

A blurred city street at night with bokeh lights and a yellow arrow pointing right.

# **ADIDAS RUNBASE** **x ALTER Yourself**

Tegucigalpa

# INSIGHT AND CHALLENGE

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## INSIGHT

adidas Runners is the most active runclub in Budapest, but the awareness of the club is still low on city level.

People might think that running is boring and also there's no meeting point between runners and culture lovers.

They don't believe in any classical marketing advertisement, they need to experience the things themselves, that's why we concentrated on event marketing more.

## CHALLENGE

Making the new-built RUNBASE popular with current adidas runners and cool, underground people of Budapest.

Connecting different type of runners with a common place where each people can have fun and have great time while they relax, doing sport and attend cultural events.

Opening adidas Runbase is a great opportunity to bear the message: you can be sporty and underground at the same time.

The most important thing is to find the way you can express yourself the most, stay curious and open for new challenges.

# PERSONAS and CHANNELS

## Urban young adults (20-30)

- not regular runner
- loves culture
- open-minded and try to be self-conscious
- feels alone in the city, always looking for company
- skeptic about adds
- self expression is really important for them

### Channels to reach them:

- popular sites (444, index, 24.hu)
- Instagram and Youtube
- Outdoor activities



## Current AR runners

- health-consciousness
- they might have a family
- they have a proper job



## AR runners between (30-35)

- competitive
- running is more than a hobby for them
- running is true challenge for them

### Channels to reach them:

- hungarian AR Facebook group
- Instagram
- Lifestyle sites (wmn.hu, nlcafe, life.hu)



## AR runners between (25-30)

- running is a hobby for them
- regular runners
- opened for culture

### Channels to reach them:

- hungarian AR Facebook group
- runner sites (futonet.hu)



# IDEA - ALTER Yourself

What does **alter yourself** mean to the RunBase community? It's not just about lose yourself in your passion about sport or culture, it's about understanding other people's motivation and empathize with them. The word "alter" means transforming yourself on the next level, keep improving yourself. It also refers to the underground culture of adidas.

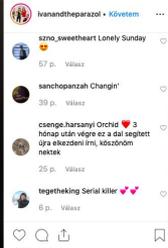
How can we involve people in this kind of alteration? With outdoor activities and interactive events we can give a first-hand experience to our target group, that's why we focused on these opportunities. **Our aim is to make urban young adults run and involve runners in cultural events.** The current adidas runners are most likely to know about the Runbase from the already existing Facebook group, so we focused on making running more attractive for urban young adults. You can also **express yourself** both through **art and running**, it's a new way to improve your self-image and making your life more self-conscious.



# PRE-OPENING

## INFLUENCER CAMPAIGN

Before the opening we'd like to generate a social media activity. The target group mostly use Instagram, so we use influencers to make sneak-peak posts about their running stories and urban running experiences. As we aim to reach out art lovers, we would collaborate with influencers like Oltai Kata, Pajor Kristóf, Vitáris Iván(@ivanandtheparazol) and Cynthia Dictator. They can represent the idea of both being sporty and artsy. The influencers will use **#alteryourself** to spread the idea on Instagram.



## INSTALLATION

**Are you ready for the start?** We are going to make an interactive installation on Madách tér, where we set two cameras against and we also set up a starting block with built-in pedal sensors. If you strike the starter pose on the starting block, the sensor will activate the cameras and they will make photos of you by using flashlight. We also use green background, and when the participants get the photos, they will notice the adidas Runbase logo on it.



# PRESS COMMUNICATION

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We would like to send out creative press invitations for journalists by creating small showcases which contain a used sneaker or any sport item framed, glassed, as a piece of art with a small descriptions just like in museums. We would like to represent that culture and running is reconcilable and art is unlimited. It generates iWOM among journalist.

We would organize a Press event in the new RUNBASE before the opening where journalist can run on 5 treadmills. Each treadmill has an instrument voice so they can make some music together. Also the velocity of music is changing by the speed of running.

Our goal with this type of press communication is to earn media release and to articulate the main message: rethinking the traditional ways of culture and the power of community.



# KICK-OFF EVENT

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At the entrance everyone can choose from two different ways to start the event: the urban young adult way or the true runner way. There will be a three staged transformation tunnel, where the participants can alter themselves and experience both ways at the end of the event.



So one that arrives from the urban young adult way gets more sporty at the end and the true runner will get closer to culture.

# OPTIONAL ACTIVITY IDEAS / GERILLA ACTIONS

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**Toldi run** - Join to a great party in Toldi Klub. Start your running fun in adidas Runbase and complete the photo challenges on the checkpoints. Check out your photos projected to the wall of the club while dancing to the greatest hip-hop rhythms.

**Margitsziget running cinema** - Run with us on Margitsziget while watching a great movie on our truck.

**Running to the museums** - We would organize a running event during the Night of the Museums. Run from one museum to another and get a free drink after that in the Base!

# PR ECOSYSTEM

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## **EARNED**

Press releases  
iWOM

## **OWNED**

AR Budapest  
Facebook group  
adidas HU social  
media platforms

## **PAID**

influencers

## **PRESS RELEASE TOPICS**

- creative press invitation
- interesting press event
- interactive installation
- unconventional events

## **KPIs**

build engagement  
growth of hashtags and social media activities  
media coverage  
growth of adidas runner club members

# BUDGET

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INFLUENCER CAMPAIGN (strategy, PR specialist's fee, content creation, influencers' fee)  
**10 M HUF**

INSTALLATION (technical equipment, animator, PR specialist fee, location fee)  
**3 M HUF**

PRESS COMMUNICATION (Copywriters' fee, PR specialists' fee, creative invitation, press event) **6 M HUF**

KICK-OFF EVENT (strategy, PR specialist fee, technical equipment, hostess' fee) **10 M HUF**

OPTIONAL ACTIVITIES (PR specialist fee, location fee, technical equipment, hostess, strategy) **10 M HUF**