

RUN2CREATE



TEAM TOKYO

BACKGROUND

GOAL

Boost awareness of the adidas running center and institutionalize active lifestyle.

TARGET GROUP

Budapest based young adults between 18-35 with affinity for action and creation. We are targeting active and irregular runners as well as those interested in the lifestyle adidas represents.

CHALLENGE

Adidas Runners Budapest is now perceived only as a running club, not as an inspiring lifestyle hub.

TENSION

Running as an activity isn't embedded enough into cultural life.



RUN 2 CREATE

The positive effects of running are well-known, but it is uncommon to think of running as a creative catalyst.

Running takes up time. Running is exhausting. Running is liberating.

Just like creation.

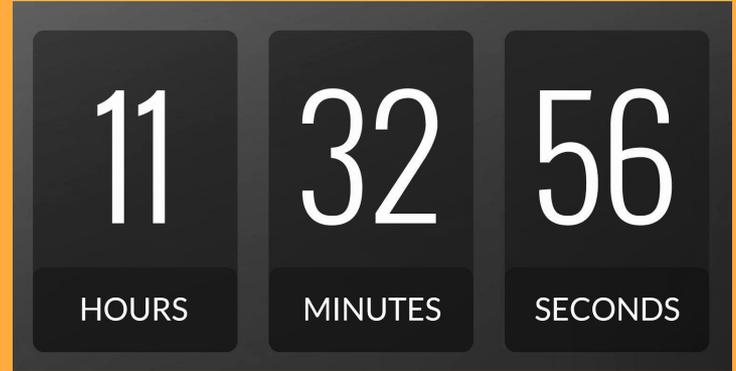
Adidas kicks off a mission to design a different viewpoint on running: the catalyst for creativity.

A catalyst for music, dancing, writing, design, fashion - you name it.

By launching the adidas running centre, we are establishing a meeting point for catalyst seekers.

So we are calling all creators in Budapest to start running to create.

HOW?



#RUN2CREATE STORIES

We create an **online content series** to show the power of running in creativity through **well-known creators** of Budapest. They will **raise awareness of AR Budapest** and the running centre amongst new target groups. We invite them to share how running helps create with **#run2create.**

UNLOCK PARTY

We create a memorable launch day for the running centre - one that can only open with the power of co-creation.

There is one condition for the running centre to open: on the launch day at least 500 people has to run with AR. To manifest the **power of co-creation**, the more are the participants the more **exclusive acts** we add to the launch party.

CAMPAIGN STRUCTURE

TEASER

LAUNCH

NOURISH

GOAL

Draw attention to adidas's challenge and new running centre.

Bring life to the running centre and create a memorable experience for the launch event.

Maintain the relevance of running and creativity.

IDEA

Start a discussion about the role of running in the creative process through influencers and bring people on the tracks with AR trainers and club members.

Run 2 create day: A launch event that only happens if the creators of Budapest make it happen by co-creating with adidas.

Engage different crowds with new influencer-ambassadors who run while creating for the AR crowd. Inspire Budapest people to find long-term goals and reasons to create through running.

CHANNELS

Owned channels to reach AR members, Influencers and media coverage

Owned channels, Influencers, On-site activations at popular running tracks, media coverage

Owned channels, long-term influencer collaborations.

TEASER PHASE

OUR MESSAGE: JOIN US ON OUR UNLOCK PARTY TO SEE WHAT WE CAN CREATE TOGETHER BY RUNNING!

AR MEMBERS

MOTIVATE & ENGAGE

Incentive system to make them invite +1 people for the event.



AR TRAINERS

CAPITALIZE

Tamás Kazi, Dóra Debreczeni, Kiss Áron, Darabos Balázs, etc.

Engage with a relevant crowd in sport and running, build buzz around the event.



INFLUENCERS

who personalize different layers of adidas vision of creators

ENSURE REACH

Szentesi Éva, Marsalkó Dávid, Molnár Viola, Miskovits Marci, Inspirationholic, Trunk Tomi

1) Start #run2create mission and show how running catalyze creative energies.

2) Build buzz around the event.



THE UNLOCK PARTY

OUR MESSAGE: LET US INSPIRE YOU AND SHOW YOU THE POWER OF CREATION THROUGH RUNNING!

During the day: #run2create to the running centre

For AR members: Based on the teaser phase we organise AR runs led by AR trainers and count the number of participants through Runtastic. Each run starts at a different place and takes different lengths.

For potential-AR members: We put down interactive running tracks next to popular routes that count how many runners crossed them. We propose them the option to choose our track to #runtocreate and after they ran through, we invite them with a complimentary energy bar that serves as a ticket to the Unlock Party.

Through the day, we show an **online and a physical counter that shows how many runners were involved so far - and how close we are to open.**



THE UNLOCK PARTY

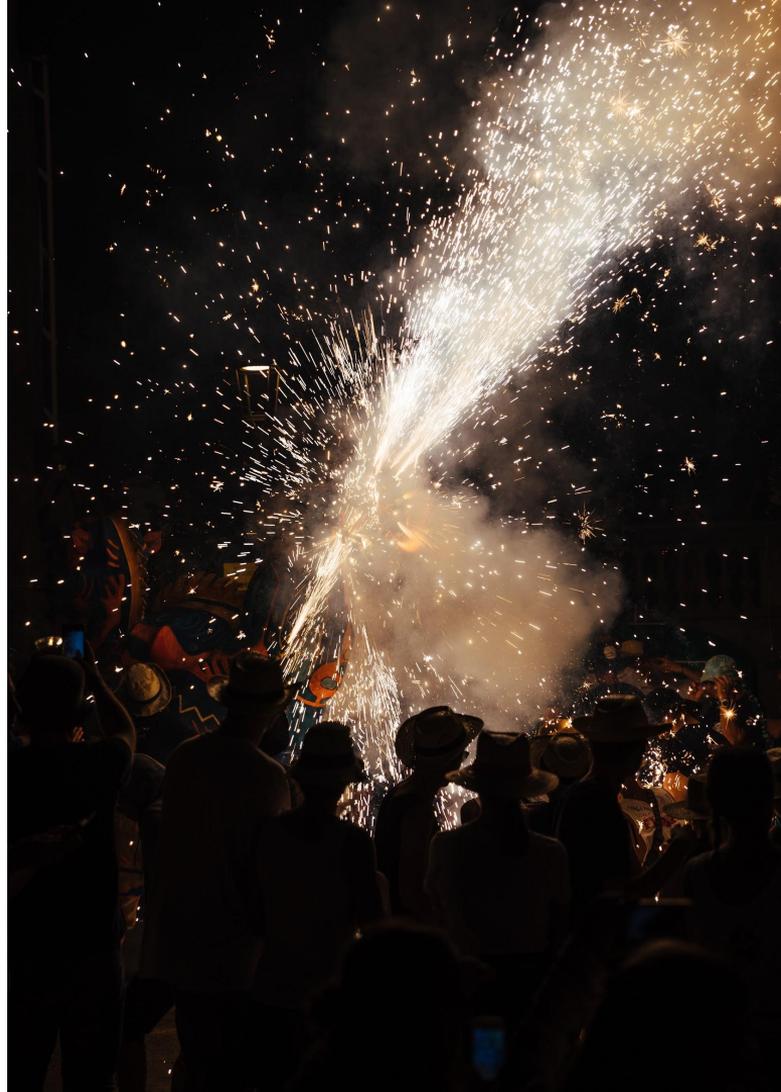
OUR MESSAGE: LET US INSPIRE YOU AND SHOW YOU THE POWER OF CREATION THROUGH RUNNING!

In the evening

Co-create with adidas to launch our new running centre - we only open if 500 creators joined us. The more people joined us to co-create, the more exclusive the event gets.

- **150 runners** AR x Tomcsányi Dóri t-shirt personalized design on arrival
- **250 runners** Kemény Zsófi x Punnany Massif improvised slam poetry
- **500 runners** Marsalkó Dávid and Odett Random-trip concert - co-creation of a new song
- **1000 runners** adidas brings an international brand ambassador through hologram to do an exclusive DJ set

We create **insta-worthy installations** at the running centre that shows and further inspires the creativity of participants.



NOURISH THE #RUN2CREATE COMMUNITY

OUR MESSAGE: JOIN US IN THE AR BUDAPEST RUNNING CENTRE TO BE INSPIRED THROUGH CULTURE AND
RUNNING AND UNLEASH YOUR INNER CREATOR!

CREATORS' EVENTS

Monthly events curated by creators from
different fields, ex.:

DJ set with Kama, where part of the beats are
affected by the audience

Special **fashion collab event** by Tomcsányi Dóri
with wearable running garments

Music collab between Miskovits Marci and
street artists of Színes Város

BUDAPEST CREATORS CLUB MEMBERSHIP

Establishing a membership program where
every creator can make a pledge in what
creation they need running as a catalyst.

Creators can set up individual or group pledges,
too.

#RUN2CREATE SUMMARY

WHAT?

#RUN2CREATE STORIES

Online content series with Hungarian creators who showcase how running acts as a creative catalyst for them.

UNLOCK PARTY

An **unconventional opening party powered by co-creation** and filled by events from popular Hungarian creators.

#RUN2CREATE COMMUNITY

Budapest Creators Club: the long-term solution that keeps driving people to the new running centre. We power the running centre with creator events that build a cultural angle and running / sports events to **keep recoding urban running**.

WHY?

The new running centre **creates a link between running and culture** that we can make relevant through the content series. AR's awareness in Budapest needs a boost from different segments and subcultures.

We need to **differentiate** from gyms and other running clubs, to take AR Budapest to a new level. So we **focus on creation and how running can have a primary role in creativity**.

On the long-run, AR Budapest remains primarily a community focused on recoding and continuously evolving running. However, with Budapest Creators Club, we can show how **culture and running fuel each other**.