

adidas



**RUNBASE**

Be part of it!

A cool community is the **base** of our lives



Team Paramaribo  
28.03.2019



# RUNBASE

## Background

### Insights

An adidas running centre called adidas Runbase is finally arriving to Budapest in 2019. The concept has already conquered cities like London, Milan or Berlin, and now it's Budapest's turn to widen this fascinating community. The building will be placed at the heart of the city with a medium size gym and a space for different kind of happenings. This center is not only for sportsmen, but it is perfect to host PR events, photo shootings, workshops and different kind of activities.



### Task

The goal is to shape the sport and cultural life of Budapest, and this Runbase centre is the key tool for that. Not only the community of adidas runners will get a unique space with this initiative, but also young and motivated people with an active lifestyle should find their place in it. PR activity should ensure the hype around the centre and also make this building and adidas runners club well-known around Hungary, especially the capital.



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## A stable base for everyone

Our main goal is to get people to know that Budapest has a new community space which provides a base for everyone. To engage people more, we spice up the original Runbase concept with monthly event series, Base Days which contains one early morning and one late night event per month. Here, in exchange with symbolic entry fee everyone can find the activities that suits them the most. Base Days play an important role in our campaign as an awareness raising tool.

### Base Days

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graph TD; A[Base Days] --> B[Dawn base]; A --> C[Late night base];
```

#### Dawn base

*A good start of the day for morning people*

- Early morning event
- Before work/school
- Various community sport opportunities: yoga, running, aerobic
- Refreshing and healthy breakfast

#### Late night base

*A cool late night program for party faces*

- Events starting in the evening
- After work/school
- Various community sport activities
- Concerts, round table discussions, workshops



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## Strategy

### Teaser campaign

**Influencer cooperations, involving young and popular Hungarian people with different cultural interests and background to raise awareness and curiosity among their followers.**

### Media event

**Organizing a grand opening event for media representatives, influencers and adidas Runners club members, where they can be the first ones spend the day in adidas Runbase.**

### Ongoing communication

**Promoting adidas Runbase and the runner community through organic media activities, paid media and influencer cooperations. We also exploit the AR club's own channels.**



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## Teaser campaign

### Influencer cooperation

We collaborate with popular and trendy influencers who can easily reach out to the young citizens. In order to address as more people as possible we select opinion leaders from various cultural segments and interests.

**Platform:** YouTube, Instagram

**Content:** at the end of an IG story or YouTube video, the influencer grabs adidas trainers, saying goodbye with the following mysterious lines: *„I have to run now, I cannot tell you where, but I'm sure we will regularly meet there after 17 June.”*

**Our campaign squad:** poets, musicians, actors, sportsmen, lifestyle and gamer YouTubers



Kemény Zsófi



Fluor



Ember Márk



Tápai Szabina



Viszkok Fruzi



Beniipowa



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## Media event – Runbase Day

A one day long VIP activity for journalists, influencers and adidas Runners members. This event is meant for introducing the brand new Runbase centre as well as the concept of "Base days".

**Guests: journalist (lifestyle, sport, news media), influencers, adidas Runners club members**

**Venue: adidas Runbase, 10 Budapest Váci út 10-12**

**Date: 17 June, 08:00 – 00:00**

From early morning to late night we offer different kind of programs besides the regular Runbase gym access and classes. The invited guests can decide what programs they are interested in, and when they want to come and go during the event.

### Dawn base

**Early morning program:** Day starter yoga followed by a healthy breakfast.

#### Daytime programs:

##### Round table discussions

- Engagement for sustainability (introduction of Parley shoes)
- E-sport and real sport
- The psychology and importance of being part of a community

##### Workshops

- Healthy lifestyle and eating
- The correct technics of running
- Regeneration after sport activities
- Gym: a personal trainer advices how to workout in gym

##### Fashion show



- Introducing the newest adidas collection



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## Media event – Runbase Day

### Late night base

Besides the above-mentioned programs (round table discussion, workshop, sport classes), we offer some special activities for the end of the day.

#### Evening program:

Early evening program: Run with your dog! Forget the evening walk, bring your dog instead and run together in a dog lover running community!

#### Late night concert:

##### Presidential Runner Club (Elnöki Futóklub)

A unique formation only for this one night with Fluor Tomi as the frontman. He collect musicians representing different styles around him and they prepare a big show together to celebrate the brand new base of the city, the Runbase centre. They can even write an own anthem for adidas Runners.





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## Ongoing communication

### Influencer campaign

Post for rent registration

Using the influencers who took part in the teaser campaign



adidas sweepstake communicated on Influencers' platforms: Participate in one of the early bird or late night events and win a season ticket to the Runbase or a set of adidas clothing

### Paid media cooperation

WE  BUDAPEST

A program guide about adidas Runbase program series

**RUNNER'S**  
WORLD

An article about adidas Runners community and the opening of the new community space

### Classic PR solutions

Press event

Press releases (program guides, healthy and fit lifestyle tips, actual happenings in the life of the Runbase)

Sending out media/influencer gifts (adidas running equipment, membership card, etc.)

### Own platforms

Using the Social Media platforms of adidas and give a deeper insight on the features of the new runbase centre

With communicating in the official Facebook group we can reach a more targeted group and can strengthen the brand engagement as well as the feeling of being part of a great community



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## Timing & budget

|  | May       | June      | July      | August    | ... Monthly basis |            |
|--|-----------|-----------|-----------|-----------|-------------------|------------|
| Teaser campaign - Influencers                              | Dark Red  | Dark Red  | Light Red | Light Red | Light Red         | 8 000 EUR  |
| Media event (experts, special guests, catering, press kit) | Light Red | Dark Red  | Light Red | Light Red | Light Red         | 16 000 EUR |
| Paid media cooperation                                     | Light Red | Dark Red  | Dark Red  | Light Red | Light Red         | 2 000 EUR  |
| Influencer cooperation (Post for rent)                     | Light Red | Light Red | Dark Red  | Dark Red  | Dark Red          | 2 500 EUR  |
| Agency fee   | Dark Red          | 25 000 EUR |
| Monthly Base Days  | Light Red | Light Red | Dark Red  | Dark Red  | Dark Red          | 12 500 EUR |



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## Summary

The campaign includes a teaser part, when people get a hint of Runbase centre and also the main philosophy of this community. We use influencers in this part of the communication, who are meant to grab the attention of the target group. After the teaser section the press event comes, where the media get to know the new adidas community base and also the future plans. Our influencers who were involved in the teaser campaign will also come and reveal the „secret” they hinted before. Naturally a professional video and photos will be made of the event which we can use in our communication later.

After the press event the concept of Base Days starts. The monthly events aim to build a stable community and make people realize how cool it is to be the part of it. We can also help to strengthen this message with traditional PR solutions, such as press releases or media gifts.

**Thank you for your attention!**