtechs I've really noticed a difference in my fatigue levels."

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Personal accounts of using the trainers were added to bring the technology to life

Details on the shoes with links to retailers were also offered. This frame uses a Flash unit to highlight the key technical areas on the shoes.

THE REEBOK ZIGTECH CHALLENGE

POWERED BY Reebok ZIGTECH Mediball

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**ZIGTECH**  
THE ENERGY DRINK FOR YOUR FEET



**REE-ENERGISER**

Introducing the running shoe that gives you back what you put in.

There are plenty of products that offer athletes an increase in energy – most of them come in bottles, are lurid in colour and high in sugar. But what if there was a shoe that could make the same claim and actually increase the amount of energy your body has at its disposal? Reebok have developed a shoe that does exactly that. Their new ZigTech footwear is their most technically advanced running and training shoe to date and although not literally an energy drink for your feet, it'll certainly boost your performance when you need it.

So how does it work? Put simply ZigTech technology is designed to conserve and return energy to the athlete as if running on a spring. The unique bottom unit is made

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