Park Run   08

Life Style Sports are Ireland's largest sports retailer in Ireland with 65 stores in ROI and NI. They have a particular focus in Rugby, Soccer and Running/Fitness, but also stock gear for swimming, GAA, etc. They also stock sports inspired fashion (eg Adidas Originals). For this brief we want to create an activation campaign to support a notional sponsorship of Park Runs (http://www.parkrun.com). Park Runs are a great way for nonrunners to get into running short distances (usually 5km) as part of a group every week.

Requirement:
An idea that brings the partnership between Life Style Sports and Park Run to life and encourages people that would love to take up running to sign up and give it a go. And most importantly to see the benefits. This central idea needs to work across all relevant media for the target audience. Please do not do any TV or press adverts. The only traditional media that could be considered is radio but mainly focus on digital and social channels.

Audience:
20-40 year olds that live in urban centres. Male/Female split.

What do we know about them?:
They have either never run or used to run and have lapsed. They probably think they won't be able to run or may be self conscious about their weight.

What do we want them to do?:
Firstly to connect in an authentic way with the idea. It must mean something to them personally in order to inspire them to give Park Run some consideration, to sign up and to actually show up.

Remember:
This is not a classic advertising brief. Look at some of the winners at Cannes Lions to see how campaigns like this can connect with people in an emotive way on digital platforms (eg Dove - Like a Girl Campaign). Consider various experiential and guerrilla tactics that bring your idea to life and will generate interest and share-ability. Life Style Sports are the 'sponsor' so how will they benefit from the campaign? Either by people coming in-store or online or by the association with Park Run.

Tone of voice:
Inspirational and Inclusive.

Set by Atomic.

ICAD