

A CAMPAIGN TO
INSPIRE MORE
OF US TO RUN SOME
EVERYDAY JOURNEYS

#RUN_____SOME

WHY NOW?

20% of UK adults ran regularly during lockdown
(Sport England)

UK government's £2bn investment in active travel

80% reduction in public transport capacity

Two thirds of car trips in major UK cities are a
shorter distance than a parkrun

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#RUN____SOME

CAMPAIGN TO
MOBILISE MILLIONS
OF LEISURE
RUNNERS TO
#RUNSOME
EVERYDAY JOURNEYS
(RATHER THAN
JUMP IN THE CAR)

#RUN____SOME

CAMPAIGN OBJECTIVES

1

To inspire more of us to run some everyday journeys and commutes. Our aim is **for half a million people**, which is to double the current number of people who run everyday journeys. And we want to see a **10x increase in number of run trips**.

2

To influence **government policy to include running within active travel** funding and strategies, building an industry-wide and running community-led campaign.

3

To create a lasting and **positive impact** for the running industry, wider running community & society.

4

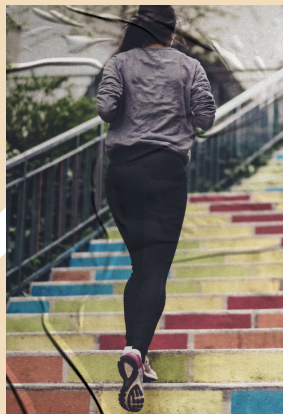
To reach **10 million* people through the campaign outreach**, positioning running with its mental and physical health benefits as a viable option for everyday journey.

#RUN — SOME

*As an estimate, with final reach subject to funding secured & partner activities.

HOW?

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We will show how runners are a visible part of life in cities, yet absent from urban and transport policy. We will secure recognition, funding & support for running.



As runners we can inspire others **simply by running** some everyday journeys, by signing up the campaign and its petitions, by engaging friends to #runsomes too & by sharing our #runsomes experiences.



More people running more often for journeys means more demand for running products and services As well as happier and healthier people and places..

In a world changed by COVID19, we will reach 10m+ people with the message that running is a viable and healthy way of moving from A to B. No need to be far or fast, just run some, for all or part of the journey, there or back.



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CAMPAIGN OUTPUT

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COMMUNITY

Engage with and through the running community, via the run crews that have featured in Runner's Word, race partners and brands.

FILM

A 90 second film will inspire more of us to run some of our everyday journeys and commutes. It will reimagine the world we want to live in post lockdown and feature relatable/street cast campaign ambassadors.

PR

We'll launch the campaign, with sports and specialist media, as well as targeting national/ lifestyle and non-specialist media with stories linked to campaign ambassadors and milestones.

AMBASSADORS

Diverse running figures from the well-know to the less known will create stories inspiring participation (eg. sophie raworth, health workers) targeting a broad audience.

WEBSITE

runsomme.org will host and link to RW as well as a content section supported by partners driving traffic and engagement.

ASSETS

Creative design materials, #runsomme, film and content to be used by partners in own activity to support and amplify overall campaign and community.

RUNNER'S WORLD ADS

Discounted in the magazine, podcast and runnersworld.com/uk

PAID SOCIAL ADS

Targeted ads, by topic and geography, using a series of creative concepts anchored around #runsomme to inspire campaign engagement.

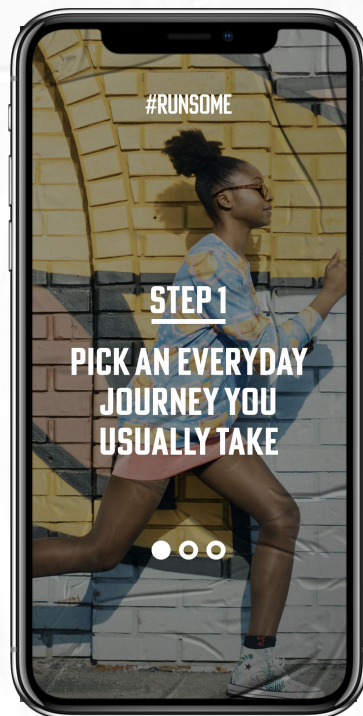
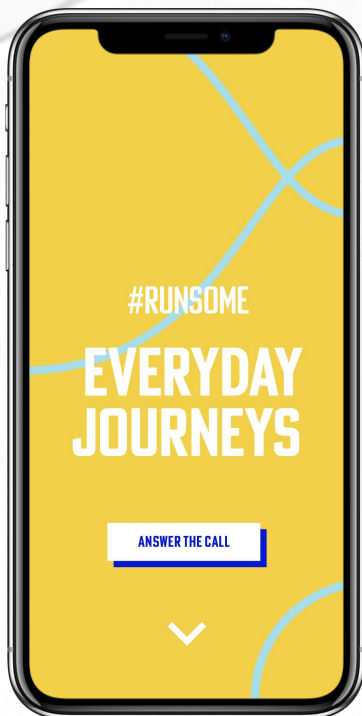
RESEARCH & INSIGHT

Provided by academics like Dr Simon Cook and MultiSportResearch.

MEASUREMENT

Various methods being evaluated against relevance and value for money. And we're open to suggestions and good ideas.

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FIRST NAME *

SECOND NAME *

EMAIL *

TICK ALL THAT APPLY *

- ☐ I'm planning on starting
- ☒ I used to run, but not recently
- ☐ I want to get fit and healthy
- ☐ I want to be a local champion
- ☐ I want to be able to help others

ANSWER THE CALL

#RUNSOME



MAKE YOUR WAY TO [RUNSOME.ORG](https://runsomed.org)

#RUNSOME



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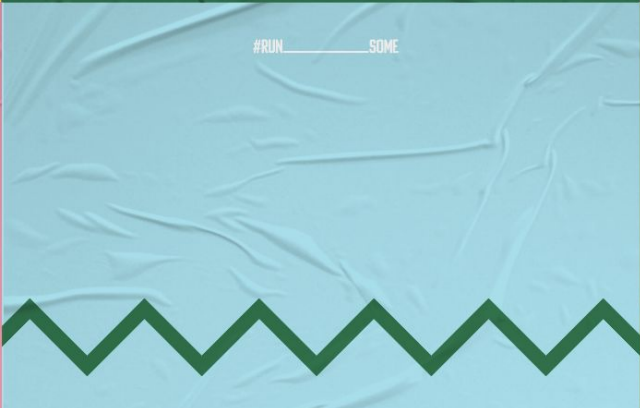


MAKE YOUR WAY TO [RUNSOME.ORG](https://runsomed.org)

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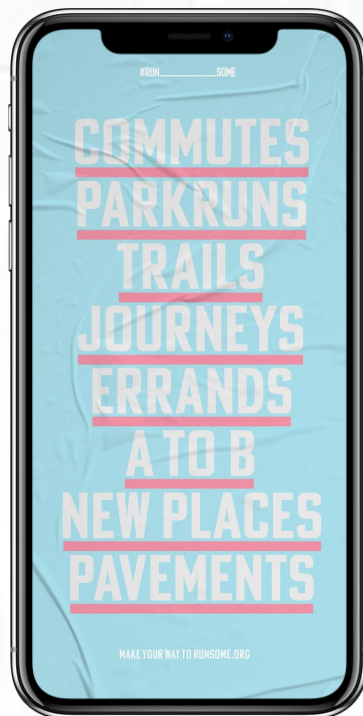
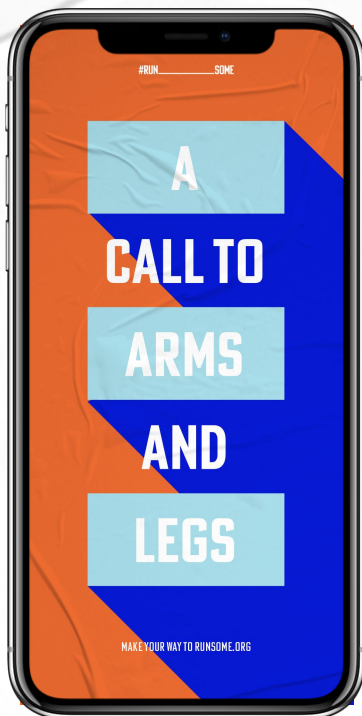


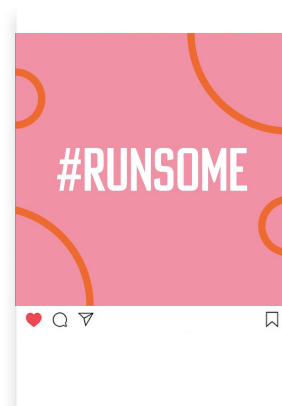
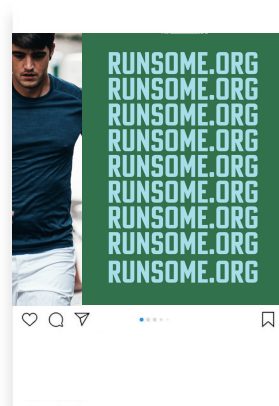
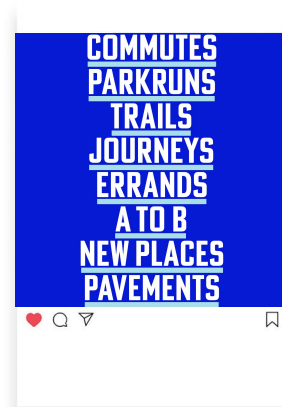
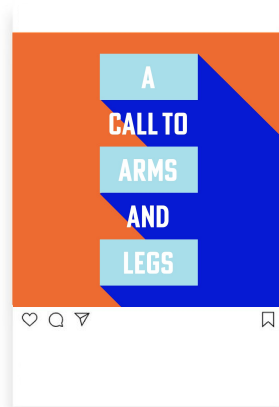
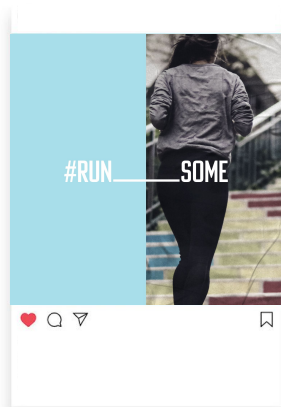
#RUN _____ SOME



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ROI

- Editorial and discounted paid for real estate on Runner's World channels — print, digital & podcast
- Customised campaign assets - provided to partners to promote involvement with the campaign (film, tailored creative, social assets, logo button etc)
- Access to new audiences — all partners can provide related content for inclusion on the campaign website providing emotionally and practically useful content to inspire and enable more everyday running journeys, featuring partner logo with hyperlinks
- Market insight — all partners receive access to audience insights, analysed and provided by specialist consumer researchers, MultiSportResearch, worth ~ £10,000 as a commissioned piece of work

THE GIVE/ GET

Micro company
(1-9 employees)
£450 + VAT

Small company
(10-50 employees)
£2,500 + VAT

Medium company
(51-100 employees)
£4,500 + VAT

Large company
(101+ employees)
£7,500 + VAT

PR & Project Management - media
outreach, PR strategy, project/campaign
management

Campaign Film - ideation, filming, editing,
footage, voiceover

Media advertising and editorial - Runners
World, Insta

Brand & Campaign website - brand identity
and content focused campaign website

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*Based on a 12 month campaign. Campaign project management by
Active Things, with 'open book' approach to the budget including fees
and campaign media costs.

JOIN AS A CAMPAIGN
PARTNER NOW.
WE'RE BUILDING
TOWARD A
SEPTEMBER LAUNCH.

RUNNER'S WORLD

Active Things

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THANKS

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