



PUMA INDIA FORAY AND LEADERSHIP IN RUNNING CATEGORY IN JUST ONE YEAR



BACKGROUND/TASK:

Enable the sport of running to become synonymous with the brand PUMA in a shortest span of time, a task which was not been done by any sportswear brand ever!



OBJECTIVE:

- > PUMA = RUNNING
- > Launch PUMA's Performance category in an impactful way

RESULTS:

11 crores worth earned media exposures across all mediums - TV, Print and Online
 All pairs of Mobium were sold out in the first season
 Low spend with maximum PR visibility
 PUMA is now the No.2 Sportswear Brand in the country

STRATEGY:

To engage with the consumers throughout the year and equip them with the sport of running through events for them, experience the products, exclusive information, time with experts and educating them on running

Thus our strategy was to achieve our '5Es' of running

EVENTS As the first leg of the campaign, showcase the brand's seriousness towards running with events

EXPERIENCE Seed the products with serious running influencers to experience these products and create brand loyalists

EXCLUSIVE Share PUMA's story on their shift in focus from sportlifestyle to a serious player in the performance space through exclusive media interviews with Mr. Rajiv Mehta, MD, PUMA India

EXPERTS Tie up with the best running experts in the country for consultations

EDUCATE It was necessary to educate the intricacies of the sport and create awareness on the right shoe

