Larnaca, 16/05/2025

**New brand identity: CRIVIT on the way to becoming the strongest movement brand in Europe**

**The CRIVIT brand presents the launch of the first international omnichannel campaign** **"FIND YOUR MOVE". The campaign brings the joy of movement to TV screens, social media and Lidl stores in over 30 countries. The realignment is a decisive step for CRIVIT on its way to becoming the strongest movement brand in Europe.**

**Experience movement in a new way**

The CRIVIT campaign aims to get people excited about exercise again, as physical activity is increasingly being neglected. Many people spend their time at their desks or looking for distraction on their smartphones. CRIVIT inspires people to experience movement as a source of joy and energy. The campaign uses dynamic motifs to showcase a wide range of sports and activities such as fitness, cycling, camping, outdoor, running, fun and team sports, winter sports and water sports, thus covering CRIVIT's broad product range.

You can find the campaign clip [here](https://youtu.be/91ZeOKq1eGA?si=_xPCareEYL1HKj2L).

**New brand identity: Focus on activity and fun**

The launch of the campaign marks the start of CRIVIT's independent brand presence that will be visible on the brand's own social media channels on [Instagram](https://www.instagram.com/crivit/), [Facebook](https://www.facebook.com/people/Crivit/61572301331762/) and [YouTube](https://www.youtube.com/@Crivit), among others. The brand stands for a holistic approach that focuses on fun, lightness and a conscious lifestyle - not the pressure to perform. CRIVIT encourages people to try out new sports and develop a personal exercise routine. Whether you are a beginner or an active athlete, CRIVIT helps everyone to make exercise an integral part of their lives. After all, exercise is as individual as each person themselves - and a crucial key to personal well-being.

"CRIVIT is developing into an independent brand that makes exercise accessible to everyone - with the best value for money and a clear focus on people. With the central message "FIND YOUR MOVE" and an international campaign, we are pursuing a long-term vision: to establish CRIVIT as the strongest movement brand in Europe," says Martin Alles, Head of Brand at Lidl International.

**Omnichannel integration for a seamless shopping experience**

The new brand orientation is integrated into Lidl's omnichannel strategy: Lidl stores in over 30 countries offer high-quality sportswear and equipment from CRIVIT.

"Lidl Cyprus is proud to be part of the CRIVIT success story. We believe in the power of this strong brand and its potential to inspire people to lead a more active lifestyle - at the best value for money," adds Martin Brandenburger, Chief Executive Officer & Chairman of the Board at Lidl Cyprus.

**About CRIVIT**

The CRIVIT brand - available at Lidl stores - offers a unique range of sportswear and equipment for a variety of activities and sports. Whether fitness, cycling, camping and outdoor, running, fun and team sports, winter sports or water sports: CRIVIT provides everything for an active lifestyle - at the best price-performance ratio. As a partner that motivates people to exercise, CRIVIT focuses on individual well-being and inspires everyone to be active in their own way. Exercise. Sport. Well-Being. With CRIVIT.

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