

# NEWS RELEASE

18 October 2023

## ATP CHALLENGER TOUR UNVEILS 'ON THE RISE' CAMPAIGN ELEVATING THE PATH TO TENNIS GREATNESS

LONDON – A bold new marketing campaign, *On the Rise*, has set the stage for the next era of the ATP Challenger Tour, the global launchpad of men's professional tennis.

Developed by ATP and London-based marketing agency MATTA, the *On the Rise* campaign brings fans closer to the raw entertainment and drama of the world's local tennis Tour. Headlined by an electrifying launch film, released today, the campaign combines stunning aesthetic design, colour palettes and photography treatment to hero the rise of the game's next generation. This is paired with a tone of voice that is raw, intimate and optimistic — celebrating the hustle of players aspiring to reach the game's highest levels.

*On the Rise* will provide Challenger Tour events with a full suite of new promotional assets, elevating the Tour's diverse global calendar. Players too will be provided with custom assets to enhance their storytelling and boost their profiles. This is underpinned by record investment in Challenger Tour social, editorial and marketing resources delivered centrally by ATP.

[VIEW LAUNCH FILM](#)



The campaign builds atop a Challenger Tour rebrand earlier this season, which introduced a new logo. Its simplified, minimalistic design, inspired by distinctive lines of a tennis court, is optimised for usage across digital and social content, at-event and out-of-home branding.

# NEWS RELEASE



**Richard Glover, VP Challenger Tour said:** “The Challenger Tour is all about ambition and the road to greatness. It’s where the biggest icons of our sport all started their journeys. It’s also one of the most raw and intimate experiences that fans can have of professional sport — with a presence that’s truly global. This new campaign brings these elements to the fore, giving us a powerful platform to elevate our incredible athletes and storytelling.”

***On the Rise*** follows record-breaking enhancements to the Challenger Tour, which came into place in January 2023. At the close of the 2023 season these reforms will have delivered a record number of events, multi-million-dollar prize money increases and an optimised tournament calendar. This forms a central pillar of ATP’s long-term investment into strengthening the player pathway to the ATP Tour.

The ATP Challenger Tour is set to feature 196 tournaments across 45 countries in 2023.

###

**Media contact:** [communications@atptour.com](mailto:communications@atptour.com)

## **About The ATP Challenger Tour**

It all starts here. The ATP Challenger Tour is the launchpad of men’s professional tennis, featuring close to 200 tournaments across more than 40 countries each season. At this level, players develop their skills and earn valuable experience against strong competition, while fighting for critical points and prize money, all with the collective goal of progressing onto the ATP Tour. Since it was founded in 1978, the ATP

# NEWS RELEASE

Challenger Tour has been an intense battleground on a global stage, providing fans the opportunity to witness world class tennis and follow the journeys of the stars of tomorrow as they launch their professional careers. Live stream the action throughout the year via Challenger TV on [www.ATPTour.com](http://www.ATPTour.com).

## **About The ATP**

As the global governing body of men's professional tennis, the ATP's mission is to serve tennis. We entertain a billion global fans, showcase the world's greatest players at the most prestigious tournaments, and inspire the next generation of fans and players. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and Pepperstone ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead towards the Nitto ATP Finals, the prestigious season finale held in Turin, Italy. Featuring only the world's top 8 qualified singles players and doubles teams, the tournament also sees the official crowning of the year-end ATP World No. 1, presented by Pepperstone, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).