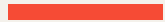




CAMPAIGN CONCEPT

The next step.

Your pace. Your start.





One idea, three anchors.

01

Movement before results.

Start with a concrete verb: start, run, try.

02

A start at your own pace.

Speak to the person without comparing bodies or abilities.

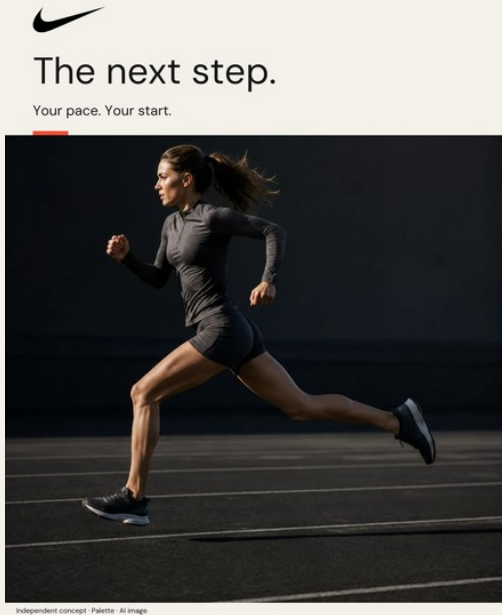
03

One movement, one image, one invitation.

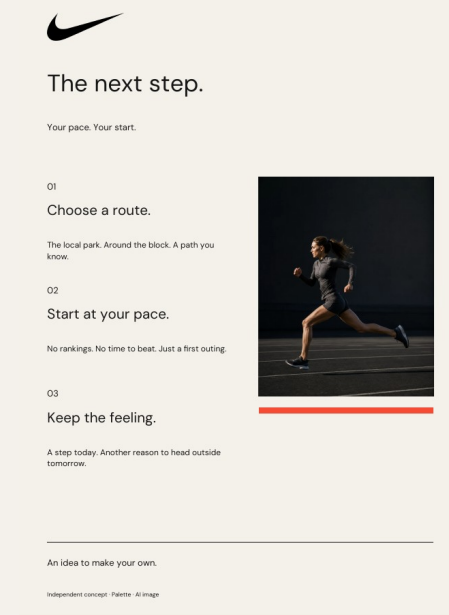
Keep the headline to five words and the caption to one idea.



The same idea, ready to share.



AD · 4:5



PDF · A4

The reusable brief

Create a return-to-running campaign: a 4:5 ad, a 3-slide presentation and an A4 poster. Show a believable movement, keep the original logo and write a short invitation. Do not invent a named product, sporting result or partnership.