

## O'Neill launches new global brand campaign "UNREASONABLE"

Written by Media Release

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February 24, 2015 – Today, O'Neill, the legendary surf company founded by Jack O'Neill in Santa Cruz, California, launches their new global brand campaign, "**UNREASONABLE expectations since 1952**".

The global campaign highlights O'Neill's long-lasting commitment to delivering above and beyond what would be considered reasonable by anyone's standards. "Our company was founded by bringing the very best product into the market", said Willem Haitink, O'Neill's Chief Executive Officer. "From inventing the first wetsuit to the creation of the first surf shop and board leash, we have a storied history of delivering product to consumers and world-class athletes that exceeds all expectations."

The brand campaign not only highlights the UNREASONABLE nature of O'Neill's athletes and products, but also celebrates the youth of today. "Today's young adults don't define themselves as just surfers, skiers or snowboarders anymore. They are interested in experiencing all that the world has to offer. They want it all and they want it now, which is totally UNREASONABLE in the very best sense of the word", said Doug Perkul, Chief Marketing Officer for O'Neill.

The campaign kicks off today with the launch of the brand's manifesto. To set the musical landscape of the video manifesto for UNREASONABLE, O'Neill partnered with alt-rock phenom AWOLNATION to feature the cinematic, title track "Run" from the upcoming new album due March 17 via Red Bull Records. "We are all massive fans of AWOLNATION and when we heard that Aaron was down for working with us on this project, we were beyond ecstatic. Not only does the band have the right sound for our manifesto, but Aaron is also a surfer and totally understands our ethos and way of life," said Doug Perkul.

"Surfing and music go hand in hand. They are instinctual, rhythmic, happy, sad, heavy, soft, disappointing, rewarding, humbling, devastating, and glorious on any given day," said Aaron Bruno lead singer of AWOLNATION. "Only a surfer can understand the true spiritual soul cleansing of a barrel. Whenever we are out on the road, playing shows in front of thousands of people, I can't help but sometimes wonder what tubes I may be missing back home."

The video manifesto will be followed by videos featuring O'Neill's top athletes within the worlds of surf and snow. The campaign will culminate with the "UNREASONABLE" film festival, a

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chance for top filmmakers such as Sundance Film Festival Award Winner, Stefan Nadelman to re-imagine the modern action sports film through the lens of UNREASONABLE.

### **About O'Neill:**

O'Neill, the original California surf, snow and lifestyle brand, was founded in 1952 when a young man named Jack O'Neill took his unstoppable passion for surfing and used it to battle Mother Nature. Jack's initial vision of producing functional and innovative board riding products continues to lie at the core of everything the company does. From the first neoprene surf wetsuit and board leash to the world's first stitchless board shorts, O'Neill will always be committed to growing its reputation as one of the world's leading youth lifestyle brands based on being the First Name in the water.

### **About AWOLNATION:**

The musical project of Aaron Bruno, [AWOLNATION](#) recently completed work on the highly anticipated new studio album *Run* slated for release March 17<sup>th</sup>

via Red Bull Records. Written, performed and produced entirely by Bruno, the end result is a finely tuned musical masterwork led by the electric new single "

[Hollow Moon \(Bad Wolf\)](#)

." AWOLNATION released their gold-certified debut album in 2011. An alternative music revelation,

*Megalithic Symphony*

became an astonishing success resonating with fans around the world. Their multi-platinum hit single "Sail," a redefining global anthem, is the second longest charting song in the Billboard Hot 100's 55-year history, amassing hundreds of millions of video views and streaming plays online while charting worldwide.