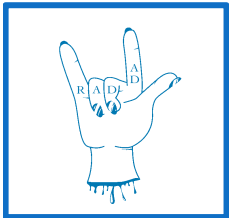




**BROOKS RUNNING  
CAMPAIGN 2020 - 2021**



**R A D A D**

[www.radad.com](http://www.radad.com)

Hamden, Connecticut

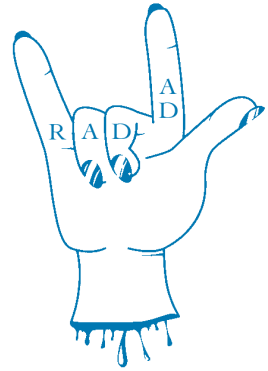
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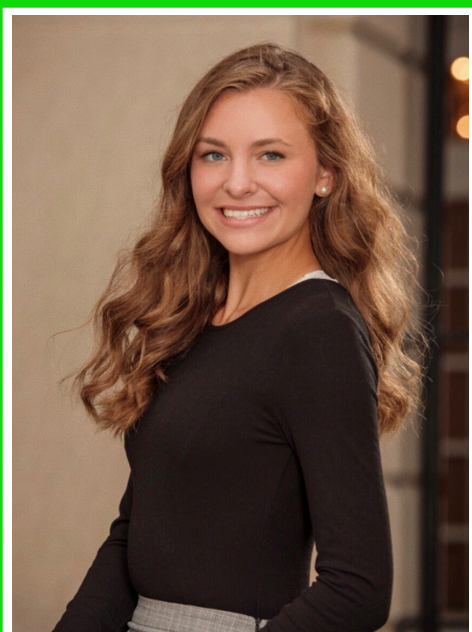
## MEET THE TEAM: RAD AD

Rad Ad is a team of 3 young women who are passionate about advertising. They met while studying at Quinnipiac University, and their goal is to create the most Rad Ads you've ever seen!



### Grace Sablich

3+1 Advertising & Integrated Communications Major  
Italian Minor  
Saratoga Springs, New York  
Class of 2022

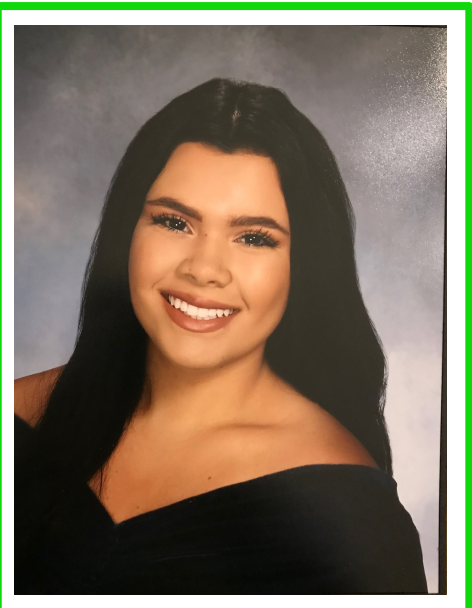


### Caitlin Dawley

3+1 Advertising & Integrated Communications +  
Graphic & Interactive Design Double Major  
North Andover, Massachusetts  
Class of 2022

### Amanda Tufariello

3+1 Advertising & Integrated Communications Major  
Staten Island, New York  
Class of 2022



## EXECUTIVE SUMMARY

The campaign timeline is January 2020 to December 2020. The campaign is specifically targeting young adults aged 15-25. The campaign should be aimed to attract all genders and English-speaking consumers. The objectives of the campaign are to increase brand awareness by 30% with the target market, increase sales within the running shoe market, and promote the Brooks brand with happy, healthy, and active campaign messages.

Our research helped us to create a campaign that will not only expand upon the brand's current message but also specifically target a younger audience. We hoped to change up some of the social media posting, in order to gain more consumer engagement. Although the current page has a decent following, in order to contend with their competitors, we found that Brooks following would have to increase. Social media became a big focus of our campaign through research in the target market. Through our brand analysis, we learned that encouraging a positive running atmosphere and community service were two large aspects of the Brooks brand; we made sure to incorporate those main aspects into our campaign mock-ups and vision. The campaign vision focusing on encouraging young adults to run. We are hoping to encourage young runners to better themselves and their community. We hope to encourage young adults to use Brooks products to better themselves through running. Additionally, we hope to encourage teens to improve their communities, keeping in line with Brooks emphasis on community service. We are using #Letsgoforarun in order to encourage teens to get up and moving. Plus, the hashtag will be used on social media as an attempt to gain audience engagement. The overall tone of the campaign is positive and inspiring as we are trying to show that running can be an enjoyable and beneficial experience.

The most promising creative mock-ups are the sponsored event, the 30 second ad spot, and the Instagram story. The sponsored color run works to create a positive brand impression and to spread the Brooks name. The event fits in well with the message of the campaign as it guarantees that running will become a colorful and exciting activity. Plus, the event will allow for Brooks shoes to be sold at pop-up booths. The ad spot, "Overcome," focuses on showing a runner's journey. The advertisement has a more serious tone than some of the other mock-ups, but the overall message of the advertisement is inspiring. The video appeals to the consumer's emotions, by showing that despite hardships they can still find success. The 8 frame Instagram story also demonstrates benefits towards running. Each frame is visually pleasing, and the color scheme and graphics fit the overall tone of the campaign. This aspect appeals to the consumer's logic, in order to demonstrate why they should go for a run.

# CAMPAIGN SCOPE & OBJECTIVES

## Timeline

January 2020 - December 2020



## Objectives

- \* Increase brand awareness by 30% with target demographic by 2021
- \* Increase sales within running shoe market (share of market) by 2021
- \* Promote the Brooks brand with happy, healthy and active campaign messages and tone (run happy philosophy / transformative power of running)



# BRAND ANALYSIS

## BRAND NAME:

Brooks Sports Inc.  
Also known as  
Brooks Running

## LOGO:



## YEAR FOUNDED/FOUNDER:

1914

Philadelphia, Pennsylvania  
John Brooks Goldenberg

## Background Story

The Brooks Running company began after John Brooks Goldenberg purchased a small ballet/bathing shoe factory in Philadelphia, PA in 1914. The original name of the company was Quaker Shoe Company but was renamed to Brooks Shoe Manufacturing Co. in 1920. The company was a partnership operated between Goldenberg and his two brothers Frank and Michael. Shoes sold in the early years of the company included ballet, bathing, and a gymnasium shoe. The company created the first orthopedic shoes for children called "Pedicraft" and introduced the very first "breaks" for roller skates.

## Brooks Through the Years

After its name change in 1920, the Brooks company began to manufacture a variety of other sports shoes for different sports including baseball, football, basketball, soccer, boxing, wrestling, bowling, and more. The manufacturing of the different sports shoes lasted for about 50 years, until the company decided to focus only on running shoes in 1972. Brooks developed a variety of shoe technologies to give runners more comfort, support, energy return, and more, throughout its years in operation. Doctors even began prescribing Brooks running shoes to help prevent shin splints and other injuries in the early 90's.

## Brooks Running Today

Today, the Brooks Running Headquarters is located in Seattle, Washington. It employs around 700 people, and their running shoes are available in over 50 countries worldwide. This currently only one official Brooks retail store called "Trailhead" and it's located right near the Company Headquarters. There are no official Brooks Running Retail stores across the country, but many different retailers including Dick's Sporting Goods, Footlocker, etc., as well as online and local retailers sell Brooks running shoes. Brooks is currently focused on creating consumer centered as well as eco-friendly running shoes. The Current CEO is John Weber.



INSTAGRAM:

@brooksrunning

513,000 Followers



FACEBOOK:

@brooksrunning

1.3 million likes



TWITTER:

@brooksrunning

218.7K Followers

## Brooks Purpose

**“We believe a run can change a day, a life, the world”**

“More than 100 million people run outside, so it’s critical we care for the world we share. That means working to minimize our environmental impact, creating positive social impact, and being transparent about areas where we can do better. All the while, we give back and lift causes that get people moving.”

## Brooks Company Values

### **Serve People.**

We serve runners, customers, and each other.

### **Lead Thought.**

We blaze new trails, which is only possible with courage and initiative.

### **Play As a Team.**

The name on the front of the jersey is more important than that on the back.

### **Compete Every Day.**

We push for excellence—to give the best of ourselves and to produce the best in others, every single day.

### **Demonstrate Integrity.**

Doing things right is just as important as doing the right things.

### **Have fun.**

Life’s too short not to enjoy what you do and those with whom you do it.

### **Be Active.**

We walk (and run!) the talk, inspiring others along the way.

***Our culture defines us, it bonds us together and creates the conditions for long-term success. The foundation of our culture is built upon our brand values and the people living them every day.***

## Brooks Current Best-Selling Running Shoes



### Ghost 12 \$130

*"Runners everywhere can't get enough of the Ghost. The latest version strikes a just-right balance of DNA LOFT softness and BioMoGo DNA responsiveness."*



### Adrenaline GTS 19 \$130



*"Our legendary men's running shoe just learned new tricks. Our latest Go-To-Shoe now has our holistic GuideRails support system plus soft yet responsive cushioning."*



### Glycerin 17 \$150

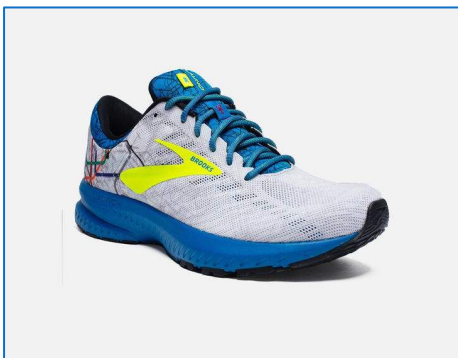
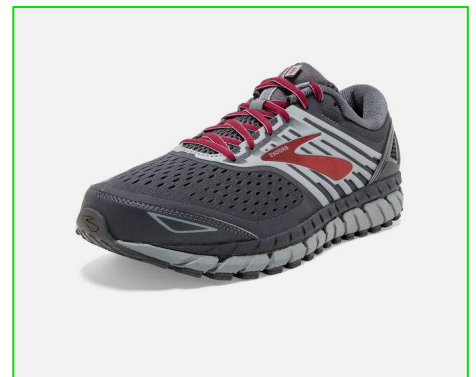
*"It doesn't get softer than this women's running shoe. DNA LOFT cushioning, a plush fit and super soft transitions make every stride luxurious. Who said running has to hurt?"*



### Beast '18 \$160



*"This Beast puts feet in their happy place. Soft cushioning adds comfort while an updated toe box offers more space. Sounds like a pretty nice beast to us."*



### Launch 6 \$100

*"What do you get when you combine the speed of a racing flat with the cushion and durability of a trainer? The springy, quick Launch 6. Happy miles to you."*





# COMMUNICATION ANALYSIS

Brooks has a history of creating innovating shoes for runners. In their earlier ads they are clearly trying to appeal to the side of the market that desires more comfortable and effective footwear. The print advertisements use words such as “technology” and “software” to demonstrate their inventive designs. Additionally, they tend to emphasize the comfortable nature of the shoes.

Another common trend is using reviews and awards on their print ads to add logos. For instance, in a 1981 print ad, the company included positive reviews from Runner’s World Magazine. With one of Brooks’ running shoes being labeled number one shoe of the year, while three others got five-star ratings. These older ads seem to focus on the product themselves more than the user



experience.

The more modern ads in contrast are much more user based. The focus more on the benefits of the running experience, and the shoes are merely a tool to get started. They have target audience ads, like *Brooks Women: Your World to Run*. The brand makes both women and male athletic sneakers, but they have certain ads that are appealing towards the gender specific market.



This video ad displays people running along with their reasons for exercising; the reasons vary from empowering to silly. Many of the messages in this ad could be applied to the male gender, but it is the full female acting crew that skews the audience. In addition to the video advertisement, the company has print ads that present a message of empowerment and community. One ad’s tagline is Roads: The original social network. Unlike the past, advertisements this one is full of color and animation, and the experience is on display more than the shoes.

Some of the modern advertisements still display the design advantages of the shoes. In more specific ads, the shoes are back on display. For example, when they released a shoe line with a Gore-Tex membrane, they released an ad showing the benefits of



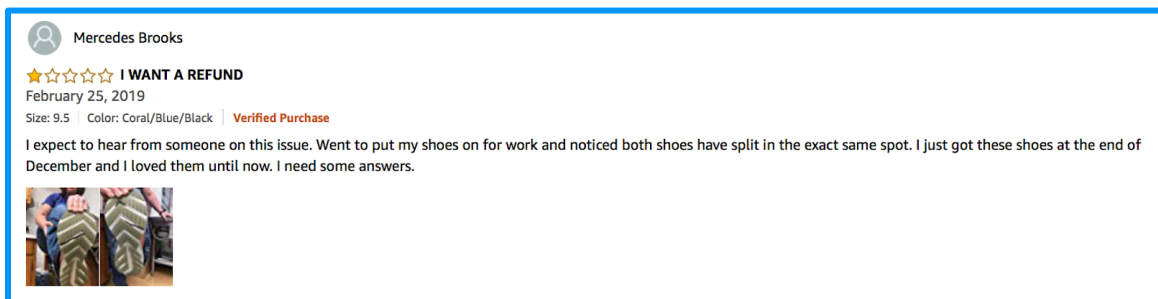
waterproof athletic shoes. This type of advertising is important to show the new products but is less effective in expanding brand message and awareness.

Brooks has a good website and a relatively decent social media following. The website shares information on both the shoes and the company's mission statement. It is easy to navigate and is clearly well developed. Their Instagram following of 511K is a pretty large



amount and would be more impressive if their competition did not have a larger social following. The Instagram is very active and is constantly posting a variety of media. It is not the content that needs to be adapted but rather expanding the audience of the posts.

Brooks has a decent presence on third party sites such as amazon. Through Amazon, Brooks has a decent set-up that mirrors the set-up of their website (only without their mission statement). Their set-up is much brighter and more colorful than their competition Nike, Adidas also has a very positive design. The reviews are based on specific shoes, however there are some trends that can be found throughout the map. Most of the positive reviews tend to rave about the comfortable nature of the shoes; people tend to go into detail about a specific problem area in their foot that Brooks' shoes help comfort during physical exercise. The negative reviews online tend to revolve around them not fitting as assumed. Another common complaint is that the new editions of some shoe lines are very different from past beloved versions; this leads to customers grow upset that there were changes in the first place. Lastly, the high price on the shoes leads customers to want them to be long lasting so blemishes and splits early on make the customer very concerned.





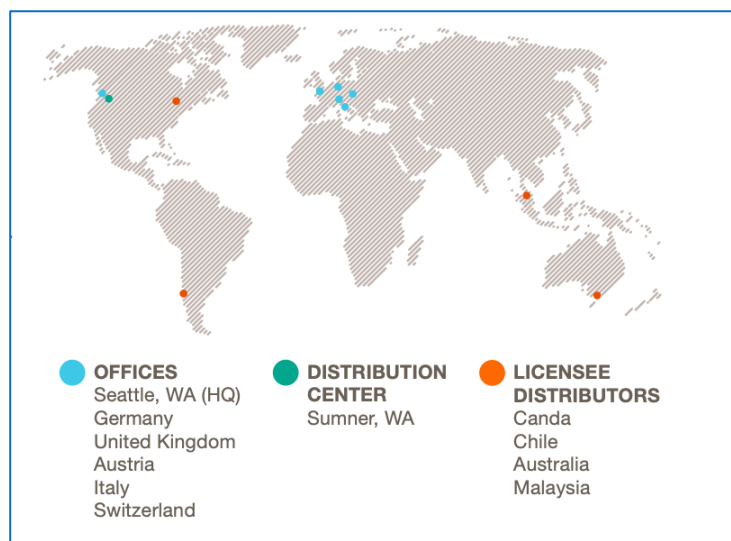
# MARKET ANALYSIS

## Industry Insights

Brooks is currently a part of the athletic shoe industry, which is within the footwear market. The United States happens to have the largest footwear market in the world. The U.S. athletic footwear market size is approximately 14.09 billion USD, with an average shoe-pair price of 58.16 USD. In recent years, athletic footwear has become more popular/trendy and the market has seen steady growth. In 2019, approximately 549.54 million USD is expected to be spent on advertisements by the U.S. footwear industry. The running shoe industry specifically includes shoes required for training, advanced running, road running, trail running, track running, and racing. Some of the biggest companies that are a part of this market include Nike, Adidas, Puma, Reebok, Under Armour, and Skechers.

## Geographic Insights

Brooks Running is a world-wide company and their running shoes are currently available in over 50 countries. With products in locations across the United States, Canada, and Europe (plus one-offs in locations such as Rúa, Perú), the company is truly global. In 2018, Brooks announced it would be expanding its global footprint in key running markets including India, South Korea and Mexico, which will allow the company to continue to grow its presence in the market. There are Brooks offices and Licensee Distributors located around the globe. Brooks is also well spread within the United States, as there are distributor locations in every state in the country. The company only has one actual retail store, and that is Brooks Trailhead located in Seattle, Washington. Although there is only one Brooks retail store the products are still easily accessible.





## Competitor Analysis



- Founded in 1964
- About 73,000 employees
- Industry Sector: Footwear, Apparel
- Annual Revenue: \$39.9 billion
- CEO: Mark Parker



- Founded in 1924
- About 20,000 employees
- Industry Sector: Footwear, Leather Goods
- Annual Revenue: \$7.7 billion
- CEO: Kasper Rorsted



- Founded in 1996
- About 15,000 employees
- Industry Sector: Apparel Retail
- Annual Revenue: 5.2 billion
- CEO: Kevin A. Plank



- Founded in 1906
- About 7,500 employees
- Industry Sector: Apparel Retailer, Retail Distributors
- Annual Revenue: \$4.5 billion
- CEO: Joe Preston

# TARGET MARKET ANALYSIS



## Age Range

15-25 years old

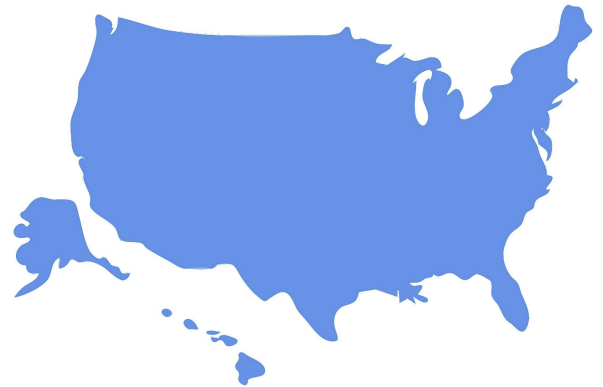
Older Teens/Young Adults

- People aged 18-29 have historically been the highest percentage of adults using social media
- Americans age 16-19 are a part of the lowest salary group. Ages 20-24 are when salaries will begin to increase
- Likely to attract athletic people and/or runners within this age category, as well as others

## Geographic/Gender Market

United States of America

English Speaking/All Genders



- Ads will be in line with American sensitivities
- Ads will remain only in English
- Ads will not be geared towards a certain gender or race

Within this demographic, marketing methods such as billboards, commercials, radio ads, etc. are not very effective. This age group is obsessive over social media, and love to share information using a variety of platforms such as Snapchat, Instagram, Twitter, etc. Young adults prefer websites with the ability to communicate, rather than ones that only provide information. They like information that is delivered in real time, with the ability to like, share, and/or comment on. In order to create successful social media campaigns, it is necessary to create content that asks for feedback, is sharable, offers giveaways, uses trendy language, includes popular celebrities, and is honest overall.

## Brooks Company Goals

“Brooks donates time, gear, and money to companies that align with our non-discrimination policies driving diversity, equity and inclusion, whether based on race, religion, color, national origin, gender, gender identity, disability, military status, marital status, pregnancy or child birth, sexual orientation, age, genetic information, status as a victim of domestic violence, sexual assault or stalking, or political ideology.”

Brooks overall goal is to encourage others to run and be active, in other words, live healthily. They encourage and work with both people and organizations that share similar values. There is even an application on their website that allows you to apply for a grant from the company if you're part of an organization that works to promote healthy lifestyles.



Brooks is also passionate about volunteering and charity. Each Brooks employee donates \$300 in merchandise to a meaningful cause every year. Some of the company's favorite causes include ConservationNEXT's Seattle Backyard Collective, Habitat for Humanity, Northwest Harvest, Seattle's Ronald McDonald House. They believe that more volunteers leads to a bigger impact, so the company offers their employees paid time annually to support their own communities.

The Brooks Running Company is very passionate about the environment. Their “Running Responsibly” vision is to “create the best running gear in the world while we reduce our environmental impact in line with climate science, create positive social change and be transparent about these efforts.” They aim to reduce the environmental impact of their products, reduce greenhouse gases with climate science, and supply their materials responsibly. All of their environmentally conscious actions are described in detail on their website.





## SWOT SUMMARY

# S

### Strengths

- \* User-centered products
- \* Strong, easily navigable website
- \* Positive mission statement
- \* Good Customer Care (The Brooks Promise)

# W

### Weaknesses

- \* Low brand/name recognition
- \* Delayed shipping glitches
- \* Low social media following
- \* Lack of advertising

# O

### Opportunities

- \* Collaborate with athletes to spread notability
- \* Donate scholarships to hard working athletes
- \* Expand social media advertising
- \* Sponsor High School sports teams

# T

### Threats

- \* Athletic footwear market is highly saturated/competitive
- \* Competition has greater name recognition & social following
- \* High price compared to other brands
- \* Competitors use teen-focused advertising

## CAMPAIGN VISION

# #LETSGOFORARUN



The campaign vision theme is #Letsgoforarun. Brooks running company has made a variety of innovations for runners including waterproof shoes, comfort foam padding, and so many more. This campaign will speak to not only active runners, but to other young adults looking to becoming more active. It would also give non-active people and run-haters an incentive to run. As Brooks is already active on social media, the campaign will work to increase Brooks' social media following and overall brand recognition. The general theme will encourage young adults to get up and exercise, as it will fit with Brooks already existing mission statements and purposes. The comfort of Brooks running shoes will truly make people say "let's go for a run" because they are able to run comfortably, supported, stylish, and happy. It will inspire the youth, as well as other companies to be eco-friendly, as it will focus on Brooks mission to use eco-friendly materials in their running shoes. It will allow the brand to slowly overcome its weaknesses, expand their current following, and increase sales.

# CREATIVE BRIEF

## Why are we advertising?

We will be advertising in order to create more awareness for the brand

“Brooks Running” for younger generations, increase sales, and have a larger presence on social media.

## To whom are we advertising?

Advertising will be directed towards teenagers/young adults between 15- 25 years old within the United States.

## What do they currently think?

Teens are not consciously aware of the brand, instead focusing on larger brand names (Nike, Adidas, Under Armor).

## What do we want them to think after exposure to the communication message(s)?

We want them to think that Brooks is a trendy, comfortable running shoe. They are worth the purchase because the brand supports living happy and healthy.

## What is the key consumer insight?

Brooks Running shoes are trendy, comfortable, and non-discriminatory.

## What is the single most persuasive idea or Unique Selling Proposition about the product?

Brooks Running shoes is designed by runners for runners, resulting in a comfortable shoe unlike the other products on the market; technology that advances runner experience such as specific padding and waterproof shell make the experience more enjoyable for athletes.

## Why should they believe it?

Consumers should believe in Brooks because the company has continuously been committed towards creating shoes designed with various runners in mind. The consumer's needs are the primary reason for the various shoe innovations.

## What is the personality of the product you want to convey?

The personality of the product will create a sense of community that is caring, knowledgeable, and understanding towards the target audience's athletic needs.

## What media will likely be needed to transmit this message effectively?

Television Commercial, Print Media and Digital Media

## What specific creative guidelines should direct the creation of the advertising?

The Television Commercial should consist of a 30 second 'perseverance' advert with 'realistic and motivational' elements. It should create imagery of overcoming personal struggles (through short flashbacks), pushing through self-doubt, eventual triumph and Brooks sneakers bringing subject to success. This should incorporate various shots and powerful music in the background that fades at end with only subject's breathing as other audio. Print media should include 2 Full Page Advertisements consistent in presentation with the other platforms. Digital Media should include a social networking campaign, and possibly a pop-up window on the company website. The color themes (blue and green) and graphics also need to be consistent with the presentation other platforms (TVC and Print) to convey congruency of the message and product in general.

## 2 PRINT ADS



Our print ad focuses on the overall experience the consumer will get while wearing the Brooks running shoes. It aims to demonstrate that running can help improve one's self in turn improving community. Before people can improve the society around them, they must first find themselves in a happy and healthy state. The graphics surrounding the runner demonstrate the joy they will receive when using the products.

This print ad focuses more on the product of Brooks running shoes. The entire image is black and white except for the shoes themselves, and the logo/campaign hashtag. The bright colors against the bland background draws more attention to the shoes. The size and color of the logo will help increase brand awareness as well.





# 30 SECOND AD SPOT

## STORYBOARD PART 1

### "OVERCOME" BROOKS AD SPOT



#### SCENE 1, ESTABLISHING SHOT

Drone shot of Sleeping Giant National Park



#### SCENE 2, MEDIUM SHOT

Focus on teen girl running up mountain.  
Instrumental music begins



#### SCENE 3, CLOSE SHOT

Shot displaying the Brooks running shoes



#### SCENE 4, MEDIUM SHOT

Flashback shot of parents arguing. No audio of clip just continuation of music



#### SCENE 5, MEDIUM SHOT

Flashback of her dealing with her depression



#### SCENE 6, MEDIUM SHOT

Cut back to girl running up mountain

## STORYBOARD PART 2

### "OVERCOME" BROOKS AD SPOT



#### SCENE 7, WIDE ANGLE SHOT

*Drone shot to emphasize accomplishment so far*



#### SCENE 8, MEDIUM SHOT

*Flashback shot of girl dealing with eating disorder*



#### SCENE 9, MEDIUM SHOT

*Flashback continues with stressed studying shot*



#### SCENE 10, CLOSE SHOT

*Cut back to the shoes, audio of running can be heard through music*



#### SCENE 11, MEDIUM SHOT

*Panning of girl at top of mountain at sunset*



#### SCENE 12, MEDIUM SHOT

*Final shot of her face. Music fades out and audio of her breathing is heard, black out with breathing continuing. Brooks logo appears*

The Brooks ad spot "Overcome," focuses on highlighting a runner's journey. The protagonist of the video is running up sleeping giant, throughout her run the audience receives flashback of her past struggles. Her struggles include rough family life, depression, eating disorder, and anxiety. Despite all her hardships she reaches the top of the mountain with the help of the Brooks footwear. This ad shows the power exercise can have on improving self-confidence; her accomplishment demonstrates that you can find victories in any tough situation.

# CAMPAIGN PRESS RELEASE

FOR IMMEDIATE RELEASE



## Brooks Running announces partnership with app, Charity Miles



*Brooks Running partners with app, Charity Miles to encourage service to build a sense of community between its consumers.*

HAMDEN, CT— Brooks Running is proud to be partnering with Charity Miles to encourage a healthy living style with both company's consumers. Both of these companies encourage healthy living, while also giving back to the community in an eco-friendly way. Brooks Running encourages its consumers to work on minimize our environmental impact and creating positive social impact.

Partnering with Charity Miles is beneficial because the app enables you to earn money for charity every time you walk, run, bike, skip, dance, or do any human-centered activity. Brooks Running has a purpose to promote these activities, and to create a healthier lifestyle. Both companies know that through that through this partnership, with the consumers being charitable and active, it will foster a community that anyone can be a part of.

A representative at Rad Ad stated, "Both companies strive to impact the world, to make it a better place. This partnership was made to show its' consumers that anyone can make the world happier by just a little movement. This partnership will create brand awareness for both companies, I know people will want to get involved."

Due to this new partnership, if a consumer shares their Charity Miles activity while wearing Brooks Running apparel on Instagram with the hashtag, #letssofarun, then they get a chance to be featured on the Brooks Running Instagram page.



Website: [www.radad.com](http://www.radad.com)

LinkedIn: Rad Ad



Website: [www.brooksrunning.com](http://www.brooksrunning.com)

Instagram: @brooksrunning

Facebook: @brooksrunning



Website: [www.charitymiles.org](http://www.charitymiles.org)

Instagram: @charitymiles

Facebook: @charitymiles



## MAGAZINE NATIVE AD (DOUBLE PAGE)

# 3 WAYS TO BUILD Confidence

SPONSORED BY BROOKS RUNNING

## 1. Meditate

A core tenant in meditation is to just observe without judgment. You're not avoiding anything, nor are you trying to make anything happen. You're simply observing what is. It's only when we sit down, be still and observe ourselves in this non-judgmental manner that we can start to unravel who we are. Eventually, this will lead to a better understanding of your strengths and limitations.

## 2. Set goals

One of the best ways to feel good about yourself is to have a clear set of goals that you actively work to achieve on a daily basis. Seeing yourself make progress in areas of your life that are important to you (like your education, your relationship, your health) makes you feel in control of your life and competent.



## 3. Go running

Running helps you build loads of self-esteem is by turning negative thoughts into positive ones. Getting out and doing a healthy activity like running can boost our mood and energy (hello, endorphins), which then inspires positive self-talk that encourages us to make another healthy choice. This creates a cycle where healthy habits and self-confidence continue to feed into each other, ultimately helping us create even greater changes that have a positive impact on our lives.

You can get started by purchasing your very own pair of running shoes at [www.brooksrunning.com](http://www.brooksrunning.com). Use code CONFIDENCE for 20% off first order.



The magazine native advertisement is a sponsored article explaining 3 ways to gain confidence. This article matches the overall message of the campaign by inspiring teens to better themselves in order to create a more impactful community. One of the ways explained in the article to go running. The article explains the benefits of running, while also providing the reader with information as to how they can buy Brooks running shoes in order to get started. The article links back to the website, as well as providing a discount code relating to the article. Although it looks like a magazine article, the ad is not deceptive because it clearly states that it is sponsored by Brooks Running under the title.



## EXPERIENTIAL MARKETING CONCEPT

Brooks Running is sponsoring “The Color Run.” This event is a 5K run that aims to make the participants have a great time. The event’s goal is to encourage running in a fun and inventive way. The run is untimed because it is not a race. Participants wear white and at each kilometer checkpoint they have different colored powder thrown at them. At the end of the run, the event continues with a festival full music, dancing, photo ops, and vendors. Brooks would not only sponsor the event, but they would also have a booth set up during the “Finish Festival.” This event will help with brand awareness and message. #Letsgoforarun is about inspiring people to better themselves and their community and an event that aims to bring people together by enjoying running fits into the intended message of the campaign. Plus, being a part of the Finish Festival can help with sales of Brooks products. The participants should leave the event knowing about Brooks Running and having positive memories linked with the brand.



# COLLABORATION RECCOMENDATIONS



## Organization: Charity Miles

Charity Miles is a new app/organization that allows you to pick a charity, run or move while tracking your miles, and earn money for your chosen charity every time a mile is completed. This a great way to encourage the target market to go for a run because it's a free app that can be downloaded right to your smartphone. It could encourage people to be more involved in the community, as helping a charity you're passionate about can inspire you to do more.

## Celebrity: Cristiano Ronaldo

Cristiano Ronaldo is one of the most famous soccer players in the world and known by teens and young adults everywhere. He is an athlete, so he's constantly training, practicing and living a healthy lifestyle to stay in shape. He would be a great celebrity to collaborate with, as he can inspire and encourage the target market to go for a run, be active, and live a healthy lifestyle overall.



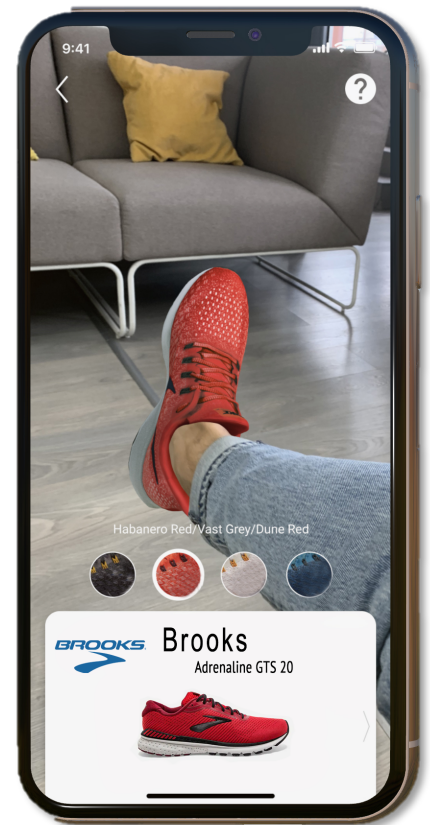
## Social Influencer: Liza Koshy

Liza Koshy is a social influencer with a very large following. She makes YouTube videos that are relatable to young adults, and she has a bright, bubbly personality. She would be a great influencer to collaborate with because she is well known, active on social media, and stays active. She is also a young woman, so she will be likely to inspire more young women to run/be active in their communities.

# DIGITAL MARKETING

## Augmented Reality

For our augmented reality marketing strategy, we had the idea of creating a Brooks shopping app with the ability to virtually try on Brooks sneakers. Of course, you wouldn't be able to feel the comfort of the shoe, but you could see how the shoe looks on your feet and choose which color you'd like best. Augmented reality has taken off within the last few years, so this app capability would likely attract the target market.



## KPI: Brand Awareness, Site Traffic, Sales Growth

### Search Engine Marketing Terms

- |                     |                     |
|---------------------|---------------------|
| -#letsforarun       | -running            |
| - running shoes     | -race               |
| - comfortable shoes | - working out       |
| - hiking shoes      | - sports            |
| - brooks            | - track             |
| - healthy           | - physical          |
| - exercise          | - community service |
| - athletic          | - training          |
| - community         | - fun run           |
| -training           | - running together  |

Our SEM's focus on broadening the overall recognition of Brook's running shoes. These aim to show the topics that Brooks can fall under. These terms will be used by our target audience so they can find what they are looking for easier.

## KPI: Site Traffic, Traffic from Organic Search



## Evergreen Social Media Posts



The Instagram post showing Brooks running shoes provides evergreen content for the page. The post displays the product, making it branded material. Additionally, it fits with the campaign because it follows the blue and green color scheme, displays the “#letsgoforarun” slogan, and it contains graphics that match the print ads.

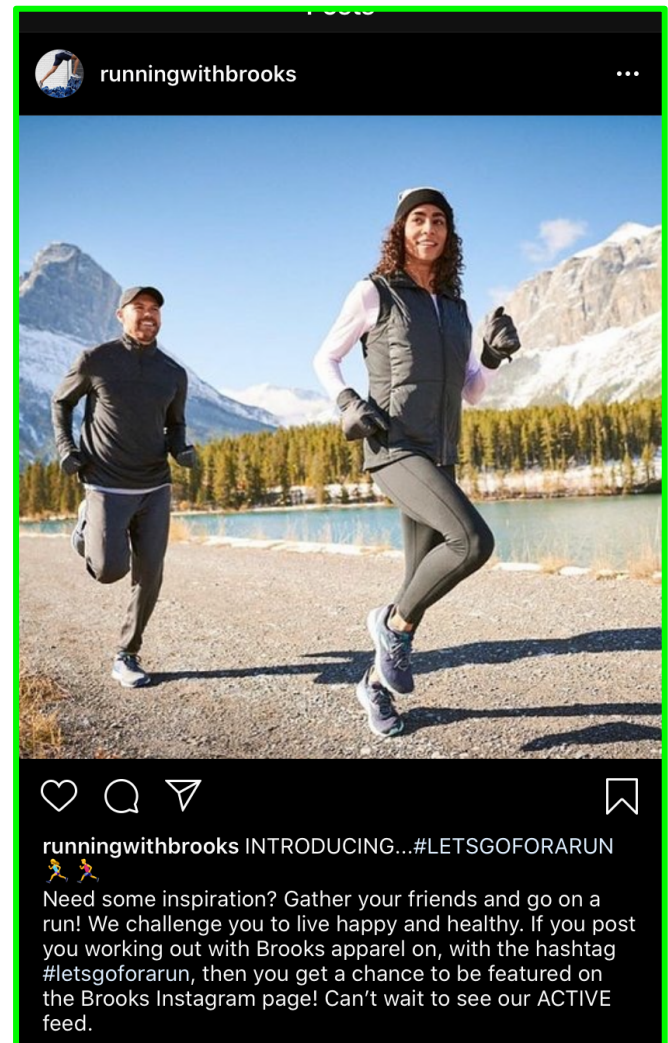
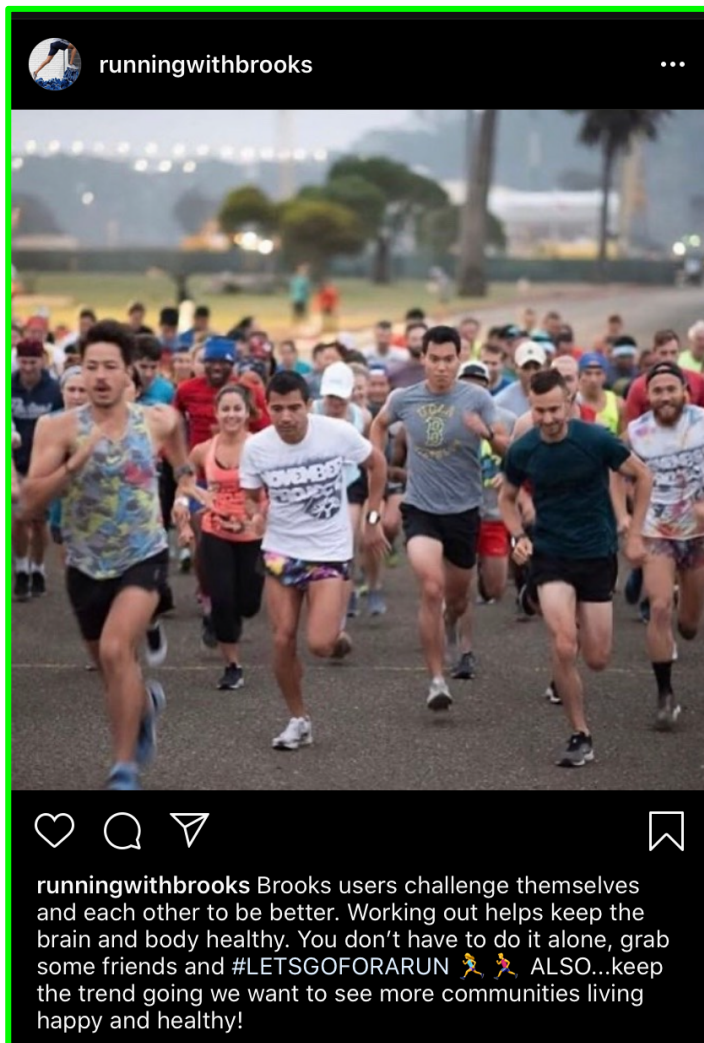
This Instagram post showing a group of people running provides evergreen content for the page, as it just serves as some inspiration to go out and run with your friends. It features the campaign hashtag, as well as the Brooks logo. It doesn't show a promotion or event, so it's able to be posted at any time.



**KPI: Consumer Engagement, Site Traffic, Instagram likes**



## Social Media Posts (For User Generated Content)



The goal of these posts is to encourage the consumer to get involved with the brand. The hashtag is meant to become the new brand slogan is enough engagement occurs, and for people to recognize it as the Brooks brand. The hashtag is an incentive for people to use it on their posts, and to possibly be featured on the Brooks company Instagram. The hope is that there will be new word of mouth recommendations, current loyal customers to get friends and family involved, and for them to live happy and healthy lives together.

**KPI: Instagram Likes, Consumer Engagement, Social Media Mentions**

## 8-Frame Story Format



For our 8-Frame story, we decided to create something to share knowledge about running and some of the major benefits of it. The goal is to inspire and motivate the audience to go for a run, as well as go running more often, and of course purchase a pair of Brooks running shoes to make their running experience amazing. We chose to use the main colors of the campaign, blue and green, because they are bright, draw your attention, and relate to living a happy healthy life.

**KPI: Consumer Engagement, Website Traffic**

## Branded Email (Announcing Campaign)



**WHAT'S NEW AT BROOKS?**

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**Introducing...#LETSGOFORARUN !**

*We are proud to announce our new hashtag! We want all of our customers to better themselves and their community. We at Brooks Running are reaching out you! We challenge you to run with us and have fun while doing it. The comfort and quality of our shoes will truly gather people together and say, "let's go for a run." With us, you can encourage your community to get up and exercise. Everyone is able to run comfortably, supported, stylish and happy.*

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**BUT BEFORE YOU GO, TAKE OUR SURVEY!**

*See which of our shoes are most compatible with your workout style.*

**CLICK HERE!**

Brooks Running is announcing to its' consumers of their new campaign slogan. It is user friendly on all types of social media. The email gives a brief overview of the campaign vision and it also explains how the consumer can get involved. There is an incentive to grab the consumers' attention. The goal is for the hashtag to become synonymous to the brand, inspiring the consumers to be happy and healthy. The email also contains a "link" to get the consumer more involved with the brand. This is to get the brand more familiar with their target market, and for the consumer to be able to get a chance to navigate the website without being overloaded with choices. This is an obvious branded email that would go out to Brooks Running consumers that are subscribed to the newsletter.

**KPI: Number of Customers Retained, Website Traffic**

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