

Miami Marathon and US Olympic Team Trials OOH Activation

Background

Jellyfish and HOKA utilized Pivot's traditional, transit, and experiential inventory to maximize their impact at two major events in Florida—the Miami Marathon and the U.S. Olympic Team Trials in Orlando. In both locations, HOKA deployed a Wrapped Food Truck that doubled as a hydration station at the finish line, distributing branded water bottles, protein bars, and more to runners post-race.

In Miami, HOKA held a 100% Share of Voice (SOV) spot on Pivot's Miami Digital Boat Spectacular, energizing the city the day before the race and reaching runners along the marathon route on race day. In Orlando, HOKA leveraged Pivot's Digital Mobile Billboards and High Impact Transit Bus Wraps on custom routes, strategically reaching race routes, runner hotels, downtown areas, and other key points of interest.

Objective

Build General Awareness

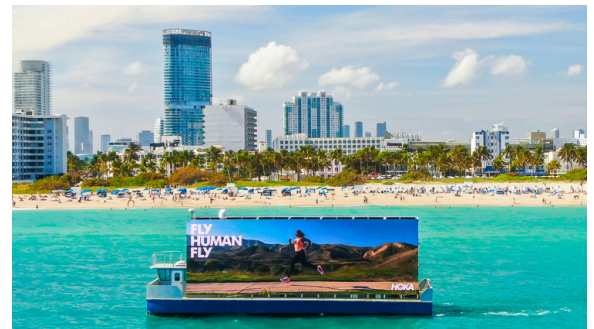
The primary goal was to raise awareness of HOKA as a leading performance footwear and apparel brand during marathon season and to strategically outshine competitors expected to have a presence at key events.

Strategy

The campaign focused on reaching runners along and around the marathon routes, including the start and finish lines, expo areas, and within a 5-mile radius of HOKA stores. This targeted approach aimed to create strong brand visibility among runners and spectators at these high-impact locations, reinforcing HOKA's presence as a top choice for performance gear.

In Miami, HOKA set up a hydration station with a branded, wrapped food truck near the finish line of the Miami Marathon for one day, distributing HOKA-branded water bottles and protein bars to runners. Additionally, HOKA ran a 100% share-of-voice digital boat display, active the day before and on marathon day, strategically placed along the marathon route to generate excitement and visibility for the brand among Miami audiences.

In Orlando, HOKA repeated the hydration station concept, positioning a wrapped food truck near the finish line of the Olympic Trials to distribute branded water bottles and protein bars. For broader reach, HOKA utilized three digital mobile billboards on custom routes for one week, impacting key areas such as downtown Orlando, runner hotels, and the course. To maintain continuous brand presence, HOKA also deployed two high-impact transit bus wraps for three days, covering custom routes to target downtown areas, runner hotels, and the event course, maximizing visibility at essential touchpoints.



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Plan Details

Campaign Posting Dates: Miami Marathon ran 1/27/24 – 1/28/24; US Olympic Team Trials in Orlando ran 1/29/24 – 2/5/24

Markets Selected: Miami and Orlando

OOH Formats Used: Wrapped Food Truck & Brand Ambassadors, Branded Water Bottles & Protein Bars, Miami Digital Boat Spectacular, Digital Mobile Billboards, High Impact Transit Bus Wraps

Target Audience: Running Enthusiasts and Local Market Audience

Budget: \$250,000

Results

The HOKA campaign successfully captured attention both in-person and online, with significant social media sharing and earned media coverage amplifying brand presence. The hydration stations at marathon finish lines in Miami and Orlando distributed branded water bottles and protein bars, directly engaging runners and attendees.

In Miami, HOKA's branded digital boat display commanded attention along the marathon route, while in Orlando, the mobile billboards and bus wraps provided continuous visibility around key locations, including hotels and downtown areas. This comprehensive, localized activation built HOKA's presence and resonated with the marathon community, enhancing brand visibility and engagement around both major events.

