



runningheroes

ROMANIA 2020



sportheroes

A large, white, brushstroke-like graphic that resembles a stylized mountain range or a series of peaks. It originates from the bottom left and extends towards the right side of the slide, with its top edge being jagged and textured.

Who are
we?

Our mission

Make everyone move.

We are convinced that sport helps you live a better life physically and mentally.

Sport Heroes is a french startup that specialises in well-being and physical activity.

Since 2014, we have created online communities such as Running Heroes, Cycling Heroes and Swimming Heroes to encourage everyone **to be more active.**

Since 2020, we are going global: Australia, New Zealand, UK, France, Brazil, Romania and many more to come.



5 offices


60 passionate employees

+1M members in our communities

Based on a unique and universal technology

Our technology is compatible with **all connected devices on the market**, enabling us to interact with all types of athletes.

This technology allows us to track a multitude of sport activities, such as: **walking, running, cycling etc.** Depending on the experience, we can also let users enter other activities such as yoga, cardio training, workouts, football, tennis, etc.

The data that we aggregate allow us to know our members and interact with them through targeted, tailored and **personalised communications**





COVID 19

Changing the sports world

COVID-19

Changing the world of sports

- The post-lockdown period along with the multiple laws passed by the Romanian government are encouraging everyone everyone to respect social distancing.
- While professional sport has all but stopped during the coronavirus pandemic, during the lockdown we have found innovative ways to take exercise and not to put sports on hold.
- Where should we do sport now? In a nutshell: at home or in places where there are only a few people and thanks to Running Heroes you can enjoy your favourite activities in a new interactive and rewarding way.



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Our Communities **Statistics**

Our community

By joining a community, members get access to:

- Articles, we cover everything that can inspire or educate them
- Sports challenges to stay motivated
- Charity challenges
- Virtual Races to go beyond your limits
- Exclusive discounts offered by a selection of partners
- Physical community events





2.200.000

monthly reach

615.000

members

2.000.000

monthly page views



385.000

newsletter optins

185.000

fans on social media

200

partner races



official partner



50

articles per month

25

challenges per month

30

events per month

2

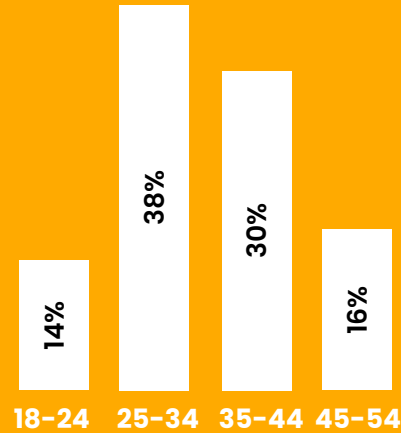
paper magazines
per year

Member profiles

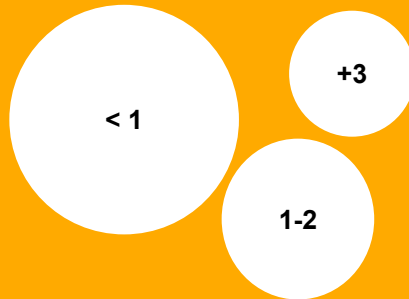


42% of female

gender



age



sessions per week



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We offer
Virtual Events & Races









Virtual Race

Settings: Race

Period: 1 week recruitment and one day challenge

Objective: to be defined according to the storytelling



Leaderboard		
 PC Paul C. 0:17:16	  Tom G. 0:16:50	 AJ Aaron J. 0:18:11
4	 Dave Bennett	0:18:27
5	 Simon Bowman	0:18:59
6	OD Oliver Darnell	0:19:04
7	LD Laura Dalton	0:19:32
8	CL Charlie Langley	0:19:33
9	 Roland Jones	0:20:25
10	 Martyn Joyce	0:20:44



Instant win

Instant-win Challenge

Instant-win (if you have more than 1 prize, if not use solo)

Suggested period: 4 weeks (2 weeks recruitment, 1 week active, 1 week finished)

Objective: Being realistic. Challenging.

We try in our animation plan to reach 85% of finishers"



Prize to win

2 Running Heroes t-shirt

Charity Challenge

A unique activation format, to let you **engage the whole community around a sport challenge** and promote your commitment in a charity with a collective objective.

Settings: Infinite challenge (charity with no goal)

Period: 4 weeks active, no recruitment before

Objective: between 10 and 21km



Bushfires Call for Solidarity!

We are challenging all of you to donate with your feet and let your km make a difference!

Time left
Finished

Participants
2 879



KM COVERED

4

7

1

8

0

0

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We offer
Training Challenges

Event challenge

Daily Challenge

One-time challenge for special events like International Running Day, Easter, women's day

Visual assets: special visual

Prize: Depending on the event

Eg.: 5 km; 8 km



Motivation

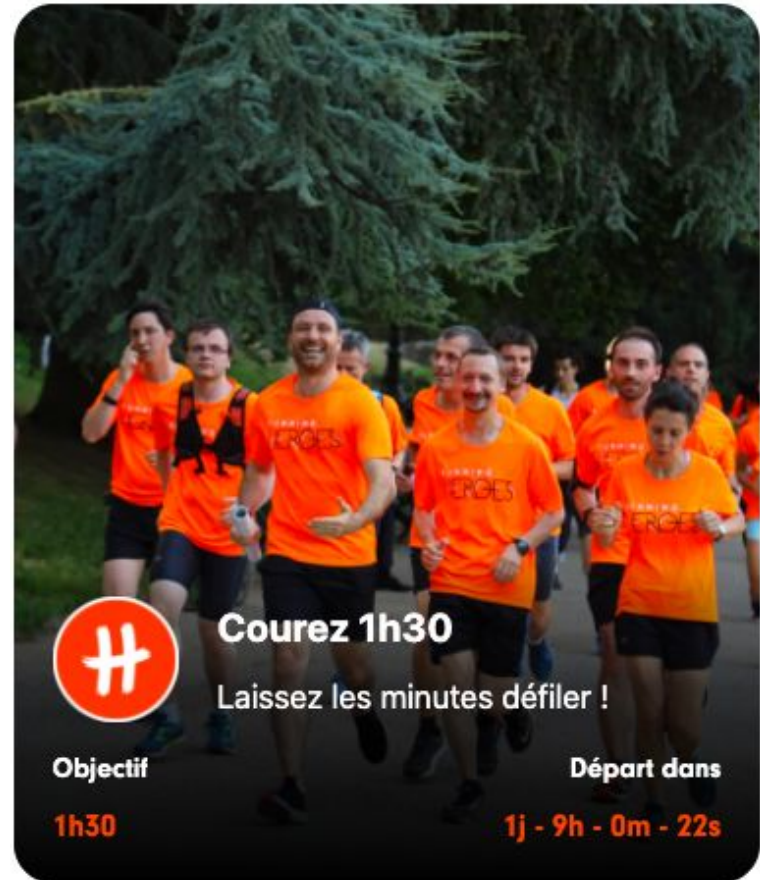
Weekly Challenge

**2 to 3 challenges each week to involve a wide audience,
with different levels**

Visual assets: visual of our RH community running

Prize: RH t-shirts, mugs...

Eg.: 10 km; 21 km; 42 km



Courez 1h30

Laissez les minutes défilier !

Objectif

1h30

Départ dans

1j - 9h - 0m - 22s

Train Hard

Weekly Challenge

From monday to sunday, weekly training plan with medium to high level goals

Visual assets: new visual each week but same branding and logo

Prize: RH t-shirts, gift cards, goodies...

Eg.: 4 + 5 + 6 + 7 km in a week



ENTRAÎNEMENT

Train Hard #7

La progression par la répétition

Objectif

Départ dans

4 + 5 + 6 + 7 km

3j - 10h - 1m - 22s

Push Your Limits

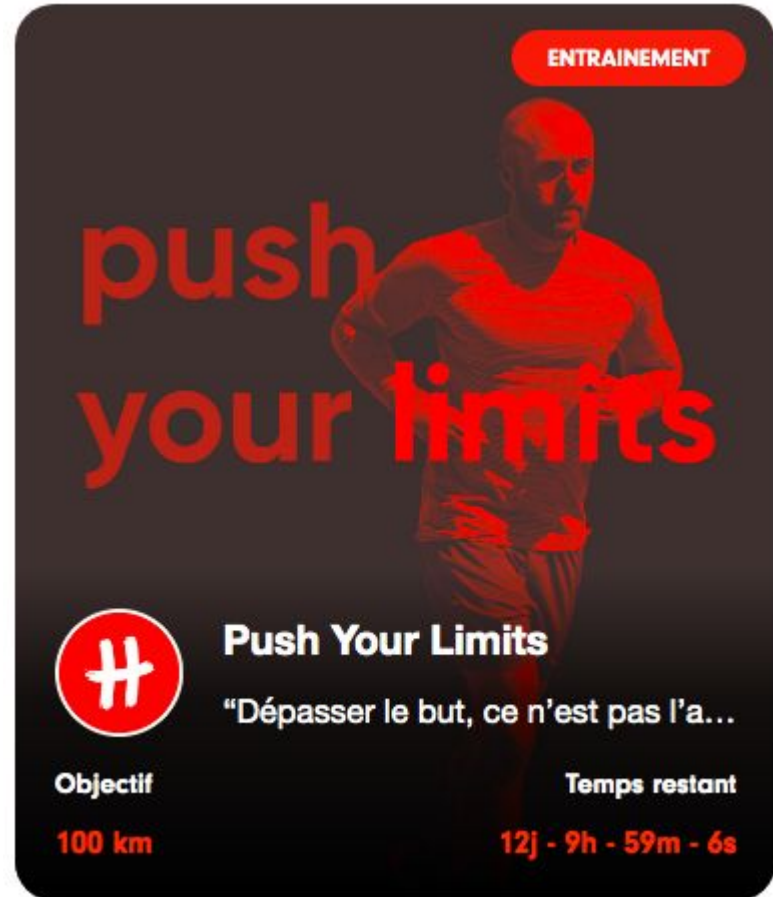
Monthly Challenge

Monthly high running goal to motivate people to push their limits

Visual assets: new visual each month but same branding and logo

Prize: Our own products (magazine, t-shirts, bags...)

Eg.: 100k in a month





We offer
Rewards

Rewards

Being a consumer choice when you want to renew your gear, with attractive offers.

Specific display order to have an easier overview

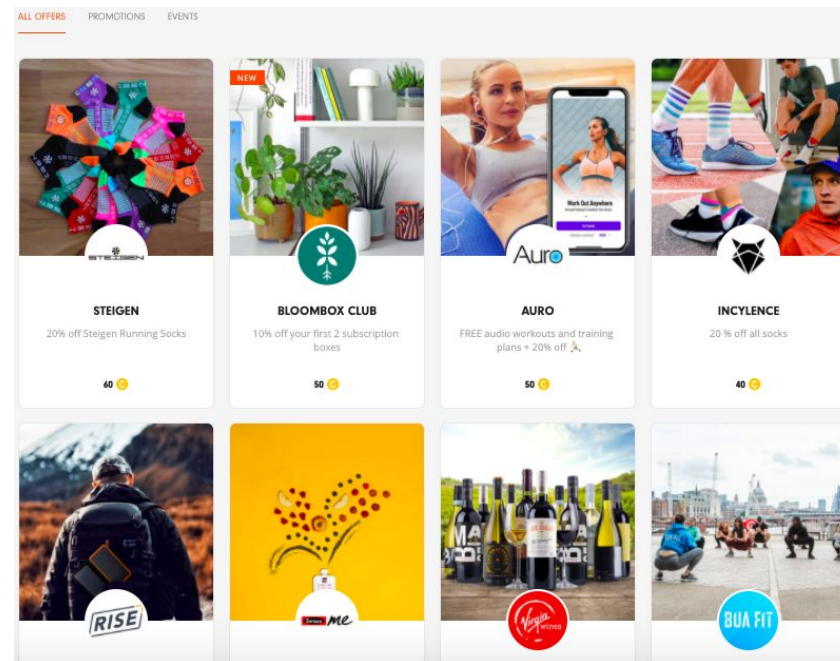
New: All our last published offer in last 14 days

TOP 8: Each week a new selection

Categories: Sportswear / Nutrition / Accessories / Mobility / Services / Lifestyle / Others / Beauty

Events: Club / Own Events / BIB Number

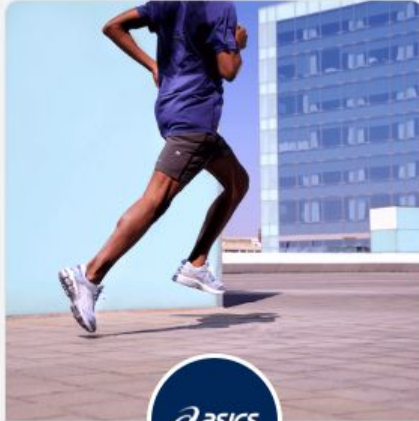
BM: Affiliation program with a CPA between 6% to 10% of the turnover generated excl. VAT




Reward runners

Reward runners by allowing them to convert their efforts into discount codes valid on your ecommerce website. The code can be valid on all the site or only on a specific range (for example products that you are launching). You can limit the number of codes that you give away and the frequency of redemption (once, once a month or many times).

100% customizable content and branding





A male runner in a blue ASICS athletic outfit is captured in mid-stride on a paved surface. In the background, a modern glass skyscraper stands against a clear blue sky.




ASICS

20% offerts sur la boutique en ligne
ASICS

30 




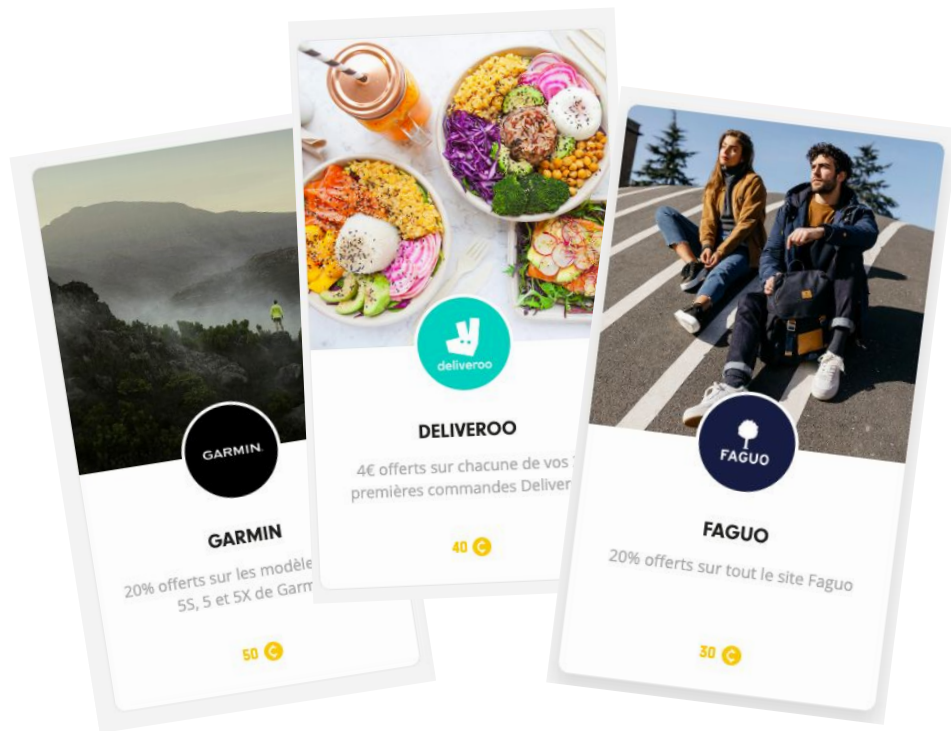
A female runner in a black and grey Adidas hoodie is shown in profile, running. Her hair is tied back and flowing with the motion.



ADIDAS

35% offerts sur la boutique en ligne
et 30% offerts sur l'outlet adidas

30 



Rewards

A conversion format:

Offer our members an **exclusive discount valid in your stores** (e-commerce or brick-and-mortar) or with a distributor.

KPI

8,000 redemptions per month

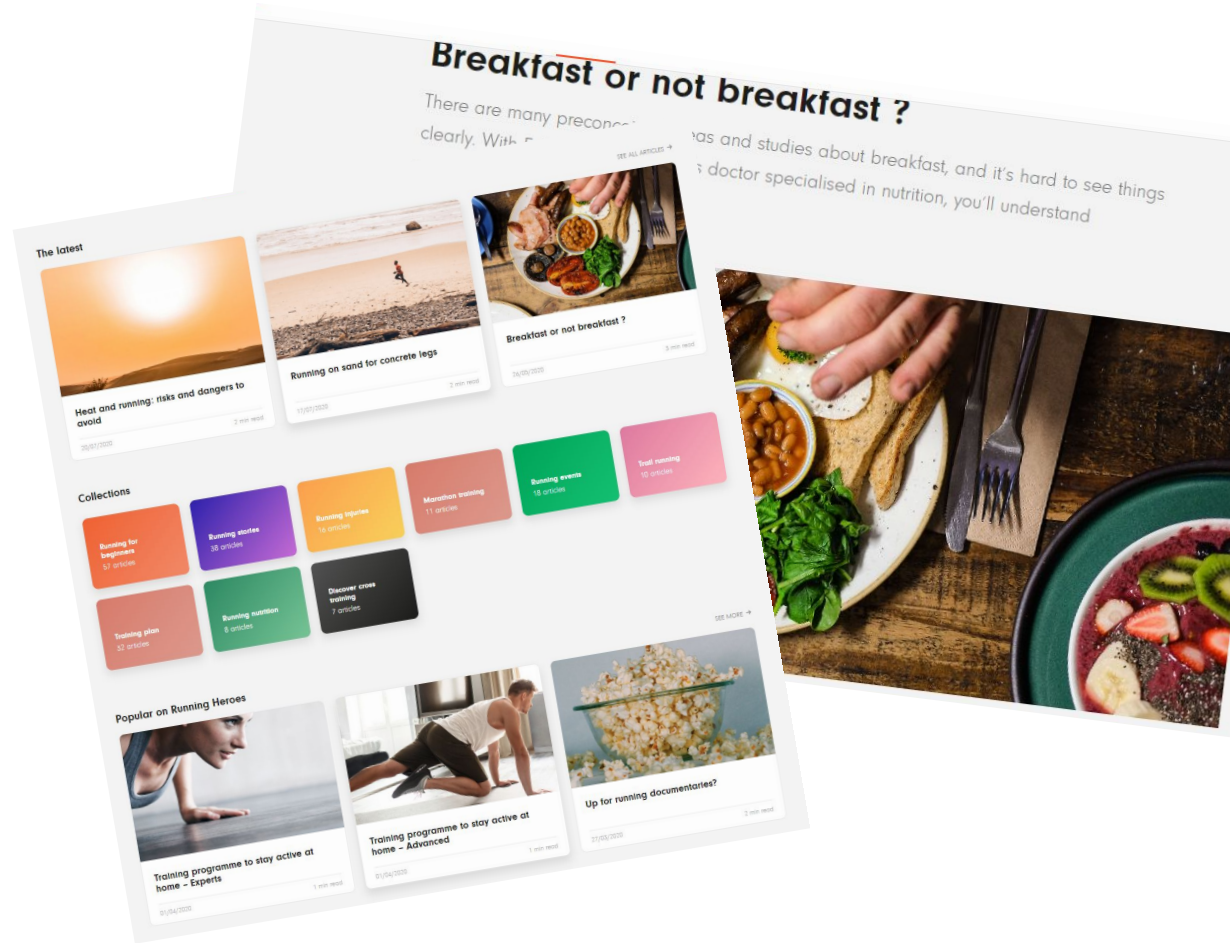


We offer
Articles & expertise

Articles

This platform includes a collection of tips and recommendations on:

- Running basics
- Nutrition
- Training tips for 10km
- Training tips for marathon,
- Corporate Zone
- Motivational Playlist





Corporate **Digital Sports Solution**

By Focusing on Employees' **Physical activity impact**



Up to a **14% increase in net profit**



**Up to 9% increases
in productivity gains**



**25% decreases
in turnover**



**37% decreases
in medical leaves**



**25 % increases
in perceived
cohesion**

Our Solution: Corporate Challenges

BOOST Employees' Engagement & Teams' Interactions



Competition

To bring **playful** and **healthy** competition within your organisation



Challenge

To **encourage** employees to practice sport every week



Charity

To **gather** your employees around a **collective** project that makes sense to your company

#Quality #Cohesion #Solidarity #Wellbeing

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Branding

Custom solutions

Product challenge

A powerful activation format, to let you **engage our members with a sport challenge** while highlighting your brand and your products.

4 weeks of visibility

→ **1 dedicated page**

→ **Facebook amplification (x1 push)**

→ **Instagram amplification (x1 story)**

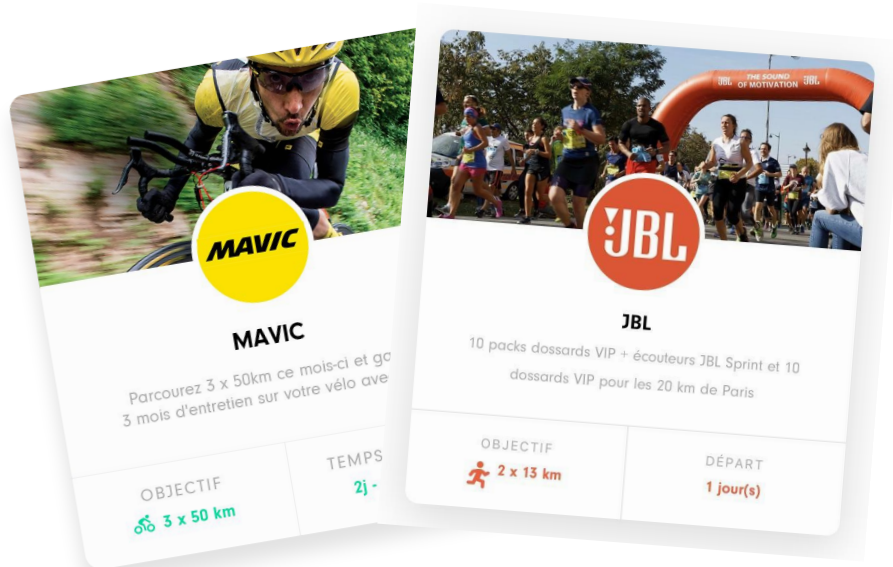
→ **Organic notification (x1 push)**

→ **Tailored emailing to participants (x1 email)**

→ **OPTION: optin database generation**

KPI

8,000 to 10,000 participants on average
(FRA)



Brand content

Our editorial team comes up with
**themes and format that matches with your brand
and your values** to create a high value added content
for the community.

News / Stories / Tutos / Videos

- **Production**
- **Facebook & Instagram mediatisation**
- **Push Notification**

KPI

8,500 readers per article on average




Advantages: Exclusive and Customizable content

Free to CUSTOM

The company has the liberty


- To choose its challenge's **parameters** from the nature of the activity itself (running, workout..) to the final **display** on the platform (titles, images, descriptions..)
- To customize **emails** sent at challenge's registration and at final completion



EXPERIENCE
Inclyence
8 packs contenant 3 paires de chaussettes Inclyence à gagner

[S'INSCRIRE AU CHALLENGE](#)

Objectif	Départ	Participants	Finisseurs
10 km	10j - 12h - 16m - 57s	4 514	0



Définissez vos objectifs. Tenez-vous prêts. Enjoy your hunt.

Quelle est votre distance de course favorite ? Un 5 km, le classique 10 km ou vous êtes plutôt sortie longue ? Peu importe l'objectif fixé, vous aurez toujours besoin du meilleur équipement pour améliorer votre performance et éviter les blessures.

S'agissant du running, on sait que nos pieds sont importants et on pense d'instinct à une bonne paire de chaussures. Mais n'oublions pas les chaussettes ! Terminez ce challenge pour avoir la chance de renouveler votre collection de chaussettes et garder vos pieds heureux !


Votre récompense

Quoi de mieux pour illuminer sa prochaine course que des chaussettes colorées de haute qualité ? Si vous gagnez, vous pourrez remporter l'un des huit packs **Inclyence** contenant 3 paires de chaussettes. Idéal pour allier style et performance.

Votre défi

Courez 10 km comme vous voulez : en 1 fois, 3 fois ou 10 fois, à vous de choisir !

3 PAIRES DE CHAUSSETTES DE VOTRE CHOIX



A gagner

8 Packs Inclyence contenant chacun 3 paires de chaussettes

CONDITIONS

- Courez 10 kilomètres durant la période du challenge.
- Seules les activités effectuées après l'inscription au challenge seront prises en compte.

Your Own Challenge

Challenge's Access

- Your d validating the registration company and **ONLY** your company will have access to the so-called challenge which will only be visible to you
- Registrations are made via a personal **CODE** giving access to the private challenge an



Pop Up Example





Ce challenge nécessite un code
Inscrivez-vous **ici** pour le récupérer puis
saisissez le ci-dessous

Seules les activités effectuées après votre
inscription au challenge seront comptabilisées.
Bonne chance !

CONFIRMER

Newsletters

A dedicated newsletter for your brand.
Advanced targeting (gender, age, location).

& Surveys

Market studies, awareness or pre-launch studies,
we have developed a tailored format adapted
to each objective.

Methodology: objectives definition, targeting,
users segmentation, analysis and restitution.

KPI

470.000 members (FRA)
Average opening rate: 18%



Salut Marine !

Le weekend du 15 août, c'est le moment parfait pour s'échapper. Ça tombe bien, on a pile ce qu'il faut pour ça.

Sortir de sa routine quand on est runner est hyper important, que ce soit pour progresser ou tromper l'ennui, alors on vous propose de découvrir l'intérêt de **mixer vélo et course à pied**. Spoiler alert ! C'est super efficace pour s'entraîner sans abimer son système articulaire et tendineux.

Et parce que c'est une discipline qui titille pas mal de runners, on vous donne les clés pour **passer de la route au trail** : acquies d'un coureur sur route, nouveautés du trail et les bases pour commencer, ça se passe **ici**.

Le meilleur terrain de jeu pour s'y aventurer, c'est bien sûr la montagne. Pendant tout le mois d'août, on soutient Mountain Wilderness avec notre initiative Heroes For The Planet, c'est le moment parfait pour courir et les soutenir.

PARTICIPER AU CHALLENGE



Quentin,

Quand tu roules tu te sens mieux dans ton corps et
non ? Toi aussi tu veux améliorer tes performances ?
veux prouver à toi-même et à tes proches que tu
as terminé des courses mythiques dignes des

la Route tu connais ?

La Route c'est l'organisation de challenges qui
te dépasser et de participer à l'une des

inées, sur route ou en forêt, la route te
le des événements d'endurance basés
sur la course, triathlon...)
participes aux challenges référencés par
nous prêts pour en faire une !

Un challenge partenaire de la
la faire la Haute Route des
des Alpes ?

challenge qui vient à toi ! On
est digne des meilleurs de la
meilleure réduction sur ta
nouvelle Haute Route française.

US



Two types of offers

according to your needs

Create an activation

To reach our audiences **punctually** and promote a message, a news or a product launch

Tailored campaigns from four to eight weeks of visibility

Become a Partner

To communicate **continuously** and position your brand as a major player in sport (awareness / brand image)

Yearly partnerships for a continuous visibility across all our channels



Study cases



Product launch

The longest race of the world

Objective:

In September 2018, adidas launched a new range of running shoes: the Solar shoes. The shoe is specifically designed to let long runners run even longer... How do we promote this innovation to a target of long runners?

Setup: digital event activation

Experience a unique 500,000km race, where the more you run, the more you win.

- **More than 10,000 participants** in the challenge
- **36 winners** (best contribution 507 km)
- **1,544 posts** on Instagram #solarboost





Run Happy Tour



Physical events

Run Happy Tour

Objective:

For the second year in a row, Brooks make you run during your holiday with seven summer spots along French Atlantic coast.

Setup: digital and physical activation

Full-scale product testing around social runs

- more than 1,800 participants in physical runs
- creation of dedicated content => 7 videos, 3 articles and a photo report of each run
- more than 200 posts on Instagram with the hashtag #runhappytour
- more than 17,000 participants in the dedicated challenge

CLICK ON THE PICTURE TO WATCH THE "BEST OF" VIDEO



The charity challenge

Objective:

Highlight the commitment of Etam in helping women make their voices heard, in particular through sport.

Setup: physical and digital activation

Run 1,000,000 km for Alice Milliat Foundation

→ **16,000 participants** in the charity challenge

→ **200 signups** in the physical runs

→ **1,500** Instagram publications with the hashtag
#etamrunningheroes





The Study

The Eating Habits

Objective:

Better know the eating habits of our members to adapt the partnership between Sport Heroes and Quitoque.

Setup: digital activation

15 questions answered by our members

→ **more than 1,000 respondents** in less than 48h.

→ **An annual partnership** built accordingly.





Drive to Store Mechanism

Bio c' Bon

Objective:

Bio c' Bon wants to promote its locations to a target audience with an interest in their products, while associating its brand image to running.

Setup: conversion activation

Bio c' Bon offers fruits and vegetables baskets to redeem directly in their stores in exchange for Running Heroes coins.

→ **800 baskets** redeemed on average / month

→ A strategy replicated at the brand level with Bio c' Bon running (races sponsoring & organisation of runs starting at their store)





Groupama

The major partner Groupama

Objective:

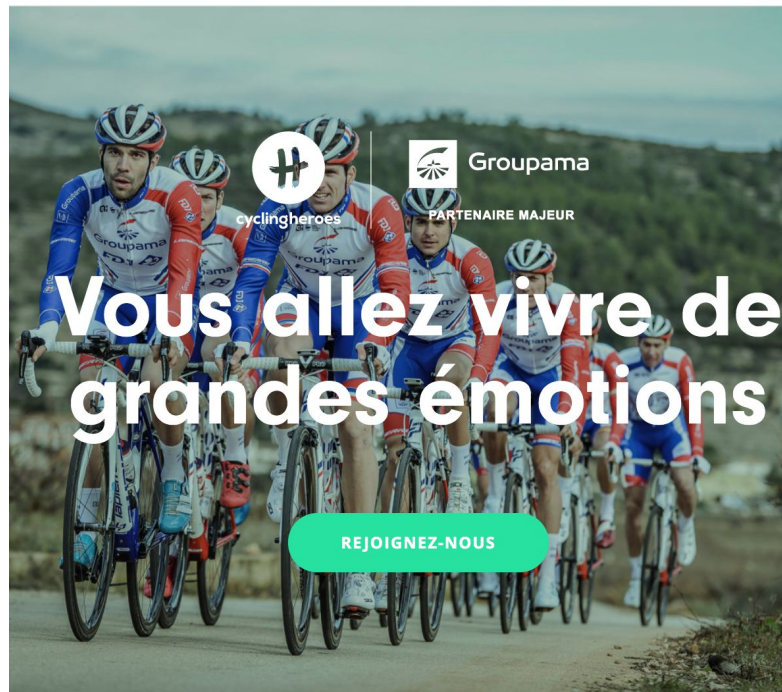
Associate the brand with a sport media to gain credibility in the cycling market and animate its engagement in cycling (with the Groupama-FDJ team) on a regular basis, and pass its brand messages around prevention and security.

Setup:

360 degree activation on Cycling Heroes

→ 110,000 members.

→ **An all-year round visibility** on all Cycling Heroes communication channels (app, content, challenges, social media, events).





Brand repositioning

MAIF

Objective:

Become the first “entreprise à mission” (firm with a mission) in June 2019 (Pacte law), MAIF wants to position as a responsible player of sport in the eyes of people who practice sport

Setup: digital and physical activation

MAIF associate its brand with the Heroes for The Planet initiative for the Surfrider Foundation and support sport initiative with a positive impact on the planet

- **1 million view** of the video introducing the Surfrider Foundation project
- More than **800,000 km** covered and a **participation record** (more than 11,000 participants)
- Impact survey pre and post campaign in order to measure the evolution of the brand image and the perception of MAIF as a committed player in sport





Thank you!

Contact us for more information



sportheroes