

ADIDAS RUNNERS BUDAPEST



BRIEF

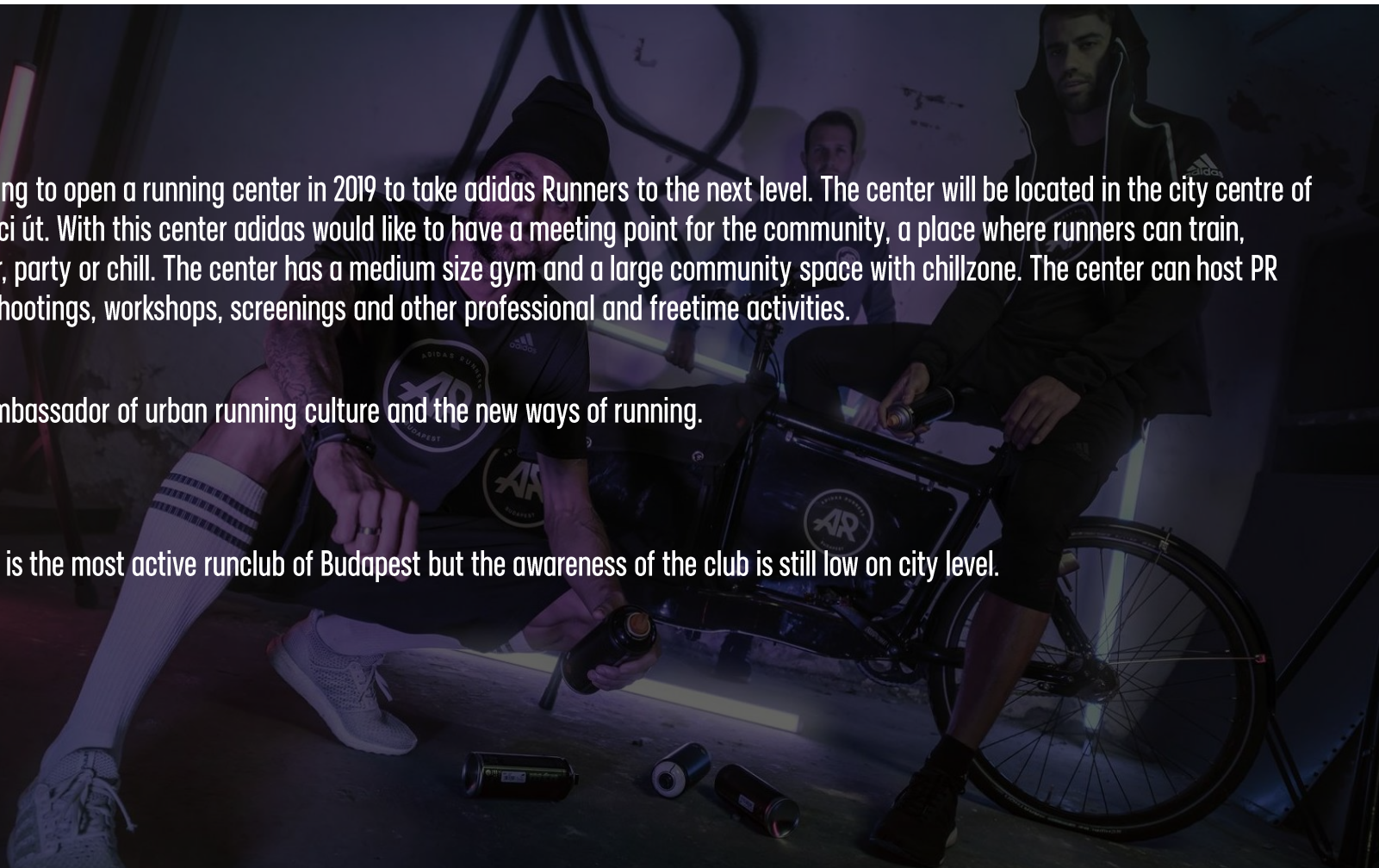
Starting point

adidas is planning to open a running center in 2019 to take adidas Runners to the next level. The center will be located in the city centre of Budapest at Váci út. With this center adidas would like to have a meeting point for the community, a place where runners can train, gather together, party or chill. The center has a medium size gym and a large community space with chillzone. The center can host PR events, photo shootings, workshops, screenings and other professional and freetime activities.

adidas is the ambassador of urban running culture and the new ways of running.

Market insight

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



BRIEF

Challenge

adidas Runners is aiming to shape the sport and cultural life of Budapest. The new running center should be the key tool to achieve this aim. Becoming an institution for citizens with active lifestyle.

Target group

We want to raise awareness for adidas Runners and the new running center in the 18-35 years old target group who lives in Budapest and has an active lifestyle.

Task summary

Bring us an idea of PR activation how adidas Runners could use its resources including the new running center to engage it's target group and create buzz around the community in the capital. You can think in an own activation or a cooperation.

