



ADIDAS RUNNERS BUDAPEST

BUDAPEST IS OUR **CANVAS**

BY TEAM RABAT

CHALLENGE / INSIGHT

FACTS

adidas Runners are present in more than 60 countries, established in Budapest in 2017
Over 4700 members in the Facebook Group,
more than 1000 active runners on Runtastic
Specialized in urban running

But still, **low coverage** in the life of our capital

PERCEPTIONS

adidas Runners Budapest is not just a running club, but a community of runners
Running is not just about pursuing a sport, but also about expressing yourself
Sport is our culture, it helps us letting go of stress and express our feelings

Our main purpose is to generate **consistent hype**



IDEA

BUDAPEST IS OUR CANVAS.

We live here. We work here. We move here. We feel here.
Every impression, the city makes on us, creates feelings in our souls - just like a piece of art.

BUT HOW CAN WE EXPRESS ALL THESE FEELINGS IN THE MATERIAL WORLD?

By creating something that reflects on us. That's what brings **'CREATORS CLUB'** into life.

TO DELIVERING FEELINGS IN VISUAL FORM.

TO SHOW WHAT BUDAPEST MEANS TO US.



#1 RUN BY FEEL EXPERIMENT - KICK-OFF

GOAL

Every hub needs hype. During the **opening event**, not only runners but all other Budapest citizens could be reached, addressed or even involved in some activities.

APPROACH

Besides the ultimate community run, organised by the crew of adidas Runners Budapest, members, invited influencers and press could be a part of a unique experience during their run. Some **influencers and runners** would be asked to wear a **brain sensing headband**, which detects their brains' activities while running.

RESULTS

At the same time, back in the base, a **group of graphic designers** would be working on an artwork inspired by their brainwave signals. By the time the crew gets back, the emotions they felt during running in the city would be on the walls of the hub.



#1 RUN BY FEEL EXPERIMENT

We all feel different while running.

Some relax.

Some let go of stress.

Some get inspired.

By transforming brain signals into real-time feedback, we are able to understand the experience and get the answer for the big question:

What feelings Budapest creates in us while we are running?

Some relax. → e.g. Landscape

Some let go of stress. → e.g. Expressionist painting

Some get inspired. → e.g. Comic book



#2 CREATORS CLUB EVENTS

After the runners of Budapest had revealed their feelings and created something extraordinary, in order to maintain the hype around the brand new gathering place, we would establish the 'Creators Club'.

The brand would give the opportunity to local artists from all different types of scenes to become the part of adidas' creators.

On a monthly basis, adidas would give them space to continue what they are good at: creating.

At the Runbase, they would be able to express what living in a city like Budapest gives them; how they feel when they are working here and hence they would become the brand's dedicated micro influencers.

AND SHOW WHAT BUDAPEST MEANS TO THEM.



#2 CREATORS CLUB EVENTS



[@zsofikemeny](#)
slammer

"Budapest is a story to tell."



[@torocsik_daniel](#)
tattoo artist

"Budapest is a canvas."



[@floraborsiofficial](#)
photographer

"Budapest is a movie."



[@wolfie_mc](#)
music

"Budapest is a family."



[@annadaubner](#)
fashion

"Budapest is a catwalk."



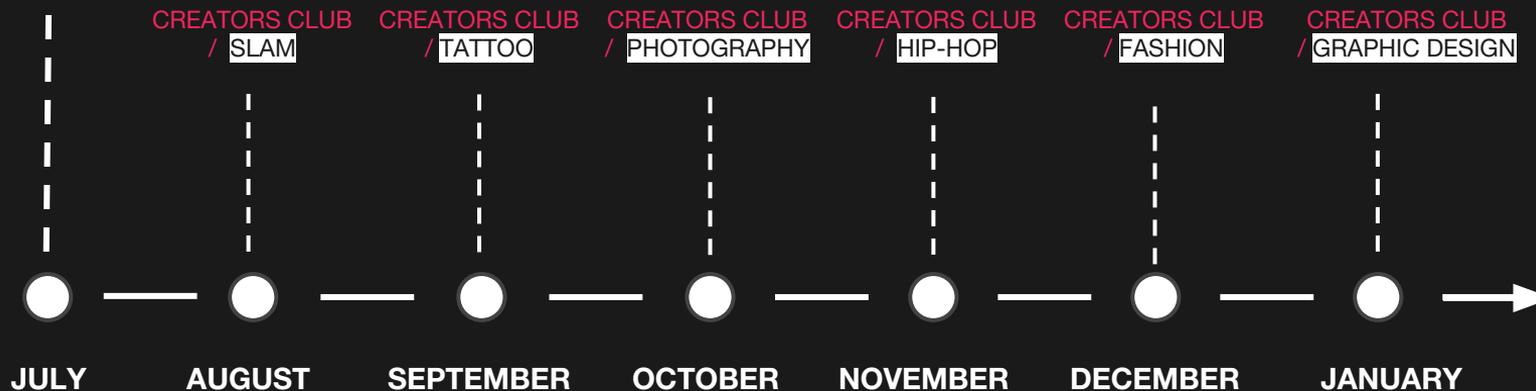
[@alizbuzas](#)
graphic design

"Budapest is a colorbook."

TIMELINE

ALWAYS-ON SM CONTENT WITH BRAND AMBASSADORS AND MICRO-INFLUENCERS
PRESS RELEASES & FB EVENTS

RUNBASE
OPENING &
RUN BY FEEL
EXPERIMENT



PR IN ACTION



PAID

INFLUENCERS

MEDIA
COOPERATION



EARNED

PRESS RELEASE

SOCIAL MEDIA

LOCAL ARTISTS'
PLATFORMS



OWNED

BRAND AMBASSADORS

ADIDAS RUNNERS CREW

CREATORS CLUB EVENTS

FB EVENTS

TOOLS

KPIS

REACH

MEDIA COVERAGE

REACH

HASHTAG MENTIONS

MEDIA COVERAGE

REACH

ENGAGEMENT RATE

NUMBER OF GUEST/
RUNNERS



SUMMARY

WHAT WE SEE?

RUN BY FEEL EXPERIMENT

CREATORS CLUB

SOCIAL MEDIA BUZZ

WHAT ADIDAS SEE?

Launching the Runbase and connecting AR members by a common artwork

Inspiring AR runners and new members with a memorable brand experience

Spreading adidas Runners' messages throughout the year

WHAT RUNNERS SEE?

Creating something cool and unique together

Living a creative and active lifestyle

Fear of missing out

WHAT JOURNALISTS SEE?

Must have story about the attractive use of technology

Local artist create something outstanding

Catchy stories by the influencers

