

## Ad Strategy for ING Marathon, August 16, 17, 2008

As of July 21 — 3 ½ weeks out from the event-- registration numbers are down for both the Half Marathon and Full Marathon Runs. There could be any number of reasons why—change of date, locations, difficulty of the course? Because of the time and commitment required to train for these events, it's doubtful these numbers will increase significantly at the last minute. However we can pick up some of that lost revenue by increasing the number of 10k and 5k runners. We have a couple of things going for us: These people often sign up at the last minute, plus two great courses, which are flat and fast. To get that message out, we need to supplement our promotional radio campaign with paid advertising.

### Radio:

We have number of promo radio spots that are part of the Corus Sponsorship (a copy of the full promo package is available upon request) which includes:

42 promos on JOE

28 x 15 second liners on CISN

18 x 30-second spots on CHED

30 x 30 second spots on iNews 880

These are very short spots, so messages will have to be short and sweet: *Register now for the 10k, or Sign up at the Running Room, or Be part of Edmonton's premier running event.* The problem with going with just radio ads is that we only hit specific demographics (who may not be runners).

### Print

On any given day the Edmonton Journal reaches 288 thousand readers. The best way to reach a bigger and broader audience is to advertise in the Journal. The Journal is offering us a Sponsorship package that gives us 4 half page, B&W ads for \$1550. The actual value is \$14,760. We'd only need to attract 38 new 10k-ers or 52 5k-ers (at the current price of \$40 and \$30 respectively) to justify the cost. If we go with the package we anticipate the numbers will be closer to:

### July 23 to Aug 14

10K	35 runners @ \$40	\$1400
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5K	45 runners @ \$30	\$1350
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### Aug 15 to 16

10K	25 runners @ \$50	\$1250
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5K	35 runners @ \$30	\$1050	<b>Total estimated revenue: \$5050.</b>
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Corus Radio is also offering us ad packages. At iNews 880, for an additional \$1900 we can increase the number of ads from 30 to 68. At CHED, for \$5600 our 30-second ads would increase from 18 to 28.

If money is no object, we would opt for the Journal Sponsorship *and* a radio package. If our budget is limited, The Journal package is our best bet because of its broad reach. Regardless of which option we choose, we must supplement the campaign with paid ads, if we are to increase numbers.

### **Overall Ad Strategy:**

The first thing we need to do is **define our brand**. Who/What are we? We say we're Edmonton's premier fitness event. We should be more specific. We're "Edmonton's Premier Running Event". Yes, we have walkers, but our target audience is runners. Whichever word we go with... "Edmonton's premier *running or fitness* event", it should be a core message.

**Position in the market place:** Runners "kind of" know this is Edmonton's biggest running event. But there have been at least 2 or 3 name changes in recent years, so our profile probably isn't as strong as it should be.

**Goals:**

- To increase 5k and 10k registration by approximately 140 runners.
- To reinforce our brand and name in the local community.

**Messages:** Our ad campaign will be simple and straight forward, our messages clear and concise. Something like:

**"ING Marathon, Edmonton's premier fitness/running event. Be part of the action. Register now for the 5k and 10k"**

Of course we can mention other ING events in our ads & promos, but we will focus primarily on the 5K and 10k runners. We should start no later than the last week of July. As we learned with the LBR, print ads work best with more graphics and fewer words: So again, the key message will be simple-- just variations on "*Be part of this great event, Register Now for 5K & 10K*".

We'd run a half page ad once a week. We'd run the final ad a few days before the event to get the biggest procrastinators!

**To re-iterate.** We need to increase the number of 5K and 10K runners. We strongly suggest the best way to do that is to supplement our ad campaign with paid advertisements, preferably with The Edmonton Journal Sponsorship package for \$1550. It's money well spent.

Katherine Hoy, July 23, 2008