



PASS IT ON

ADIDAS RUNNERS BUDAPEST



INSIGHTS

We, who have chosen to move aren't only running from something,
but rather going towards something.

Of course we all have our own rhythm, distances and motivations,
but our final goal is the same thing: to finally get there.

CHALLENGE

Adidas runners is the most active runclub of Budapest but the awareness of the club is still low on the city level. Pretty soon the brand will have an opening of its first running centre in the heart of the city where the urban cultures can get together with views that put sports ahead creating such an inspiring atmosphere where all the like-minded youngsters who wish to get moving can find themselves and fellow partners.

We can't just keep all this for ourselves, right?



THE IDEA

Everyone is familiar with the usual round formed running tracks, so we create an event where our runners would join in from different points, distances in the city and meet up at the same destination.

The adidas Runners get on the move in groups teamed up with their brand ambassadors, start from different points and get going towards the runner's centre. Anyone can join the team, depending on his or her own capability. The first team passes on a relay baton to the next team waiting at the following start point and continue the run all together till the final base.

BUT WHAT'S THE TRICK?

We place a tracker in the relay batons and with their help we can watch our runners live on our microsite. The team leaders get a go pro camera so we can see every move from their point of view.

At the end we can see the iconic adidas logo silhouette drawn out on the map.

MICROSITE



OPENING SOON

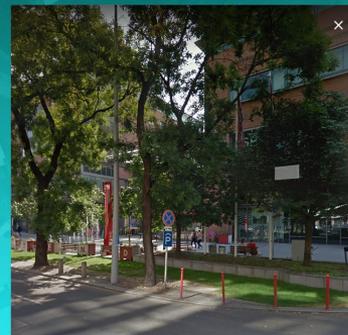
05 | 09 | 27 | 41
DAYS | HOURS | MINUTES | SECONDS



BUDAPEST LIVE MAP



< A RUNNER TEAMS B >



ACTIVATION

Every runner (applicants and adidas runners included) takes part in a draw where the main prize is an adidas runner sneaker. To get in all you have to do is to share your picture on instagram from the event with the following hashtags: [#adidasrunners](#) [#passiton](#)

BUT WHAT ABOUT OUR JOURNALISTS?

Our favorite journalists receive a package which contains a relay baton wrapped up with a adidas Runners flag signed with [#passiton](#), a link where they can follow the events on the microsite and a map in case they would like to join in.

AND THE EVENT?

A press event heated up by professional breakdancers who represent the urban culture and evergoing lifestyle (Vibes n' Stuff, Phacific Punk, Sick7 Crew)





PR ECOSYSTEM

EARNED

Press Releases

User Generated Content

PAID

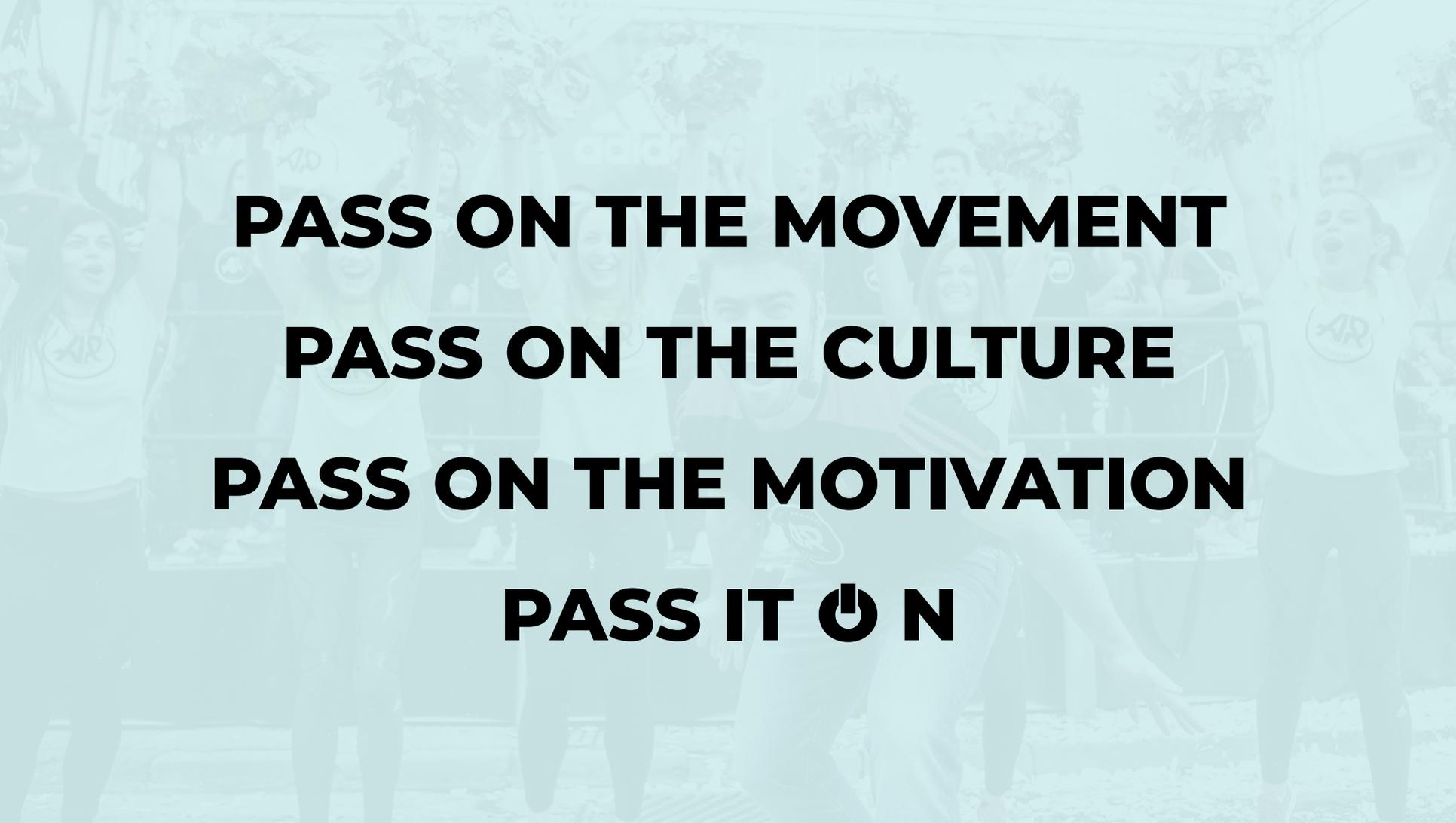
Inviting influencers to our movement

Cooperate the one of the leading online news portals

OWNED

Our brand ambassadors channels

Brand social media channels

A group of young people, likely cheerleaders, are shown in a gymnasium. They are wearing white t-shirts with a circular logo that contains the letters 'AR'. They are holding pom-poms and appear to be cheering or performing. The background shows a gymnasium with a wooden floor and some equipment.

PASS ON THE MOVEMENT

PASS ON THE CULTURE

PASS ON THE MOTIVATION

PASS IT ON



LET'S DO THIS!