Sport Zone launches a campaign to celebrate a month dedicated to running

1,500 free registrations in races to be offered during the running campaign

Sport Zone is celebrating the month of March with a promotional campaign dedicated to running products, reinforcing the brand's commitment to one of the most widely practised sports activities in Portugal. To accompany this, a multimedia campaign, including television and radio, will run and will also be visible in Sport Zone's various shops and digital channels.

As the company is aware of the significant increase in the number of people looking for running goods, and to strengthen its promotional capability, Sport Zone will offer its customers discounts of up to 40% on running products from a number of brands throughout March. The campaign includes benchmark brands for the sport, such as Asics, Nike, Under Armour, Saucony, Sketchers, Newton, Tom Tom, Garmin, Berg Outdoor and Salomon, among others. (http://ipaper.sportzone.pt/SportZone/SportZone/mesdorunningsportzone/)

To enable its customers to have better quality runs, Sport Zone offers a personalised shopping experience, providing its customers with specialised running knowledge on a daily basis and with services which differentiate it from its competitors, such as the pace test.

As well as this huge promotional offer, Sport Zone will also offer its customers 1,500 registrations for running races. As such, until 26th March, customers with a Sport Zone card who make purchases of €80 or more in running goods may enter one of 16 available races for free (limited to existing stock for each race). The running month celebration campaign is valid in all Sport Zone stores except outlet stores and lasts until the end of March.

The Sport Zone Facebook page will also accompany the running campaign with the promotion of two specific competitions which have gifts relevant to practising the sport, namely 12 Tom Tom watches and 8 pairs of Sunwise sunglasses.



The TV spot keeps up the idea of communication of the Unanswerable Laws of Sport campaign set up by Sport Zone in 2013, introducing the motto: **"*Lei Imbatível do Running: Quem Corre, Encontra-se*" ("*The Unanswerable Law of Running: Those who run, run into each other*")**. The creative concept of the TV spot is a film about individual breakthrough, aimed at all those whose life passion is racing. The creativity of the advertising campaign bears the signature of the agency Fuel, while Krypton was in charge of its production.

The new campaign reinforces Sport Zone's commitment to innovation and its adaptation to the

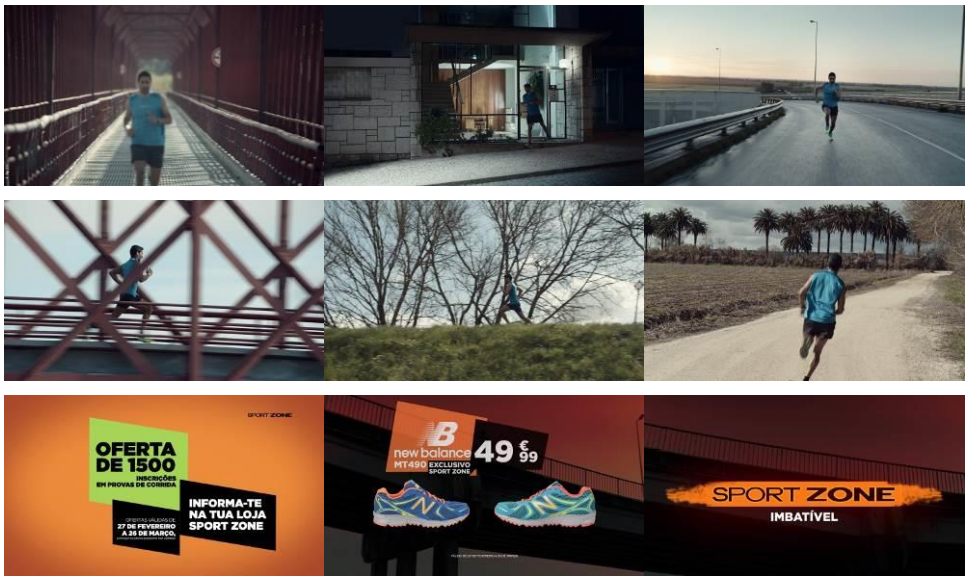
needs and desires of the Portuguese people, offering its clients a variety of quality products and providing them with an effective saving.

- **TV spot:** http://youtu.be/qWfv1dAmdtA

- **Credits for the TV spot:**

Title: "*Lei Imbatível do Running: Quem Corre, Encontra-se*" ("*The Unanswerable Law of Running: Those who run, run into each other*")
Agency: Fuel
Creative Directors: Pedro Bexiga / Marcelo Lourenço
Copywriters: André Navarro and Richard Warrell
Contact: Pedro Santana / Francisco Silva
Audiovisual Production: Pedro Silva / Rita Santos
Producer: Krypton
Director: Silvério Canto Moniz
Executive Producers: João Vilela / Ricardo Estevão
Production Director: Alexandra Ribeiro
Photography Director: Dani Robles
Art Director: Augusto Mayer
Wardrobe: Cristina Bizarro
Hair and Make-Up: Rosarinho
Sound Studio: Dizplay
Original Music: AudioMachine
Video Post-Production: LightFilm

- **Frames from the promotional spot can be downloaded from:** http://mab.to/bxEzWqwpb/W5VS6



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