

newbalance

LaSalle Bank Chicago Marathon

Mango case study

OBJECTIVES

- Develop an interactive online and mobile experience, positioning the New Balance brand as the decisive training program and partner of the LaSalle Bank Chicago Marathon.
- Leverage web and mobile technology to enhance the marathon training experience with running logs, ask the expert web chats, custom wake-up calls, training and diet alerts and more.

GEOGRAPHIC REGION

- United States (Midwest)

TIMING

- June - October, 2007

TARGET DEMOGRAPHIC

- Females 40+, new and dedicated runners

SOLUTION

- A comprehensive marathon training website was created which included:
- A 16 week training program that was tailored for beginners, intermediate, or advanced runners. Each program consisted of nutrition, training, workout thoughts, inspirational thoughts, and gear information to increase their performance at the 2007 LaSalle Bank Chicago Marathon in October.
- Users signed up to receive each of these tips/thoughts either via email or text message.
- A training log that could be managed and edited by each individual runner.
- Personalized wake-up calls that could be customized by each person using IVR technology.
- Web chat sessions hosted by professionals and experienced marathon runners.
- Access to the official New Balance collection for the LaSalle Bank Chicago Marathon.
- To add another level of interactivity...
- A flash game was designed and developed exclusively for New Balance and hosted on the site.
- A video of the course taken from the point of view of a 2006 runner was also available.

RESULTS

- The most comprehensive promotional marathon training site in market to date.
- Nearly 10% of all LaSalle Bank Chicago Marathon registered on the site.
- Site kept live by New Balance after marathon for runners to continue accessing training

