

#Rewards of Running



 **ROAD RUNNER
SPORTS**

THE REWARDS OF RUNNING:
Campaign Scripts



REWARDS
OF RUNNING
Earn Yours.™

Script: The Sunset Stroll

THE REWARDS OF RUNNING: **The Sunset Stroll**

The scene opens on a wife scrolling her phone in the kitchen island in a summer outfit. She looks up and closes her eyes, and we hear “outside-sounds”(the sound of dirt + rocks under her feet, birds, chirping, etc). Husband walks in, and she turns around and shows him her phone. Cut to the screen of the phone and the RRS website with the VIP Rewards program showcased. Wifey taps on a shoe, and we’re visually transported to a past shopping excursion to the RRS Store where she grabs the same shoe off the wall and examines it. She is wearing a beanie, scarf, and heavy jacket, which indicates to the audience that this is the past and a different season. She puts it back on the wall as an RRS Sales Associate + Husband walk up to her.

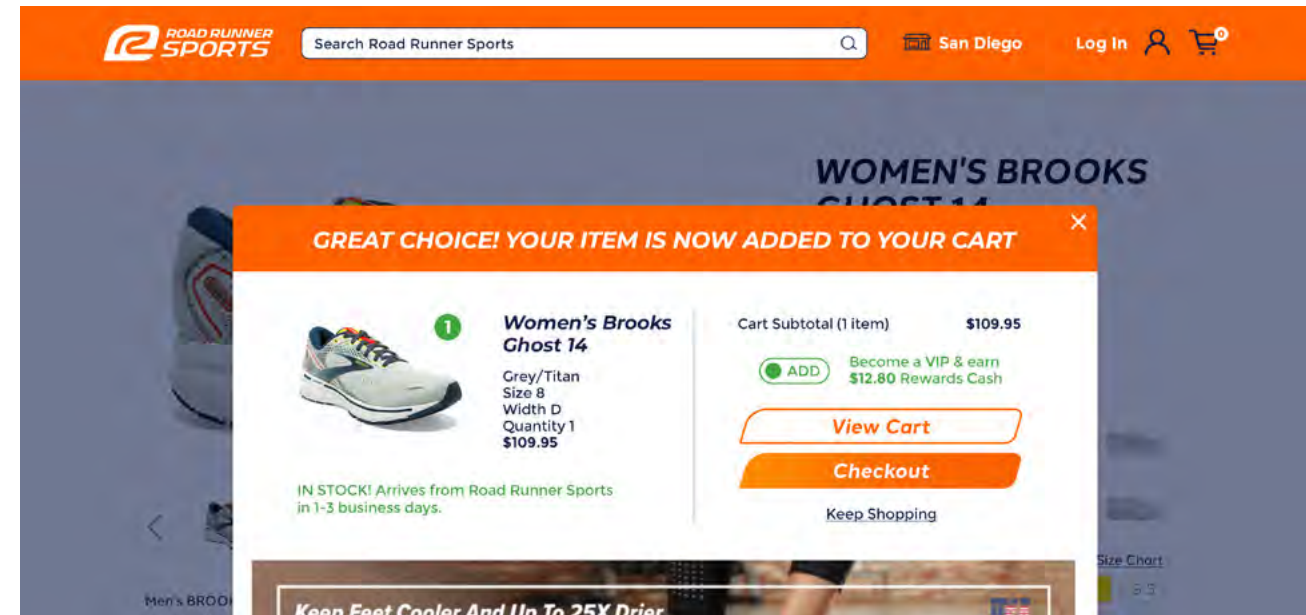


Cut to couple in the RRS store going through the Perfect Fit program. They take turns on the treadmill, examine their results, and step on the custom insole machine. When they get their shoe recommendations back, we see them try on shoes together, both lacing them up, jumping up and down to feel the support, and doing the “do these shoes feel good” jaunt around the store, laughing and talking with each other + the Sale Associate the entire time. The audience gets the picture that this couple is full of energy, vibrancy, and are highly active together. The Sales Associate hands them two big RRS shopping bags and we hear a “Rewards Ching” as the bags are handed off; Visual transition back to Present Day/Summer.



We see Wifey choose a different colorway of the wall-shoe and add it to her e-comm bag. She searches “KORSA” and we see her add a few new pieces of KORSA into the Bag as well. She applies their Rewards Points and we hear the “Rewards Ching” indicating that the rewards points have been added. We follow her through the e-comm checkout process + VIP process. The scene ends on an order confirmation screen; and cue visual transition to a delivery person handing an RRS box to husband/wife. The audience hears “outside-sounds” as she/he reaches for her RRS package, and when she grabs it we hear the “Rewards Ching.”

Cut to Couple unboxing their new shoes, KORSA, socks, and insoles, all with RRS branding on the shipping items.



Cut to Couple tying shoes/putting on their new shoes + KORSA gear. We hear the door open, see their feet walk out, and when the door closes we hear the same “Rewards Ching” sound. Visual transition to them on their favorite trail on a sunset stroll during the summer. They’re laughing, talking, taking photos, playing with each other, and having fun – walking at a fast pace – working up a bit of a sweat, but clearly having a blast together. We hear them laughing + having a great time, and we also hear the “outside sounds.”

Voiceover: **THE REWARDS OF RUNNING.**

Cut to our Couple hitting the peak and watching the last sliver of sun fade over the view. They’re holding hands and enjoying the view, being outside, and being together. Cut to a drone shot of the Couple enjoying the view. We hear “outside-sounds.”

Voiceover: **EARN YOURS.**



Cut to Couple tying shoes/putting on their new winter walking/running shoes + winter KORSA gear. We hear the door open, see their feet walk out (in different shoes than the summer shoes), and when the door closes we hear the same “Rewards Ching” sound followed by “outside-sounds.” Visual transition to them on their favorite trail on a sunset stroll in the winter. There’s snow on the ground, maybe one of them runs ahead, packs a snowball, and throws it at the other one. We end on a drone shot of the couple on their peak, at sunset, in the winter.



TEXT OVERLAY: THE REWARDS OF RUNNING.
(Imagine a ticker or a flip book that flips through each iteration of the ROR campaign CTA: Find/ Discover/ Win/ Give/ Love/ Enjoy), then ends on EARN YOURS.





#Rewards of Running
EARN YOURS.®

#Rewards of Running

EARN YOURS[®]

USP Connectivity + Application

PRIMARY GOAL ALIGNMENT: AWARENESS

SECONDARY: REINFORCEMENT

AUDIENCE: 45 - 75, FEMALE, MALE

PURPOSE: EMPOWERMENT/ NOTICE, THINK, FEEL, ENGAGE

Retail

VIP
Online

VIP Membership

Earned Rewards

Digital + Email

Digital: Banner Ads

Digital + Email: Blog Posts → New To Running; “me time” focused rewards

Email: Welcome Drip → Discover Road Runner Sports

Email: New To Running sales + campaigns

Email: Brand campaigns

Social

Awareness + Engagement Posts

Influencer + Social Shares: Share my #rewardsofrunning with the RRS audience

CAMPAIGN GOALS

- Awareness
- Reinforcement
- Engagement
- Motivation

USPs

- Perfect Fit Zone & VIP Membership Program
- 90 Day Perfect Fit Promise
- Family Owned for 40 years

Our work should make people:

- Notice
- Think
- Feel
- Engage

REWARDS OF RUNNING

Discover Yours [®]

Script: The Run Club Newb

THE REWARDS OF RUNNING: **The Run Club Newb**

The scene opens on a dark bedroom. It's clearly early morning, prior to sunrise. The clock reads 4:56AM. Our Newb stirs in bed and slowly wakes up. He/She sits up in bed, eyes barely open, hair is messy and matted on one side from a great night of sleep. Partner is still asleep next to them. Newb swings their body over to the side of the bed and cut to a side shot of our subject slumped over, dangling their feet off the edge of the bed. We see a RRS Shopping Bag in the shot.

Our subject is rubbing their eyes and yawning as we hear the “ding” of a new text message and see their nightstand light up from their phone. They reach over and sleepily grab their phone.

Cut to their face illuminated by the light of their phone. Our subjects eyes widen and they crack a big smile when they read their text message.

Cut to a shot of their text that reads, “hey, you ready for your first run with the club?”



Our subject swings the covers off over the camera, visual transition/ cut to our subject dressed in KORSA. Detail shot of KORSA logo on shorts or shirt. Newb grabs their RRS Shopping Bag, pulls an RRS Shoe Box out, opens it up, pulls the stuffing + tissue paper out, and pulls their fresh shoes out of the box. They reach back in the bag and pull their custom insoles out of the box. We see them insert their insoles, then see a shot of the branded bag, box, and our subject's hands, lacing up their brand new shoes. They step up and jump up and down, feeling their new kicks out. We hear them grab their keys, we see their shoes walk out the door and hear them open, shut, and lock the door.

Cut to a shot of our subjects feet stepping out of the car and walking toward a trailhead. We hear the gravel crunching under their feet as they walk toward the trailhead. Cut to shots of the Newb shaking hands and greeting/being greeted, high fived, fist bumped etc by his/her run group. We hear the "BEEP" of everyone starting their run on their device, and the group takes off running on the trail. Cut to a POV shot of our Newb looking out over the trail, the view of the sun rising, and his/her group.

Voiceover: THE REWARDS OF RUNNING.



Cut to our group slowly come to a stop. They're clearly physically exerted, but noticeably happy. They stop for a breather, checking in with each other, clapping their hands behind their head, stretching, sipping water, etc, and collectively looking out at the horizon. Cut to a close-up of our newb smiling, He/She takes a sip of water, high-fives a run club friend, and bends down to check the laces of his/her shoe. Cut to a close up of Newbs face while he/she is tying their shoes and looking up and out at the sunrise + view again.

Cut to a horizon shot or a drone shot of the run group running through the trees + cutting back and forth along the trail path.

Voiceover: DISCOVER YOURS.

Cut to a dark bedroom, with an RRS shopping bag at the foot of the bed, where Newb is lacing up his/her shoes. Cut to Newb's face illuminated by the light of their phone, sending a text that says, "Morning! Ready for your first run with the club?" We hear the text send, hear our not-so-newb-anymore grab their keys, we see their shoes walk out the door and hear them open, shut, and lock the door. Cut to a sunrise view with the group.

TEXT OVERLAY: THE REWARDS OF RUNNING.

(Imagine a ticker or a flip book that flips through each iteration of the ROR campaign CTA: Find/ Earn/ Win/ Give/ Love), then ends on DISCOVER YOURS.





#Rewards of Running
DISCOVER YOURS[®]

REWARDS OF RUNNING

Discover Yours [®]

Script: Make Time

THE REWARDS OF RUNNING: Make Time

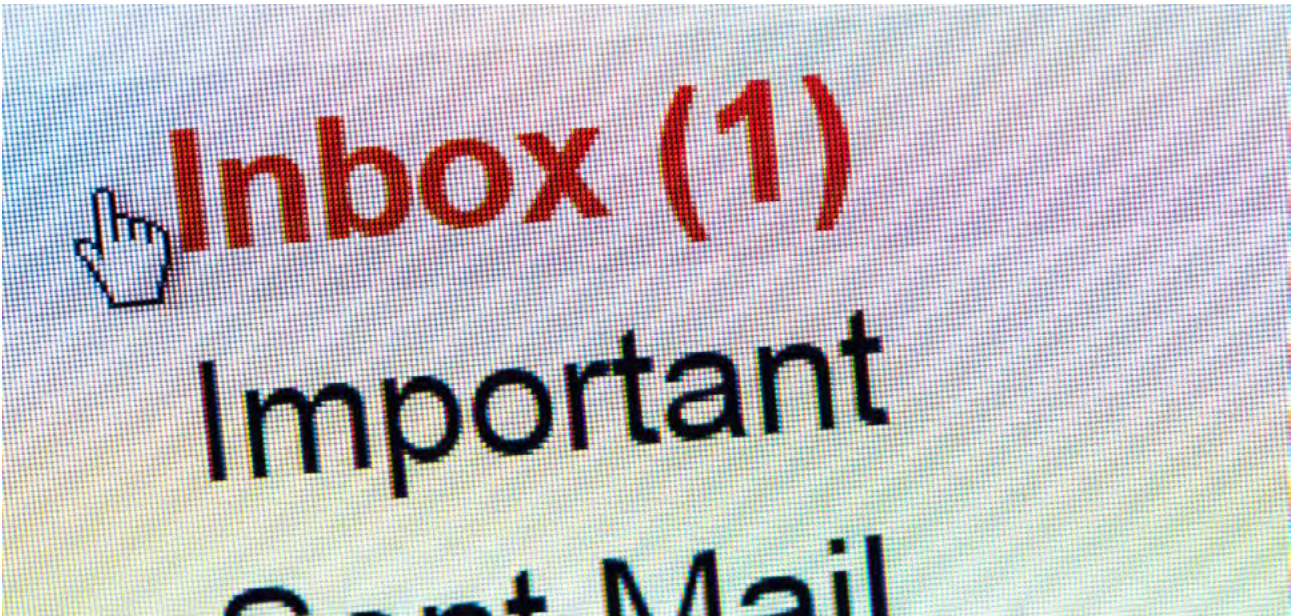
Our scene opens on a mom dressed in KORSA, heading out the door, and turning her alarm off. Her Alarm reads: “RUN: MAKE TIME.” We see her running a trail, and while she’s running we hear what she hears: quiet footsteps on the ground, birds chirping, the leaves blowing in the wind, her breathing cadence. As she rounds the corner and approaches the house, her “run-sounds” start to fade and we hear the Weekday Morning Rush. She stops and takes a beat, a deep breath, and we hear her “run sounds” one last time before they fade back into the organized chaos of a morning before school + work. Before opening the door, she opens her phone and sets an alarm for the next morning. We see a 5:00AM Wake Up with “RUN: MAKE TIME” as her text reminder.

Cut to Mom and young-ish kids in the kitchen getting ready for school. The scene is a familiar, organized chaos, and we hear phones ringing, alarms going off, kids asking mom questions, dad grabbing keys and saying, “bye,” pots banging, TV in the background. We see a magazine on the counter, over to the side of the scene, opened up to a page that features an article with the headline, “ARE YOU READY TO GET BACK INTO RUNNING?” coupled with her “run-sounds.”



She's stuffing lunchboxes into backpack, and grabs a pair of kids shoes out of a cubby in the mudroom. We see a RRS package in the shot, indicating that she's just received a new pair of shoes. Mom stares at the RRS package for a short second and cut to quiet footsteps on the ground and mom on a past run on a trail, and she smiles to herself. Cut back to real life - She takes a deep breath and returns back to the "get the kids to school" rush. The audience is left with the understanding that mom runs for solace + meditative moments.

Mom is at work deep in her inbox and we hear the "ding" of a new email. She checks it and it's an RRS FIND YOUR PERFECT FIT email. She clicks the email open; Visual transition to Mom running on a trail with her "run-sounds".



Cut back and forth from the morning rush vs. the morning run, coupled with audio hits, indicating that time has passed. We see mom consistently setting her alarm before walking back in the house every morning: 5:00AM “RUN: MAKE TIME.” Cut to Mom lacing up new shoes, with an RRS box in the frame, coupled with that quiet calm audio. The camera zooms out as mom stands up, and we see dad in the back streaming a show with the kids. Mom opens the door, coupled with that quiet calm audio. Cut to the morning rush. Cut to the first few steps on her favorite trail. Cut to mom running on the beach strand. Cut to mom running on a treadmill. Cut to mom running around a track. Cut to mom running through a paved park. Cut to mom running on a trail.

VO: THE REWARDS OF RUNNING.



Cut to mom getting to the mid-point of her run, on a peak as the sun is setting. She's enjoying the quiet. She's proud, vibrant, and we know that she made the time to get her stride back. We hear what she hears: the sound of the ground under her shoes, the wind, the trees, the birds - she sighs a sigh of elated relief.

VO: DISCOVER YOURS.

Mom catches her breath, takes in the view, and takes off, finishing her run. We hear what she hears.

TEXT OVERLAY: THE REWARDS OF RUNNING.

(Imagine a ticker or a flip book that flips through each iteration of the ROR campaign CTA: Find/ Discover/ Win/ Give/ Love/ Enjoy), then ends on DISCOVER YOURS.



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DISCOVER YOURS.®



#Rewards of Running

DISCOVER YOURS[®]

USP Connectivity + Application

PRIMARY GOAL ALIGNMENT: AWARENESS

SECONDARY: REINFORCEMENT

AUDIENCE: 35 - 65, FEMALE

PURPOSE: EMPOWERMENT/ NOTICE, THINK, FEEL, ENGAGE

Retail

Perfect Fit Zone

Online: Fit Finder

OOH

VIP

\$1.99 to join + receive discounts + first-looks

Digital + Email

Digital: Banner Ads

Digital + Email: Blog Posts → New To Running; “me time” focused rewards

Email: Welcome Drip → Discover Road Runner Sports

Email: New To Running sales + campaigns

Email: Brand campaigns

Social

Awareness + Engagement Posts

Influencer + Social Shares: Share my #rewardsofrunning with the RRS audience

CAMPAIGN GOALS

- Awareness
- Reinforcement
- Engagement
- Motivation

USPs

- Perfect Fit Zone & VIP Membership Program
- 90 Day Perfect Fit Promise
- Family Owned for 40 years

Our work should make people:

- Notice
- Think
- Feel
- Engage

REWARDS OF RUNNING

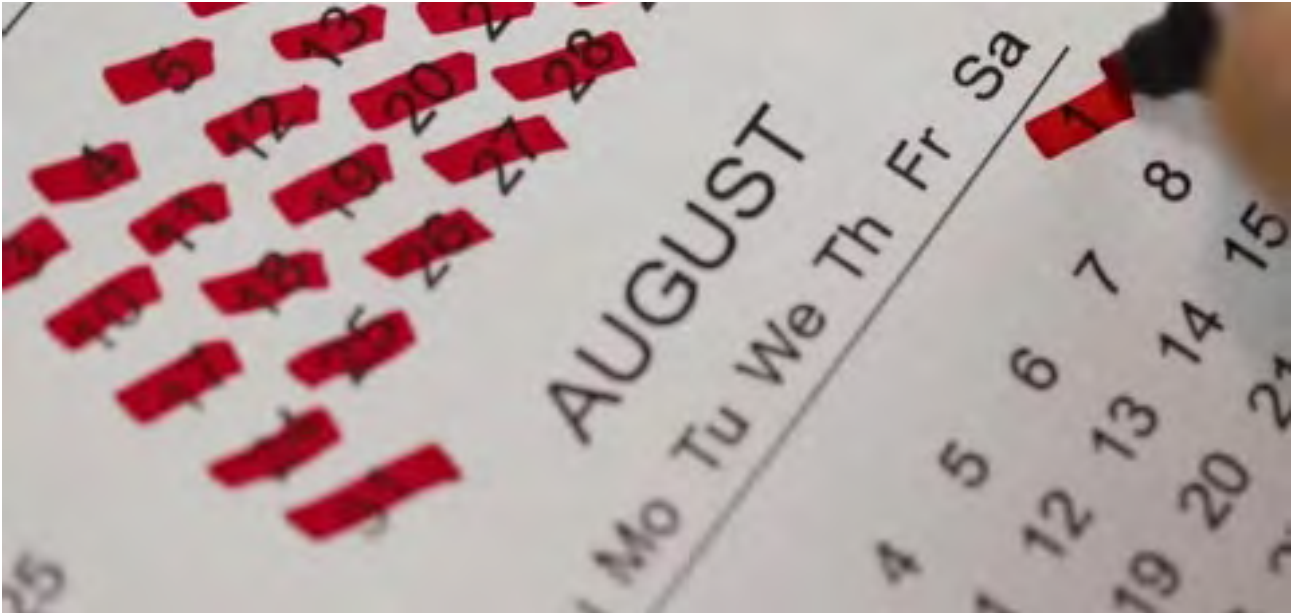
Achieve Yours.™

Script: The Countdown

THE REWARDS OF RUNNING: The Countdown

The scene opens on quick shots of our subject running in different locations: paved roads, gym/treadmill, neighborhood, track, trail, mountains, beach strand. We hear their steps hitting the pavement and a heartbeat. Each quick clip is coupled with our subject X-ing off a day on their RACE CALENDAR. They are training for something. The last “quick clip” is our subject walking in to the RRS store.

Our subject is greeted by a RRS Perfect Fit Expert for their Perfect Fit Zone appointment, they smile and shake hands. The camera captures the technology, our subject stepping on the treadmill, running on the treadmill, and stepping on the custom insole scanner. RRS Expert + subject review the results and tech.



Our subject exits the store with a shopping bag, and we cut to training clips and our calendar countdown. We hear more steps hitting the pavement, the heartbeat increase, and we hear the cadence of their breathing getting heavier. We see our subject's grit: the early mornings, the runs in the rain. The last quick clip is our subject the night before race day, laying their gear out: shoes - check, insoles - check, shorts - check, hat - check, towel - check, water bottles - check... but something is missing – they pull brand new running socks out of an RRS shopping bag. They toss their socks in their race bag and walk over to the calendar to X off the last training day.



Cut to the morning of Race Day on the starting line. Our runner, dressed from head to toe in KORSA + RRS gear, is ready. Our runner takes a deep breath and closes their eyes. It goes quiet, except we hear their steps hitting the pavement, we hear their heartbeat. Their eyes open. They're focused, ready. We still hear nothing but their steps hitting the pavement and their heartbeat, then silence. The buzzer goes off and we're off to the races. We hear their steps hitting the pavement and their heartbeat, and their breathing cadence.

Voiceover: THE REWARDS OF RUNNING.



Cut to our subject rounding the last corner, with the finish line in sight. They're gassed, but the sight of the finish line let's them push harder. They've got more in the tank, more grit, more to give. This is it - it's what they trained for, worked for, sacrificed for. They use that extra adrenaline and take off sprinting toward the finish line.

Voiceover: ACHIEVE YOURS.

End on our subject hugging friends and family, wearing their finisher medal. They're misty-eyed and emotional, proud of what they just accomplished.

TEXT OVERLAY: THE REWARDS OF RUNNING.

(Imagine a ticker or a flip book that flips through each iteration of the ROR campaign CTA: Find/ Discover/ Win/ Give/ Love/ Enjoy), then ends on ACHIEVE YOURS.





#Rewards of Running
ACHIEVE YOURS.

#Rewards of Running

ACHIEVE YOURS[®]

USP Connectivity + Application

PRIMARY GOAL ALIGNMENT: MOTIVATION

SECONDARY: ENGAGEMENT

AUDIENCE: 30-55 CORE RUNNER

PURPOSE: ASPIRATION/ NOTICE, THINK, FEEL, ENGAGE

Retail

POS

Perfect Fit Zone Signage

OOH

VIP Membership

Incentive for Referrals

Earn to Upgrade

Earn VIP Rewards Cash Days

Anniversary Renewal Bonus

Pick your day for 2x rewards

Earn to upgrade

Digital + Email

Email: VIP Drip → VIP One, Family, etc

Email: Upsell campaigns

Email: Brand campaigns

Digital: Banner Ads

In-App Game Units

VIP Membership

UGC + Brand Giveaway

- Post Copy Option: How do you achieve your #rewardsofrunning? We want to know! Post a reel showing us how you achieve your Rewards of Running. Tag us @roadrunnersports #rewardsofrunning to enter to win a prize

Monthly Challenges

- Post Copy Option: This month's #rewardsofrunningchallenge:
 - Run a 1/2 Marathon → earn \$20 Rewards Cash
 - Run a marathon → earn \$40 in Rewards Cash

CAMPAIGN GOALS

- Awareness
- Reinforcement
- Engagement
- Motivation

USPs

- Perfect Fit Zone & VIP Membership Program
- 90 Day Perfect Fit Promise
- Family Owned for 40 years

Our work should make people:

- Notice
- Think
- Feel
- Engage

THE REWARDS OF RUNNING:
Store / Outdoor





#Rewards of Running

DISCOVER **YOURS** AT ROADRUNNERSPORTS.COM/ROR





*#Rewards
of Running*

ACHIEVE YOURS

AT ROADRUNNERSPORTS.COM/ROR

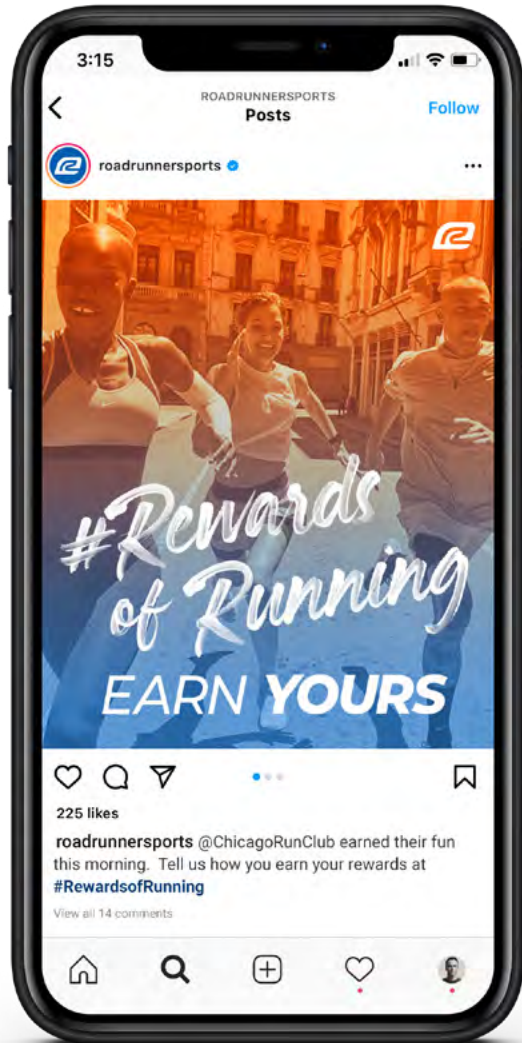




THE REWARDS OF RUNNING:

Social

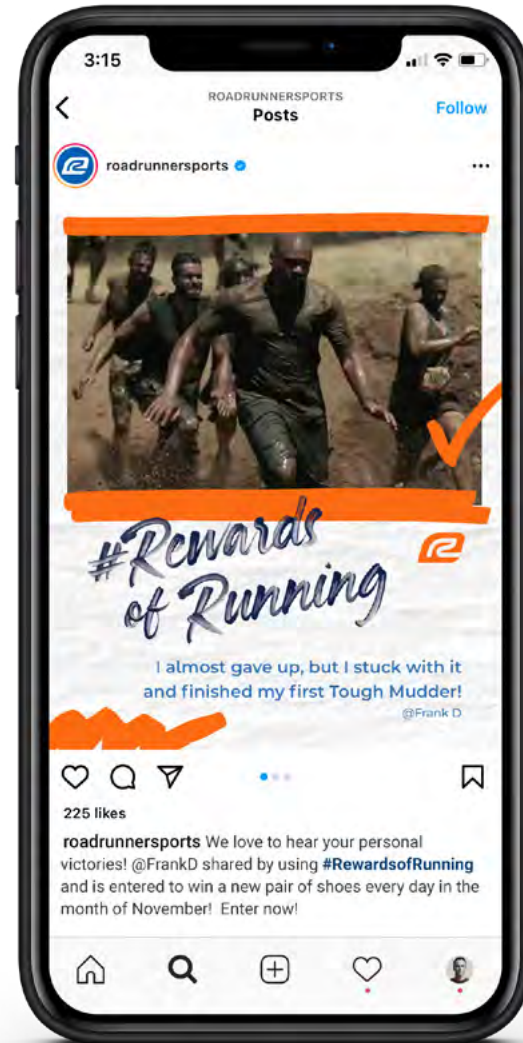




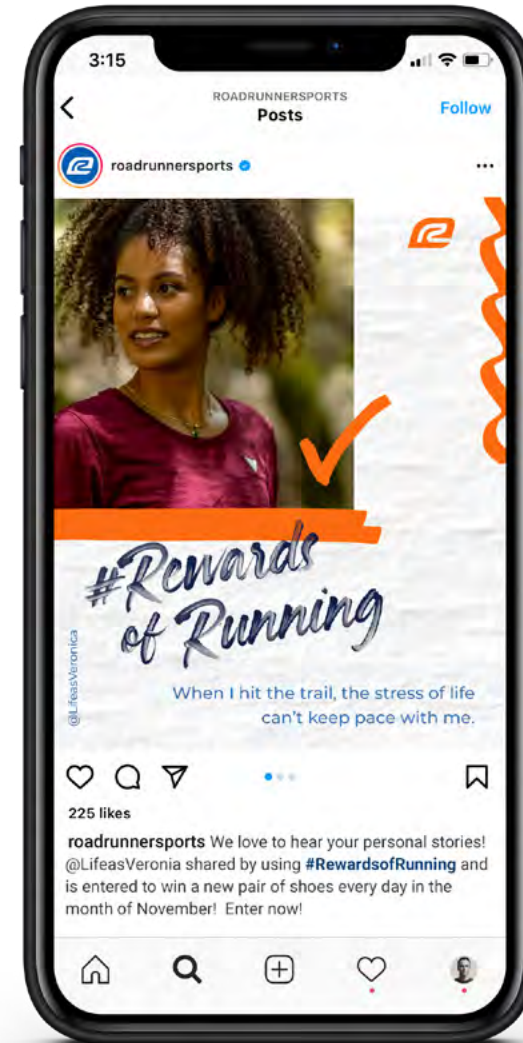
PARTNERSHIP POST



STORY POST



UGC RESKIN



UGC RESKIN





The Facebook header features a blue background with a white silhouette of a runner. A prominent orange horizontal band contains the text "#Rewards of Running" in a white, cursive font. Below this, the text "DISCOVER YOURS AT ROADRUNNERSPORTS.COM/ROR" is displayed in white, uppercase letters. The top navigation bar includes the Facebook logo, search, home, video, groups, and menu icons, along with notification and message counts.

Road Runner Sports ✓
@RoadRunnerSports · Footwear store

[View shop](#)

Home Shop Videos Photos More ▾ Like 🔍 ⋮

About [See all](#)

Road Runner Sports ✓
4h · 🌐

✨ WIN IT WEDNESDAY ALERT ✨

Amphipod believes nothing should get between you and a great run. Their expertise is light, comfortable, easy-to-use hydration, visibility, race-day and training/phone storage solutions.

We couldn't decide on just one product to help you elevate your running experience, so we're giving you a chance to win the whole package! ... [See more](#)



THE REWARDS OF RUNNING:

Email Blast





WELCOME TO THE

#Rewards of Running

The Rewards Of Running — its time to
Discover Yours.
Achieve Yours.
Earn Yours.

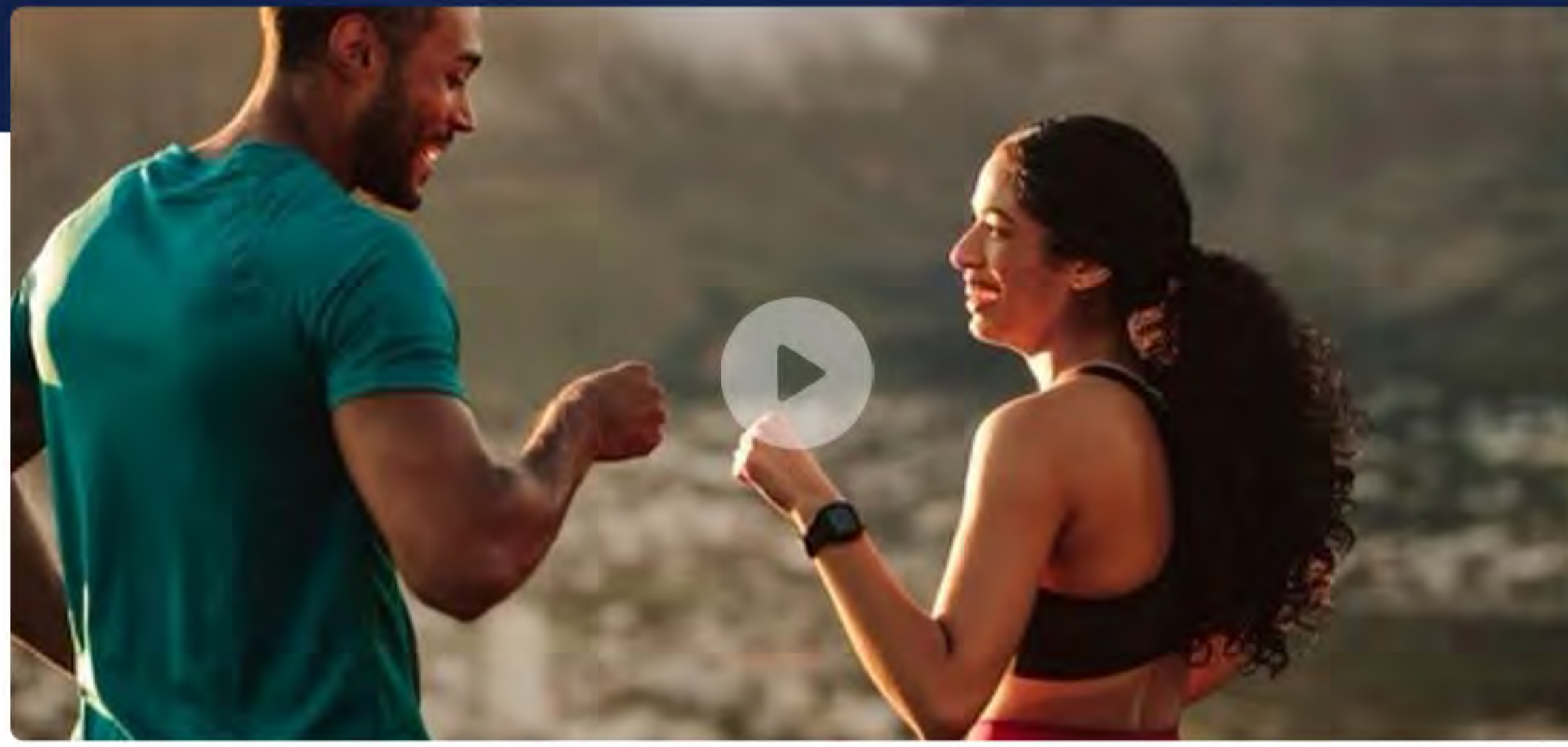
So, what are the #RewardsOfRunning?

Take a deep breath. Close your eyes and picture your absolute favorite thing about running.

What's the first thing that comes to mind?

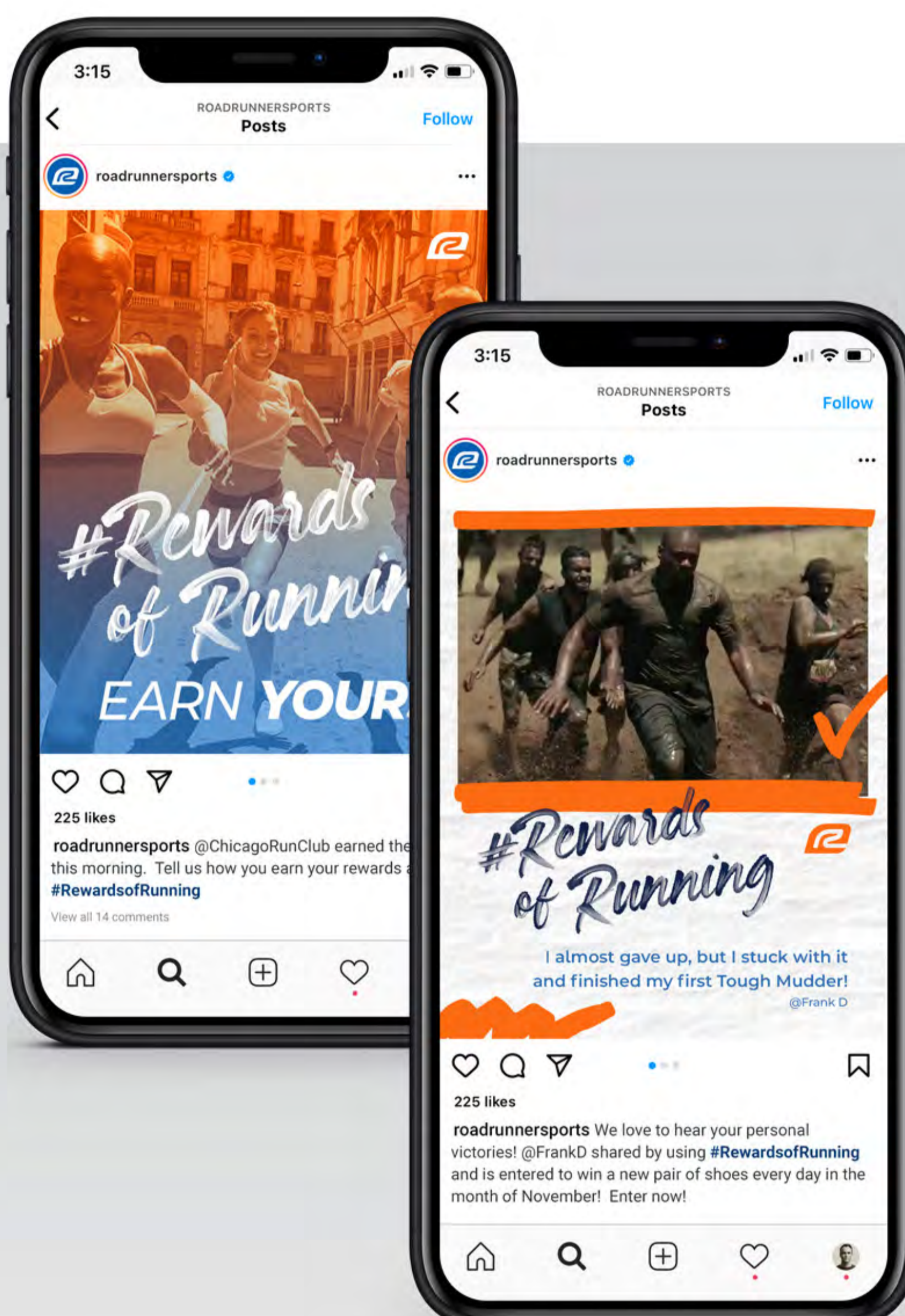
Is your favorite thing about running hitting your stride? The alone time? The view at the top? Finishing the race? Spending time with friends and family? Spending time in nature? The smell of crisp, morning air? Lacing up your brand new kicks and taking those first steps?

Whatever is it for you, we want to know what it is!



Discover Yours

Watch our series of films where we highlight true #RewardsOfRunning stories



Achieve Yours

SOCIAL

Share your #RewardsOfRunning on all social platforms for a chance to earn prizes and be featured on Road Runner Sports social channels.

IN-STORE

Next time you're in our store, stop by the #RewardsOfRunning Wall to snap a photo and share your story on Instagram.

CHARITY

Next time you donate to Athletes Helping Athletes, share it on Instagram with the hashtag #RewardsOfRunning

Earn Yours

We want to support your journey. Earn your Road Runner Sports Rewards by becoming a VIP Family Member today! Road Runner Sports has your back with the 90-Day Perfect Fit Guarantee, and loads of VIP Rewards to make your running goals a reality.

We can't wait to hear your stories!
The #RewardsOfRunning; they're All Yours.

[Join the VIP Family](#)

[Start My Perfect Fit](#)