

A man and a woman are running on a bridge. The woman is in the foreground, wearing a pink sports bra and black leggings. The man is behind her, wearing a blue long-sleeved shirt and black leggings. They are running towards the right. The bridge has a chain-link fence and a metal railing. The background shows a cityscape under a blue sky with some clouds.

adidas Runners

x

Buenos Aires

[play me while running through](#) 

COMMUNICATION PROBLEM

Since 2017 adidas Runners Budapest is on the map. However the runners' club has **low brand awareness**.

GOAL

A new running center opening is due in Summer of 2019. We want to **leverage the brand**, exploit its synergies, capture market share and **monetize conversation**.

FACTS

Our primary target group is described as ambitious, career focused, digital and tech savvy dreamers who LOVE binge watching the coolest shows, always share their unique moments on Social Media.

They are glued to our digital widgets so to speak.

They are often discontent with our looks but do nothing.

They claim we want to travel the world and they are not willing to go jogging around the blocks.



A person is running on a treadmill in a gym. The scene is lit with blue light. In the background, there is a large, abstract sculpture that looks like a stylized letter 'A' made of dark, curved lines. A vertical light tube is visible on the left side of the frame. The person is wearing a dark cap and a dark shirt.

INSIGHT

Running is often a lone wolf's sport. The new centre is not a simple gym. It offers to be not only a meeting point for runners, but also a **community building and co-working space** where you can reach your personal goals with guidance.

MESSAGE

A place where you can build your work, your brand, yourself, your whatever. This is where enthusiasts and professionals **help you to fly to the Moon**. Since the happiness of running is not only can take you to another level but can also do it with the mile collecting app of AR.

CORE IDEA

We want to go big and go a cooperation instead of a brand only stunt. Our approach is to create a long term business partnership with Wizz Air, the biggest low cost airline in the CEE region as adidas Runners' ideal business goals are resonating to theirs.

Appearance rates: 80% AR and 20% Wizz Air.

Q ADD MEG A VÁROSOD

Our umbrella campaign has 3 phases. First the **teaser phase**, then the **activation phase** and lastly the long term **adidas Runners Budapest Ambassador Program**. The 3 phases hold together the core message for the TG and encourage wannabes to take their first step on this extraordinary, life-changing journey.

TEASER - SCROLL HACK

METHOD

Building a **bug in the system** of Facebook / Instagram mobile applications while Runtastics runs on smartphones. A 10-15 sec „system failure” on smart phone screens **when AR running session starts** after tapping the screen, the landing page is adidas Runners site with the **call-to-action** message: „Run this, not that”. Partnering with Instagram, a „**swipe up**” **ad pops up**. During this, on AR app, a countdown starts with „Fly to the Moon” slogan.

TIMING

One week before the opening of adidas Runners Club at Váci Street



ACTIVATION – FLY TO THE MOON WITH AR

PLAN

5 adidas branded treadmills facing Basilica.
By running on the treadmills, the **AI gathered data lightpaints the journey** on Basilica walls. Anyone can participate.

VISUALISATION

Animation on flying from the Moon to a **WIZZ x AR destination in Europe** when reaching Milan, Berlin, London, Dubai etc.

LOCATION

St. Stephen's Basilica & square

TIMING

One day before the opening of adidas Runners Club at Váci Street



AR AMBASSADOR

In the long run, **everyone can be AR ambassador** if they are constantly participating at running events, track their workouts in the Runtastic and converts running miles to air miles **by joining at least 3 times per month** to the program.

Via the WIZZ Partnership, AR Budapest can expand its borders and **connect the community** by offering them the great opportunity to **make acquaintances internationally**, to get familiar **with famous coaches & training methods**, also to be inspired by the diverse and **underground lifestyle of AR worldwide**.

PAID

OWNED

EARNED

INFLUENCERS



Debreceni Dóra



Kaptay Annamária



Hardy Réka



Sass Dani

Facebook Page
Facebook Public Group
Instagram
Adidas Runners official site
Runtastic App

PRINT

Wellness
Shape
Men's Health
Cosmopolitan
JOY
GLAMOUR

ONLINE

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BENEFIT OF STAKEHOLDERS



adidas

To **increase market share, boost sales** in sport equipment and to strengthen brand awareness in Hungary.

adidas Runners Budapest

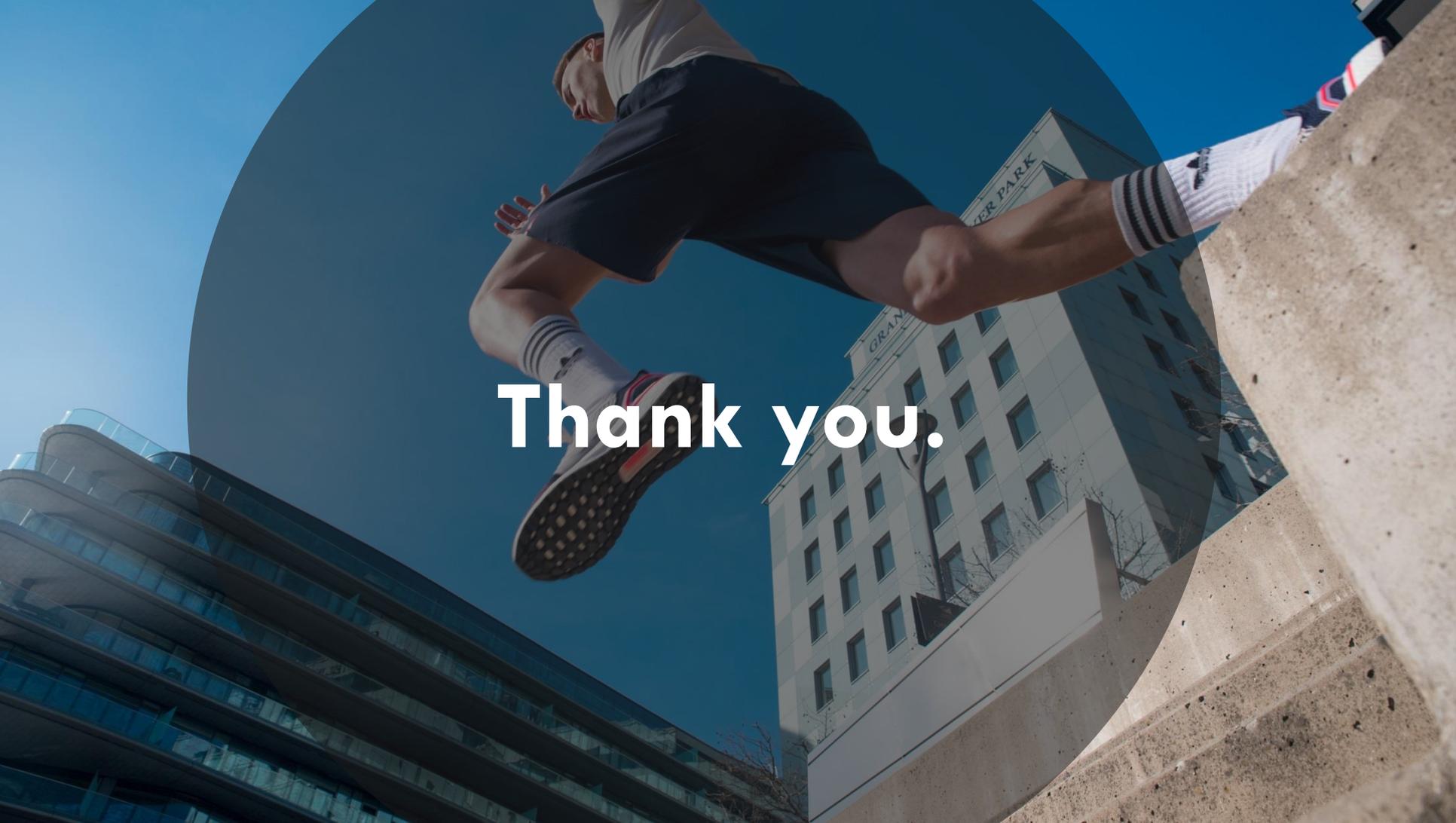
To be **top-of-mind lifestyle sport club** in CEE region.

Wizz Air

To **increase bookings to city break destinations** and avoid seasonal peaks by partnering up with a young, fresh sport community.

Influencers

To **barter** with adidas (Runners) products (running shoes & clothing) in exchange with social media appearance.



Thank you.