



BRIEF

Starting point

adidas premiered its first running shoe made from recycled ocean plastic in June 2015. This a cooperation with Parley for the Oceans and the upper of the shoes is formed using waste plastic collected around the Maldives. Since the first super limited pairs the Parley UltraBoost shoes became available all over the globe. In 2017 1 million pairs were sold globally. This means 11 million plastic bottles were transformed into running shoes.

Market insight

The message of the Parley collaboration is great bringing a lot of earned PR for the brand. In the other hand they are available only in limited quantities on the Hungarian market. As Parley models are not volume drivers on the market we were focusing in 2016 and 2017 on maximalizing PR outcome of these releases and building innovative brand image through Parley cooperation.

Challenge

We see that the story itself does the job. We want to futher expand the positive effect in 2018. We would like to grow awarenesss of adidas Running category and products. The Parley cooperation can be a great tool in our hand. Supporting the Running category in the long term we have established AR running community to win the urban runners of Budapest.

About AR: adidas Runners is a community for runners from Budapest and suburbs. AR started in 2017 June and has 3 trainings a week all year long. AR Facebook group counts 3500 members and 600 runners participated at AR trainings last year.

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Target group

We would like to engage the 18-35 years old Budapest inhabitants with an active lifestyle. We want to drive the amateur athletes who practise sport at least 2 times a week to our running club. Running does not have to be their number one sport. We would like to win them through Parley messaging from beginner to close to professional level.

Task summary

Bring us an idea of PR activation with adidas Runners community for the June 2018 Parley collection premier. The activation must contain the Parley messaging: innovation and environmental awareness. It must bring great PR and social coverage highlighting the running community in an exciting and desired way.