

Reebok Run Easy

Problem

How does an well-known sporting goods company differentiate itself from its biggest rivals?

Solution

Use out of home formats to make your brand more accessible to the “everyman” athlete.

Background

Reebok needed to reinvigorate its brand image and to separate itself from the competition. In order to reposition itself, Reebok created the “Run Easy” movement, which relates to the average, casual fitness enthusiast rather than the extreme high performance athlete, creating a distinction between the company and its main competitors.

Objective

Reebok’s goal was to create buzz around and to engage the audience in the Run Easy movement. The target was the general market and casual runners ages 17-24. Advertising drove traffic to the Run Easy website and/or promoted text message responses, allowing consumers to engage with the brand.



Strategy

Run Easy’s out of home strategy was based on reaching and connecting with people during their day-to-day lives, when they are “on the run,” both literally and figuratively. The out of home medium allowed us to engage in the consumer’s routine with a combination of large formats, street furniture, and transit media, as well as guerilla tactics. Reebok sought to create a breakthrough presence in each market through targeted repeat exposure.



Specific locations and formats were selected based on their ability to reach the target as well as to present the creative. Bold imagery depicting what running should NOT be about demanded large, impactful spaces to tell its story. After the first outdoor rollout, a second phase was launched on bigger units, designed to look like a consumer reaction to the initial messages. For example, in graffiti-style type, the copy “run + puke = crazy” was scrawled across a Holland Tunnel poster, which drove consumers to the site goruneasy.com.

Other media formats were used to address the target by “asking” what scenery they come across or what music they listen to while running. Consumers were invited to respond via text message; those who did got a reply directing them to the site where they could create jogging routes using Google Maps. The local out of home media also communicated on a grassroots level, specific to each market (e.g. “Big Dig Has Set the Pace. Run Easy Boston,” and “Be Kind to Your Implants. Run Easy Miami.”).

Plan Details

Flighting Dates: The majority of the media was posted from April-June 2007

Markets: New York, Los Angeles, San Francisco, Boston, Miami

Formats Used:

- Wallscapes and Bulletins - targeting popular outdoor running paths or to make an impact at high traffic areas
- Street furniture, including bus shelters and phone kiosks - also skewed to running areas and pedestrian-heavy locales
- Transit, including subway brand trains, station dominations, buses, cable cars, and Submedia - selected to catch people on the go
- Aerial Banners - used to reach runners on the beach in Miami and for coverage of the Boston Marathon



Results

The campaign's visceral imagery and grassroots market penetration attracted coverage in both trade and general publications, such as the Daily News.

The Run Easy campaign had the ability to influence perceptions of the Reebok brand in New York & Los Angeles, as those markets saw increases in both emotional connection and commitment from consumers. The out of home advertising results were strongest in Boston and San Francisco, while Boston and New York had the highest recognition of the grassroots executions.

Long after the campaign officially ended in June 2007, the movement continued to grow. It is estimated that 20 percent of traffic to the Reebok site (to date totaling more than 1.7 million visitors) came after June. With brand awareness, likability and purchase intent all spiking, plans call for the site goruneasy.com to remain active indefinitely.