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CAMPAIGN: BROOKS RUN SIGNATURE TOUR

CLIENT: BROOKS RUNNING

AGENCY: EVENTNEXT

The Challenge:

To lead the creative and strategic development, production and implementation of a multi-platform mobile experience showcasing Brooks Running cutting edge Run Signature gait analysis system at premier running events across the nation. EventNext was also challenged with structuring a tour schedule based around top tier running events in markets with the highest growth potential for new consumers.

The Idea:

To broaden the appeal of Brooks running shoes among runners of all abilities through Run Signature, a new fitting method that utilizes leading-edge technology to assess the way a runner's body wants to run and recommends the right shoe to fit their run. Challenging the traditional approach, Run Signature is more holistic and individual, combining the biomechanics and desired experience of runners.

The Experience:

EventNext facilitated a one of a kind mobile running lab for Brooks to showcase their state of the art Run Signature system. The Run Signature mobile trailer was equipped with two treadmills where consumers could experience their own custom analysis with one of Brooks' expert Gurus'. The goal was for Brooks to help every runner find their stride, their signature run.



The Result:

Through Run Signature, Brooks was able to empower runners to choose the experience they wanted from their run, based on the data they gather about how their body moves. Since the program's inception in May of 2016 the Run Signature Tour has performed over 8,000 Run Signature Analysis and generated over 40,000 leads. While at the same time surprising and delighting runners of all ages and abilities with prizes and the chance to participate in the Brooks "Run Like the Wind" prize booth for a chance to grab the golden Brooks Running ticket for a free pair of shoes! All of these effort successfully continue to strengthen Brooks' sponsorship as the official footwear and apparel partner of the Rock 'n' Roll Marathon Series as well as further strengthen Brooks' already thriving relationship with specialty running retailers in key markets.

