



Outcome

SM coverage growth

+100%



Title: Happiness



Title: Euphoria

New members increase

+3000

Media publications

>300



Title: Pleasure

bagissova.gulden Что за зомби. Где вся красота, грация и скорость бега ???  
**Everyman:** What a zombie. Where is all the grace of running?

meirbansultan @bagissova.gulden это момент когда до финиша 100м)  
**Pro:** This is the moment when 100 m is left to the finish line

bekarys\_yakupov Вы реально думаете, что счастье выглядит так? Более похоже, что у него что-то болит  
**Everyman:** Do you really think that happiness looks like this? It seems something hurts him

aisulu\_erla @bekarys\_yakupov счастье выглядит именно так, кто бегал и в снег и в жару тот поймет это счастье,  
**Pro:** Those who ran in snow and heat understand this happiness

Kirr Lavroff Андрей, а зачем такая реклама, которую надо объяснять и так?  
**Everyman:** So, why there is an ad that has to be explained?

Андрей Олесько Kirr Lavroff надо быть бегуном 😊  
**Pro:** You must be a runner 😊

Руслан Бахтигареев Иван Глуценко ты точно хочешь в нем участвовать?  
**Everyman:** Do you really want to take part in?

Иван Глуценко Руслан Бахтигареев у меня примерно такая же эмоция в последних километрах полумарафона,  
**Pro:** I had the similar face on the last kms of half marathon, but then euphoria))

# Truth about running

**Situation:**

Almaty Marathon, the biggest sporting event in the country, is preparing an annual communication to attract new participants. However, having charitable goals, the campaign is limited by a small budget and therefore requires a non-standard creative solution

**Insight:**

Marathon runners get real pleasure by going through exhausting challenges. But those who haven't run serious distances yet may not even know this. There are many ways to deliver the truth to them, but who can do it better than the marathoners themselves?

**Idea:**

The pleasure of the marathon doesn't look like you imagined

**Result:**

The visuals caused a wide resonance in the social networks and fired up a dispute where real marathon runners considered their duty to speak up the truth to the indignant people. Athletes were noticed, and this let them represent the country's running community. Finally, the campaign increased citizens' loyalty to the event and achieved a record increase in the number of participants