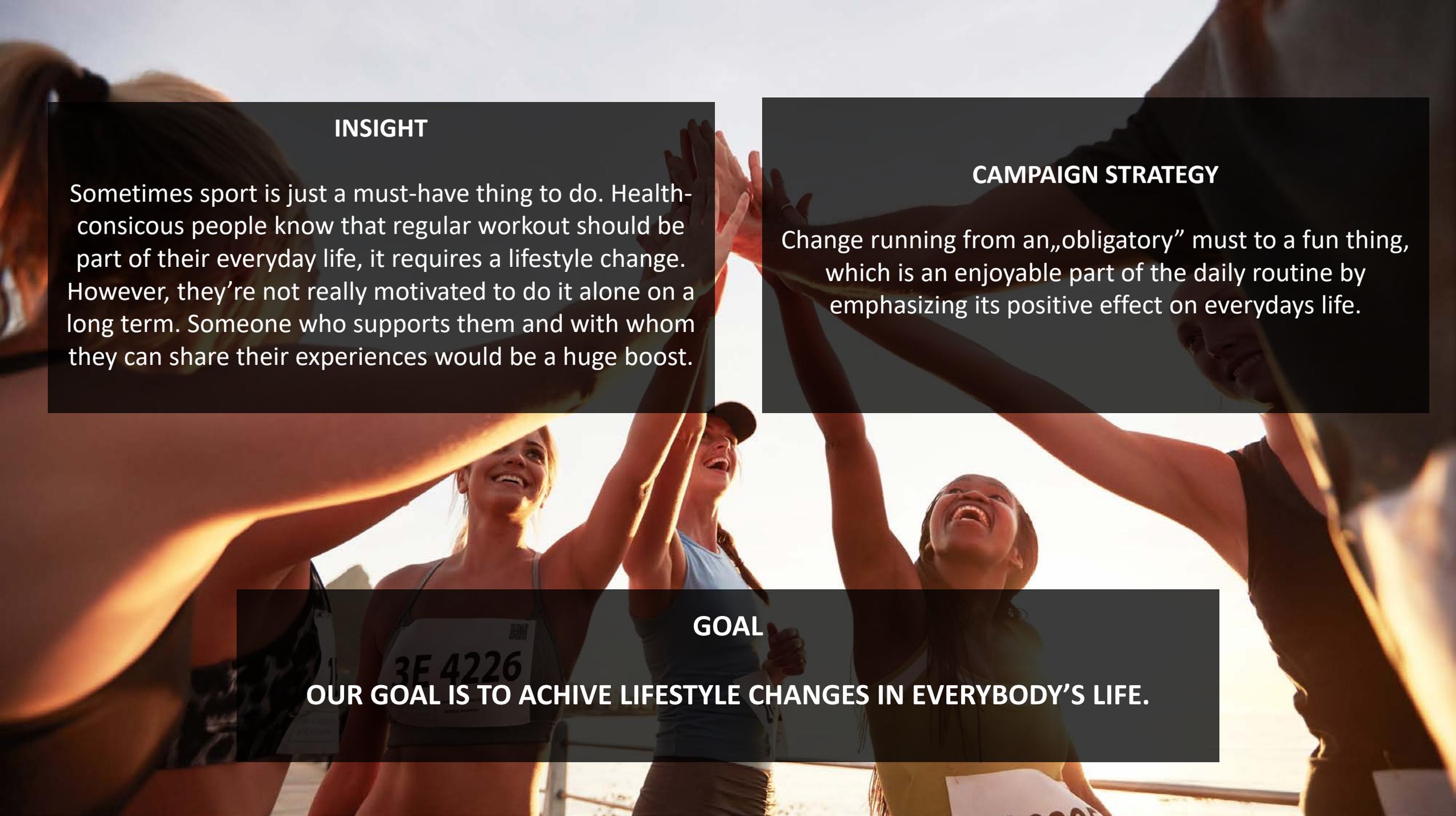




**LET'S REDESIGN OUR LIFE!**

CANNES YOUNG LIONS 2018

KUALA LUMPUR TEAM



## INSIGHT

Sometimes sport is just a must-have thing to do. Health-conscious people know that regular workout should be part of their everyday life, it requires a lifestyle change. However, they're not really motivated to do it alone on a long term. Someone who supports them and with whom they can share their experiences would be a huge boost.

## CAMPAIGN STRATEGY

Change running from an „obligatory” must to a fun thing, which is an enjoyable part of the daily routine by emphasizing its positive effect on everyday life.

## GOAL

**OUR GOAL IS TO ACHIVE LIFESTYLE CHANGES IN EVERYBODY'S LIFE.**

# IDEA

## LET'S REDESIGN OUR LIFE!

### Consumer point of view

Thank to AR community we support you on a long term to make lifestyle changes which affect you but also your environment. You can do it step by step, no matter how big is it, you have already started the change.

### Adidas point of view

Thanks to its innovations it provides you the professional know-how for this life-changing process and shows what the brand does for the environment



## TEASER PHASE

We place a huge sneaker installation in the busiest place of Budapest regarding to running – this place will be the Margaret-island.

The installation will be a PET-bottle collector center, which draws attention on the importance of movement and environmental awareness.

We'll show the pre-launch date in a visible way on the collector, as long as the action takes place, and give the Facebook page of the adidas runners (NFC option), where exciting opportunities await the audience after the countdown. We make a photo of the installation, which will send out with a brief to relevant journalists to make them aware of the happening.



# PRE-LAUNCH PHASE

## STEP 1.

Sending out engaging adidas Runners kit to key journalists and influencers

- 11 journalists and influencers (inline with the product benefits)
- The package includes: AR T-shirt, Parley branded bottle, shoes
- Background material about adidas Runners
- Invitation letter to our adidas Runner movement

## STEP 2.

After the invitation – strong follow-up of the invitation, setting up a adidas Runners media team

We invite them to take part in a tailor-made workout series with our AR trainers. These workouts take place in iconic parts of Budapest, in order to drive them to discover the city from a different point of view, recognize its small beauties and to also remind them of the importance of taking care about the nature. Thanks to this they can also experience the fun part of team workout.

Each workout is supported by further, in terms of running relevant lifestyle contents

- Healthy eating, incl. importance of fluid intake
- Physical condition and the best fitting sports
- Bodycare, skincare
- Proper clothing for sports

Each lifestyle field will be presented by a selected influencer / media outlet (participating journalist) with the help of a professional.

## PRE-LAUNCH PHASE

Duration is 4 weeks – continuous content creation, expected outputs:

- YT video
- blogposts
- insta post and live
- articles that are combined with video content

The topics will be spread among all participants so that we can avoid repetitive content, but on the other hand, we can use the benefits of the cross-consumption of the different lifestyle media outlets.



# LAUNCH OF THE NEW PARLEY COLLECTION

- Traditional PR support
- Beyond activation, we support the launch of the new products with traditional press office:
  - Press release about the products with images and stock photos of the products
  - Background material about production process and innovation (incl. Infographics)
  - Product sampling among relevant media outlets and influencers
  - Consumer and media activation scene
- We organize an exclusive event at an adidas flagship store in Budapest, where we showcase the new product
- Adidas Runners and journalist/influencer members talk about their experiences during the 4-week lifestyle changing period
- By raising the awareness about the program in frame of a special Facebook event and posts about the event on adidas Runners Facebook page, we also invite the fans – who after the press launch can enjoy meetings with adidas professionals and their favourite influencers
  - They can get tips on how can they prepare themselves for running / how much they should run, regarding to their physical condition
  - They can try the new shoes and get tips on which shoes are the best for them
  - They can get sport fashion tips from adidas
  - Healthy, isotonic drinks and healthy snacks

# MEDIA AND INFLUENCER TEAM IDEA

## Media

Dívány

WMN

Joy

Cosmopolitan

Glamour

Index



## Influencers

Rubint Rella

Debreczeni Dóra (already  
a trainer for adidas)

Gyurta Dániel

Gyarmati Panka

# TIMELINE & BUDGET

## MAY

## JUNE

**TEASER**

Generate buzz  
and interest

**PRE-LAUNCH**

Grow awareness

**LAUNCH  
EVENT**

Product  
premier

ITEM	COST	COMMENT
Installation	1 x 500 000 HUF	Without cost of the location renting
Sending out AR kit	2 x 25 000 HUF	Does not contain the cost of the product
Influencer and media team	1 x 1 600 000 HUF	KPI: 50% of the original is free of charge
Experts	4 x 150 000 HUF	
Launch event	1 x 900 000 HUF	
<b>TOTAL (production costs)</b>	<b>3 650 000 HUF</b>	

The above prices are just estimation, does not include VAT.  
Agency fee is not included. (Press material, invitation letters, graphic design, event organization, project management)



**THANK YOU!**