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ASICS

# ASICS Movement for Mind Study - Content Toolkit



# The evolution of ASICS Movement for Mind

In 2021, an independent trial proved that the ASICS Movement for Mind programme delivered clinically significant improvements to people's wellbeing and a reduction in stress and anxiety over just eight weeks.





## Testing it in the real world

We're now looking to see how the ASICS Movement for Mind programme improves wellbeing in a much larger, population-wide study.

We're inviting thousands of people to join the study, bringing a scientifically proven programme into the wider world and measuring its impact.



## Will you join the study?

We welcome you and employees from your organisation to try the ASICS Movement for Mind programme, to feel the benefit, and participate in the new study.

# Materials available

To support you in sharing information about ASICS Movement for Mind, and how to become part of one of the largest studies of its kind, the following materials are available:

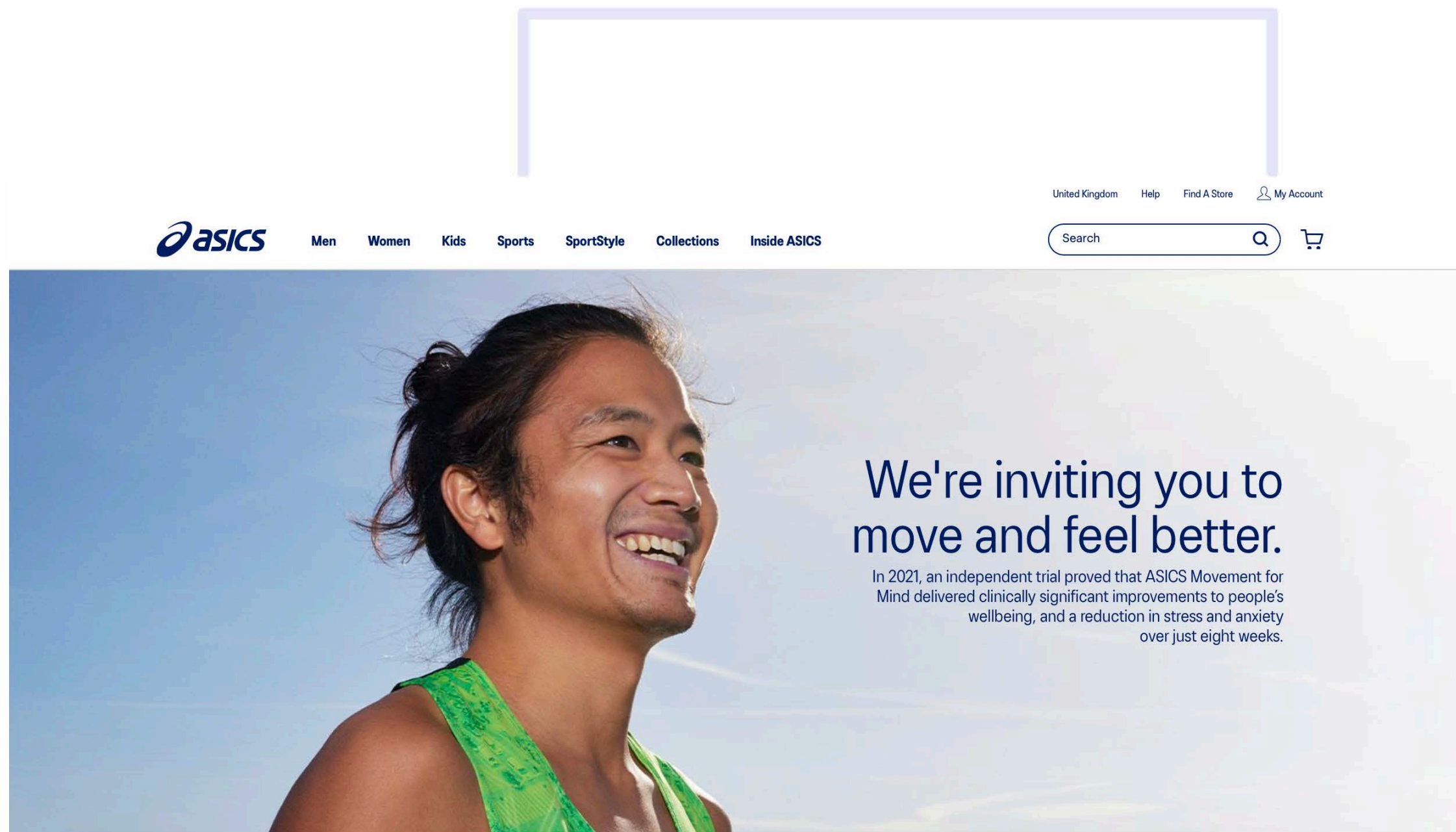
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Intranet/email copy *Page 10*





We're now looking to see how ASICS Movement for Mind improves wellbeing in a much larger, population-wide study. Thousands of people are being invited to join in, bringing a proven programme into the wider world and measuring its impact.

We hope you'll join us.

[Read The Research](#)

[Join The Study](#)

## Information webpage

Find out about ASICS Movement for Mind and the new study.

Access the webpage [here](#).

# Information webpage QR code

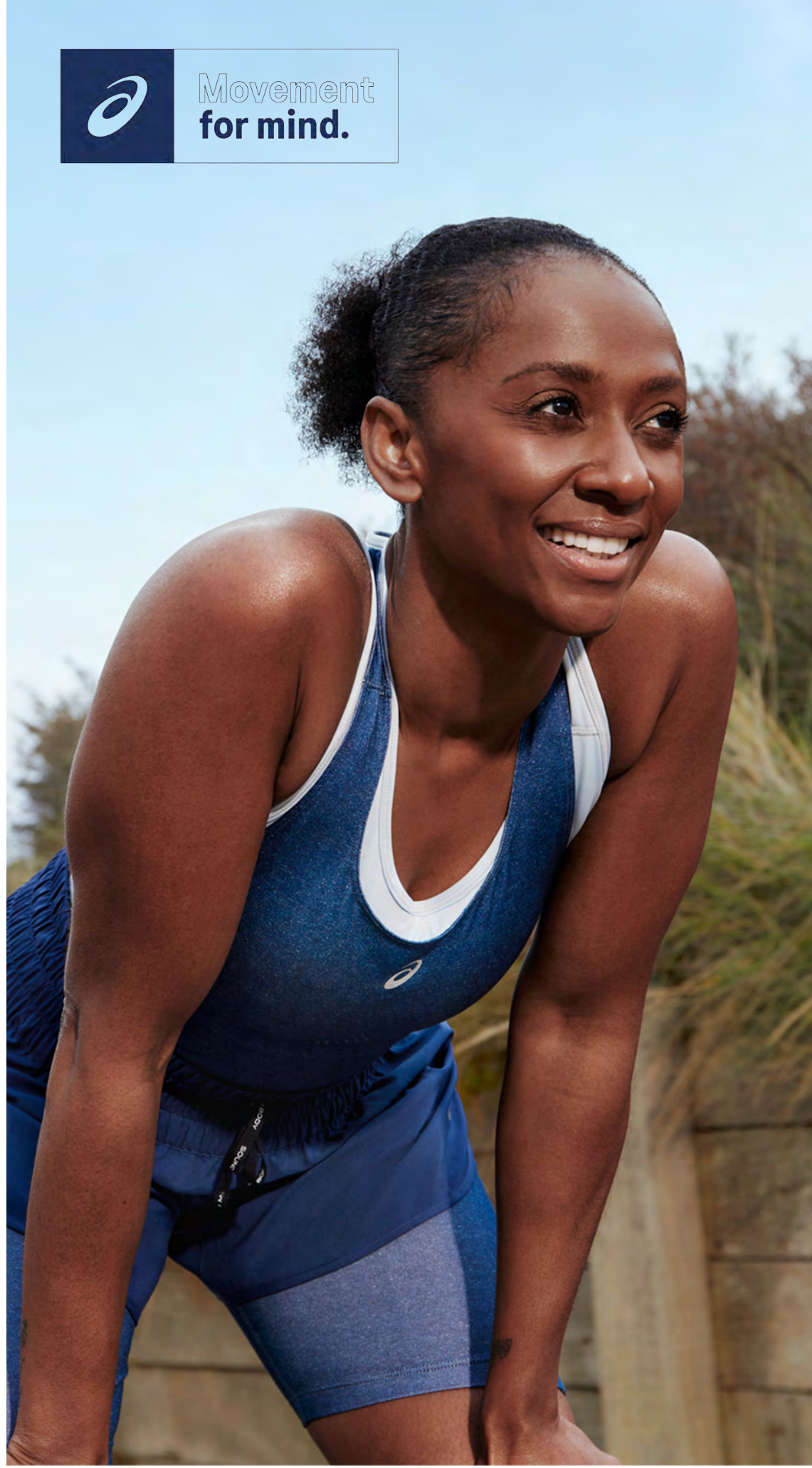
Access original QR codes [here](#).



Great Britain webpage



The Netherlands webpage  
*(English language)*



# Imagery

Access original image files [here](#).



## Video

Access the ASICS Movement for Mind Study video on [YouTube](#).

or

Find the original video file [here](#).



# Employee intranet /email copy

Access the copy file [here](#).

## Get moving for mental wellbeing – a ground-breaking study needs you

In 2021 ASICS ran a unique trial overseen by Dr Brendon Stubbs, a leading researcher into movement and mental health, to measure the impact of mindful movement on mental wellbeing. And the results were amazing – people felt **more positive, less anxious and more relaxed** after following the eight-week ASICS Movement for Mind audio programme.

Now ASICS are scaling up the research and offering thousands of people the chance to take part in the new ASICS Movement for Mind study.

We are delighted that ASICS has asked us to join the study. You can sign up [here](#).

If you haven't heard about ASICS Movement for Mind, find out more below.

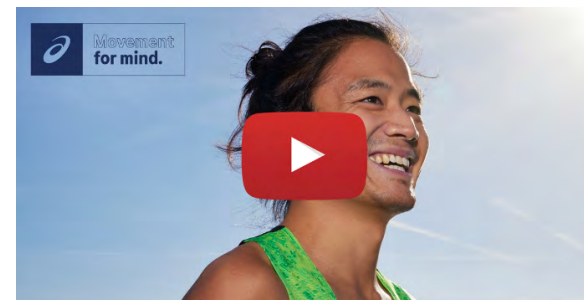
### What is ASICS Movement for Mind?

ASICS Movement for Mind is an eight-week movement-based programme which consists of 16 30-minute guided audio sessions designed for people of any age, fitness and experience level. You can walk or run. And you'll learn about paying attention to how you move, working with your breath, doing simple mindful exercises, focusing on nature and moving with music. It's varied, easy and good for body and mind.

### What's happening in the study?

ASICS is working with [Dr Brendon Stubbs](#) to assess the ASICS Movement for Mind programme in the real world (so not a trial). And ASICS are looking for people of any age and ability to join the new study.

Watch this short video which explains what's happening in more detail



ASICS Movement for Mind study

### What do you do as a study participant?

It's easy, you listen to the ASICS Movement for Mind audio sessions, two per week in order, available on Spotify, iTunes, Google podcasts and Iono. Just complete a short wellbeing survey when you sign up to be part of the study, follow the programme for eight weeks, and then repeat the survey, which Dr Stubbs will share with you. That's it.

### Why take part in the study?

It's **free, simple and easy to access**. It's also proven to help boost mental wellbeing. Plus, 86% of people in the trial said they enjoyed ASICS Movement for Mind, and 78% would recommend it to a friend.

And by signing up to be part of the study, you'll also be contributing to one of the largest studies of its kind, helping improve understanding of the links between movement and wellbeing.

### How do you sign up?

Visit the [ASICS Movement for Mind study page](#) for further details or to sign up to take part.



ASICS Movement for Mind study page

Send To Cc Subject Get moving for mental wellbeing – a ground-breaking study needs you



Dear xxx,

In 2021 sportswear brand ASICS ran a unique trial overseen by Dr Brendon Stubbs, a leading researcher into movement and mental health, to measure the impact of mindful movement on mental wellbeing. And the results were amazing – **people felt more positive, less anxious and more relaxed** after following the eight-week ASICS Movement for Mind audio programme.

Now ASICS are scaling up the research and offering thousands of people the chance to take part in the new ASICS Movement for Mind study.

We are delighted that ASICS has approached us to ask if we would join the study.

We encourage you to consider trying this movement-based programme. It's **free, simple and easy to access**. It's also proven to help boost mental wellbeing. And by taking part in the new study, you'll be helping to improve understanding of the links between movement and wellbeing.

To find out more about ASICS Movement for Mind, the new study, or to sign up to take part, visit the study information page [here](#).

If you've got any questions, find answers on the ASICS Movement for Mind study FAQ page [here](#) or reach out to the ASICS Movement for Mind team: [movementformind@asics.com](mailto:movementformind@asics.com)

Best regards,

Intranet

Email

**Access all files [here](#).**



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**Thank you.**