

JUNE 10, 2020

TRAIN LIKE VISUAL GUIDELINES

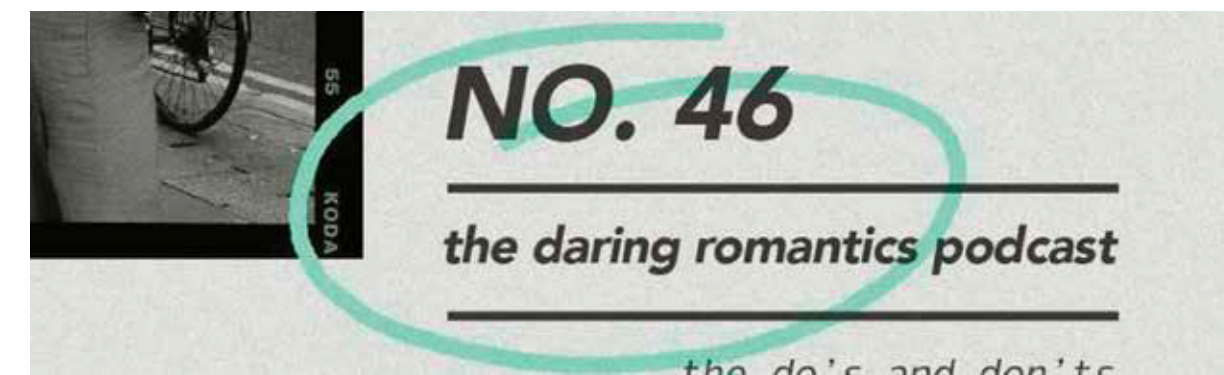
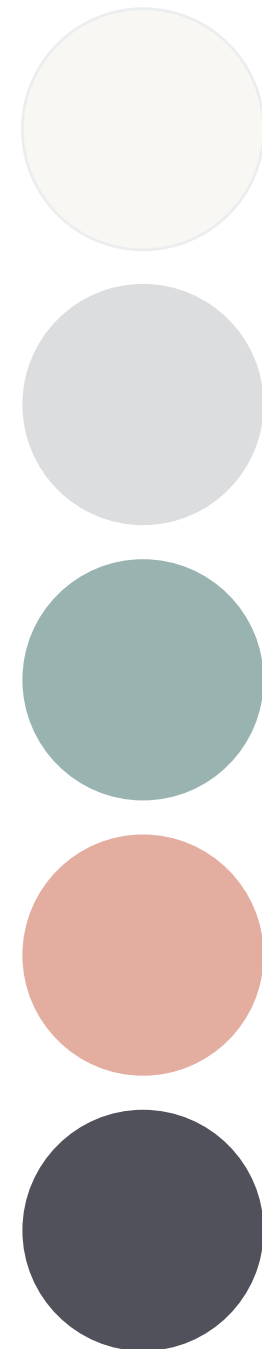
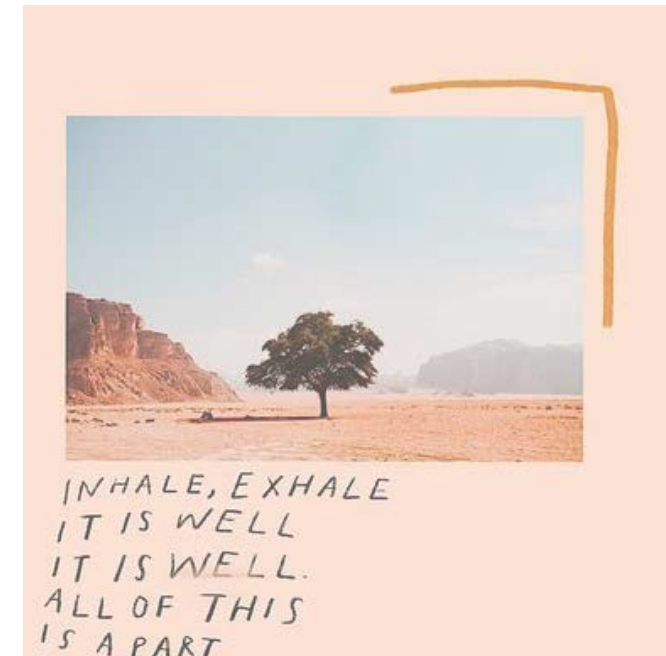
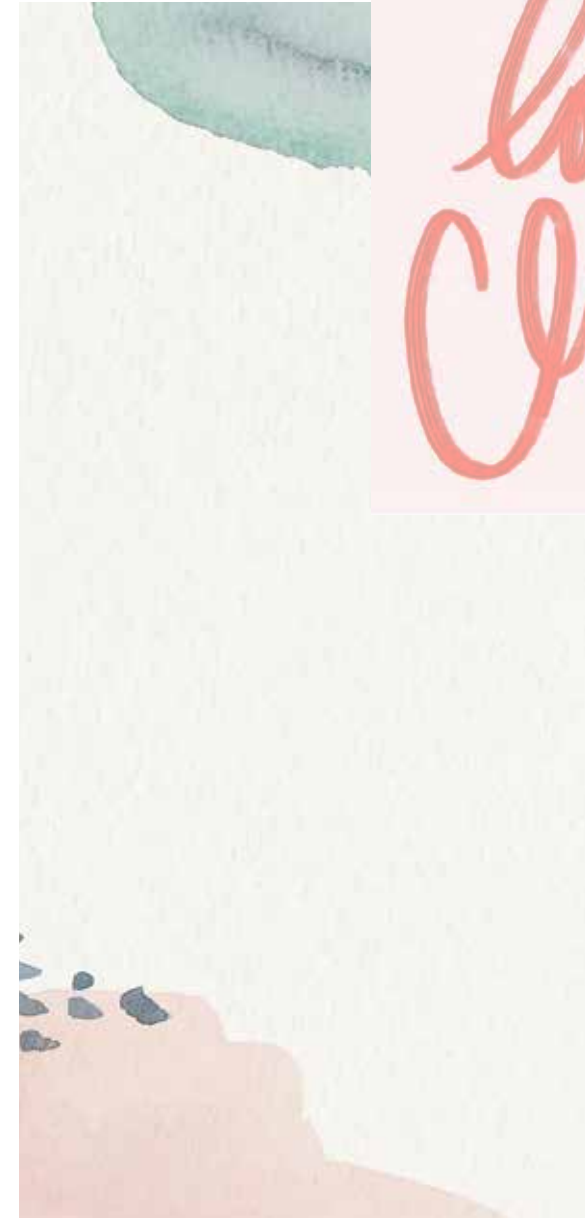
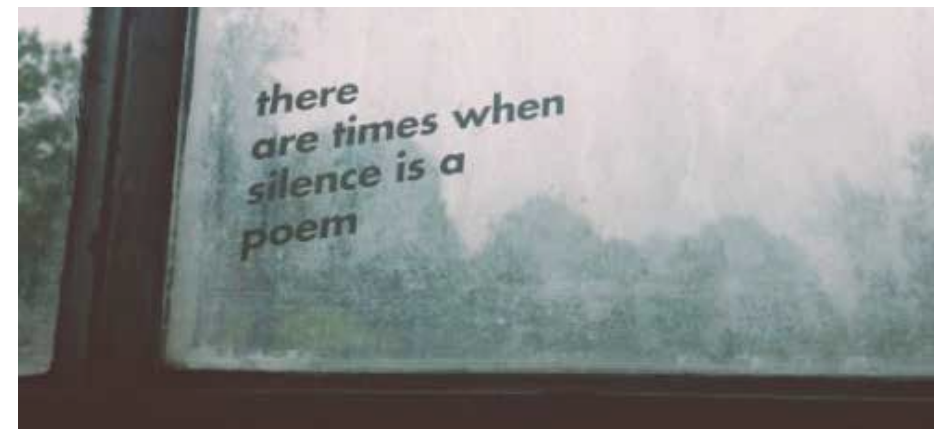


CAMPAIGN BRIEF OVERVIEW

- Training & Running cross selling
- Female focus
- Campaign timeframe: July 20 - August 23
- 3 Challenges, 4 Featured Workout, 2 Guided Workouts
- Creators Club extra point for participating / joining
- -60% Premium offer during the campaign
- Campaign goal: engagement: participation + cross sell users from one app to the other
- Main message: Train like You – *Find your purpose & motivation - the options are unlimited...*
- Personas:
 - Running:
 - Julie, 35 (active fit person, busy, self motivated, personal/alone, needs overview of activities & progress)
 - Nicholas, 40 (active social, need community to be motivated, goals & plans, like sharing)
 - Training:
 - Johanna, 37 (health driven, like trying new things, balanced lifestyle, security & family first, mindful)
 - Chris, 38 (very active, likes competition, challenging himself, focused & motivated, train for other sports)
- More info [here](#)

TRAIN LIKE

MOODBOARD



TRAIN LIKE _

EXPLANATORY TEXT

To highlight the woman focus of the *Training Like_* Campaign while emphasising the story-telling approach, the visual style takes its roots in scrapbooking: the art of preserving personal history through decorated journal entries and written descriptions.

Combined with an analogue photography touch, authenticity is being underlined: it looks self-made and unpolished. Through visual elements (dates, timelines, plans etc...), those ephemeral moments are being written in time which accentuates the athletes progresses and stories. The pastel tones bring the required feminine touch while communicating welcoming, warm and positive emotions in order to mainly target our beginner female persona.

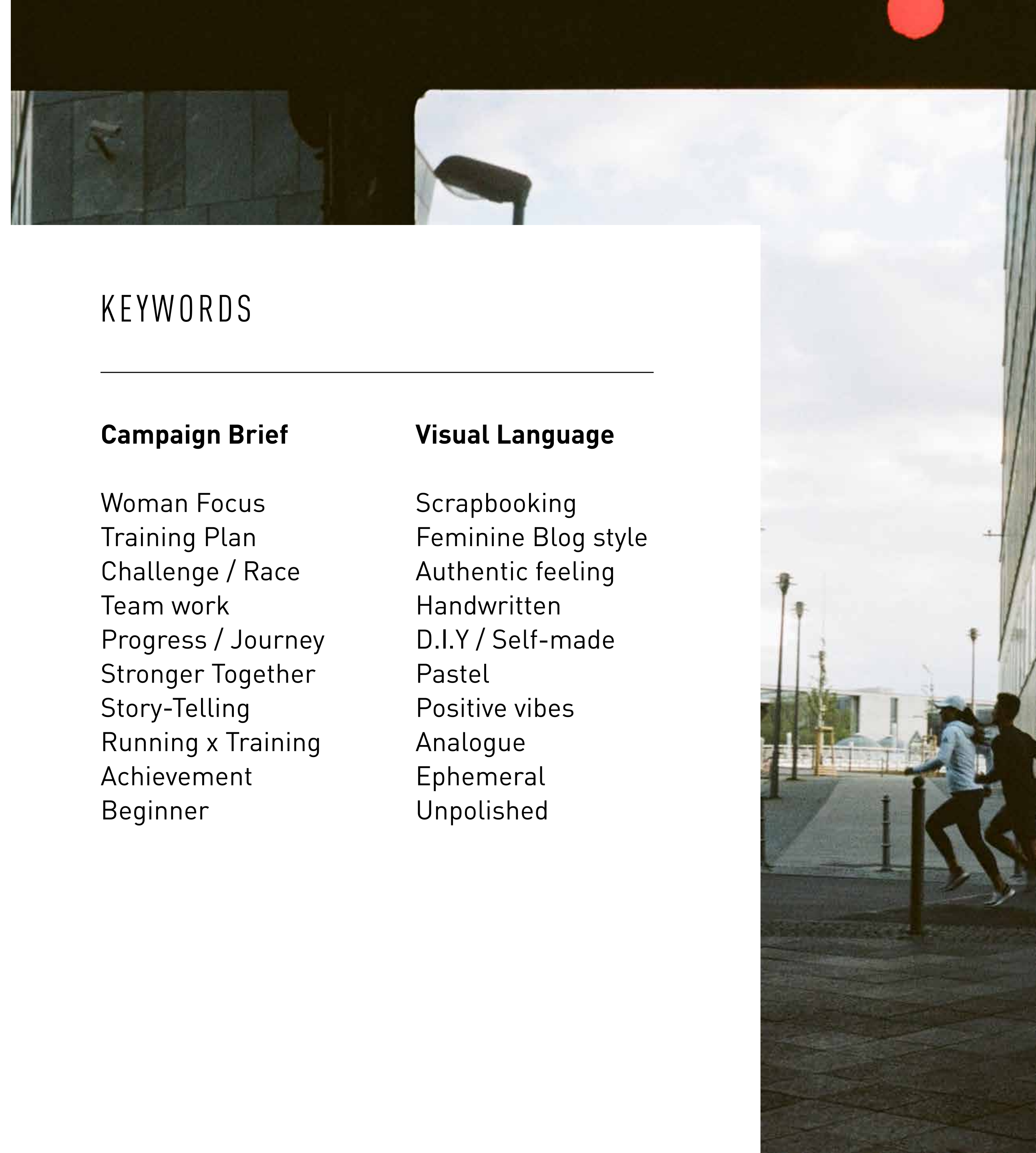
KEYWORDS

Campaign Brief

Woman Focus
Training Plan
Challenge / Race
Team work
Progress / Journey
Stronger Together
Story-Telling
Running x Training
Achievement
Beginner

Visual Language

Scrapbooking
Feminine Blog style
Authentic feeling
Handwritten
D.I.Y / Self-made
Pastel
Positive vibes
Analogue
Ephemeral
Unpolished



TRAIN LIKE —

REAL

reality, inspired

Nothing we do is faked. Our stories are born out of the insights from creators and sports culture. We tell them through real athletes, real actions and real locations.

RAW

un-designed

We strip off the polish of pretention and tell stories of transformation with honesty. Simple directness and straightforward honesty; always-beta, work-in-progress, less is more.

FAST

distress, distorted & destroyed techniques

Our stories connect and provoke our creators and are communicated with brevity.

TRAIN LIKE_ / VISUAL STYLE & MOODBOARD



REAL

BELIEVABLE AND ROOTED IN
A TRUTH OF SPORT CULTURE

RAW

CONFIDENT, UNFILTERED
AND UNPOLISHED

FAST

CLEAR
AND PROVOCATIVE

TRAIN LIKE _

CAPTURE THE STORY

Recovery, hydration, stretching, cheering, pre-workout, post-workout, behind the scene, struggle & success etc...

Sport can't be faked. The grit. The sweat. The spontaneity. It's live, real and truly compelling. This is how we'll capture. 100% real. 100% of the time.

No exaggerated posing and facial expressions, a few phone interactions photos are good, but in moderation, as the focus should be on the workouts/runs.

Also, to capture the authentic mood, an **analogue camera** is highly recommended to match the visual style of the campaign.

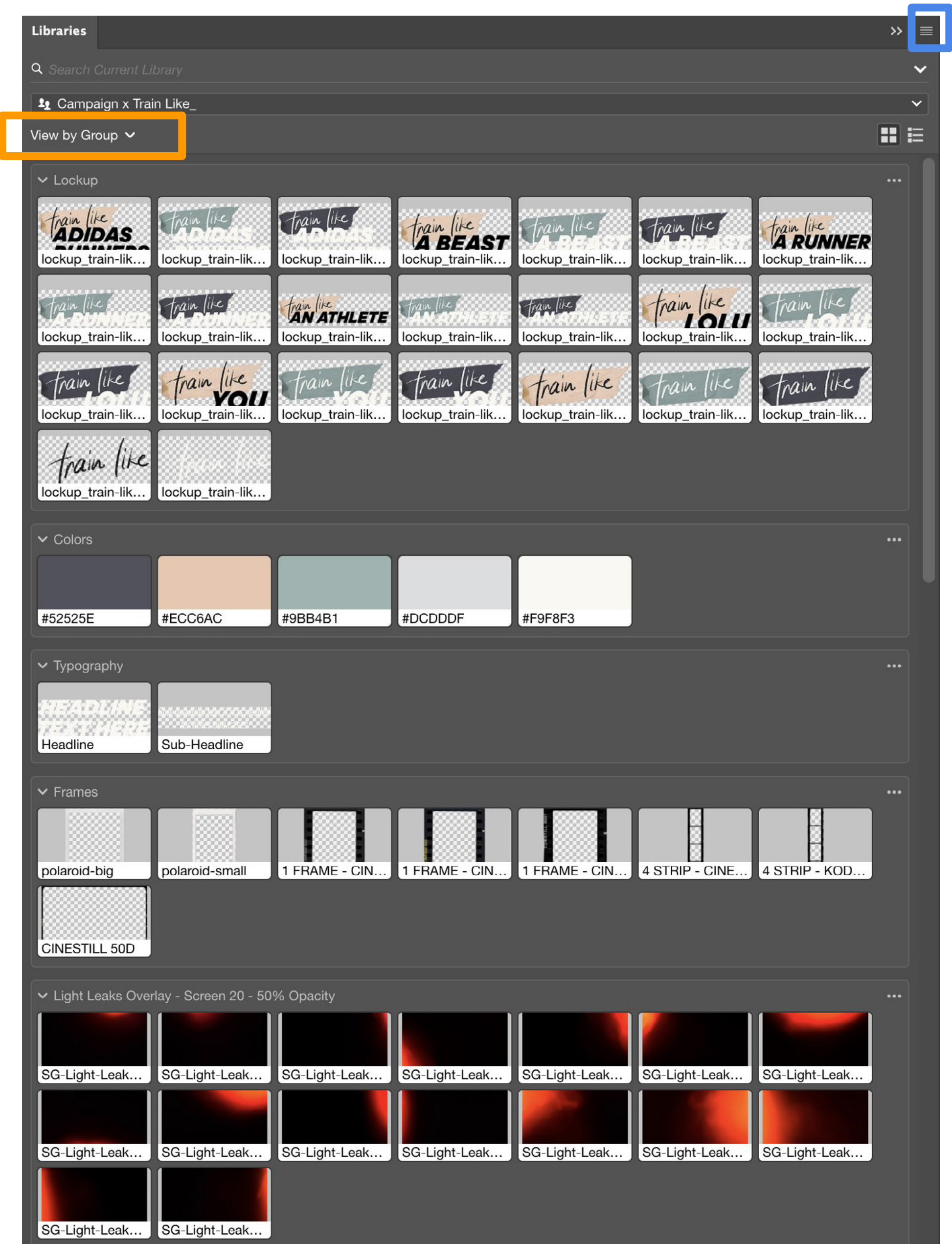
TRAIN LIKE_ / VISUAL STYLE & MOODBOARD

AUTHENTIC VIBES



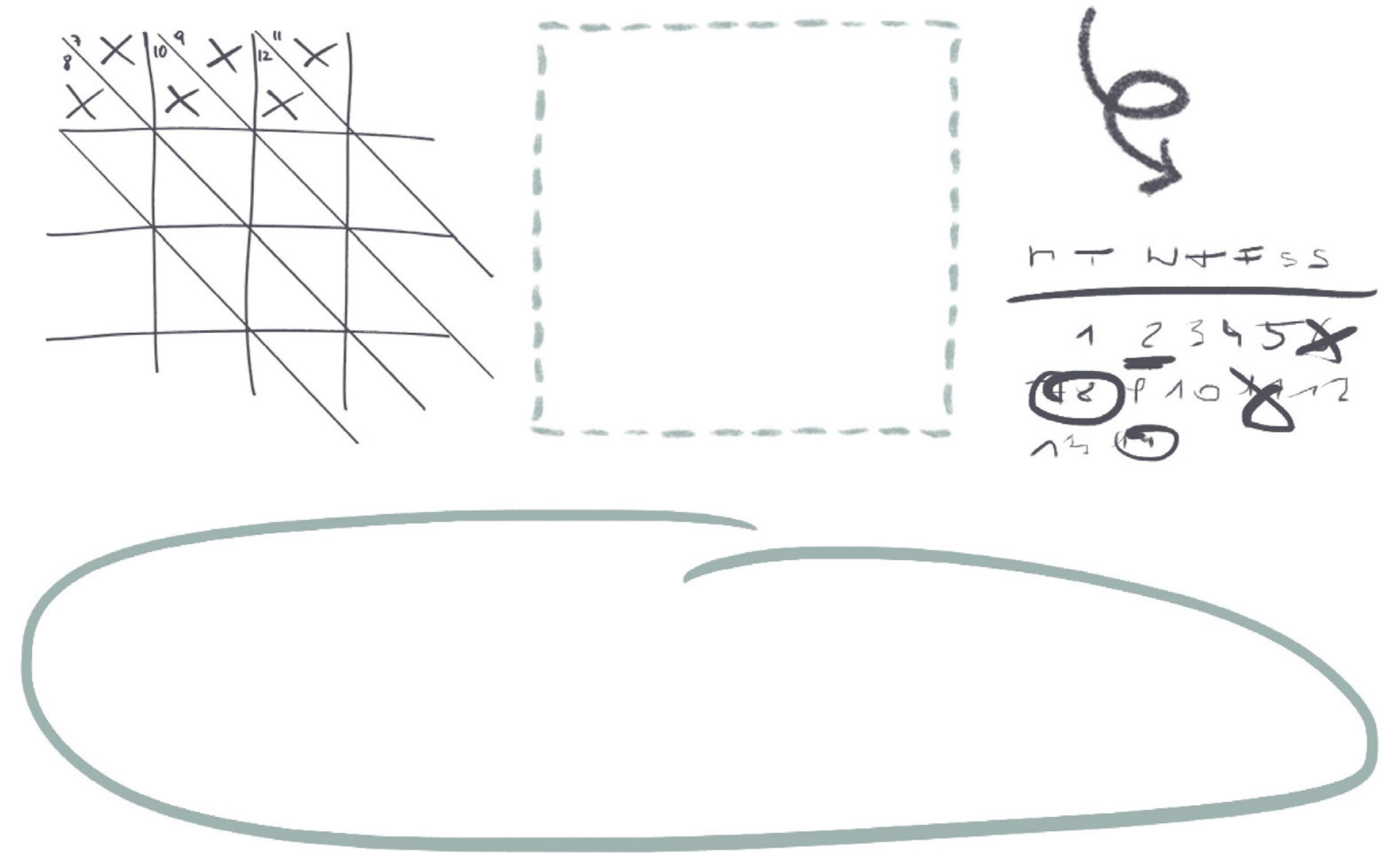
CC LIBRARY

- Library link [here](#)
- If you didn't receive an invite or have trouble joining the library, please reach out to NED
- For an optimised workflow, choose the "View by Group" and in the settings "always show names"
- Drag & Drop assets to your design or double-click + copy & paste if you need a text layer or a group containing lots of layers



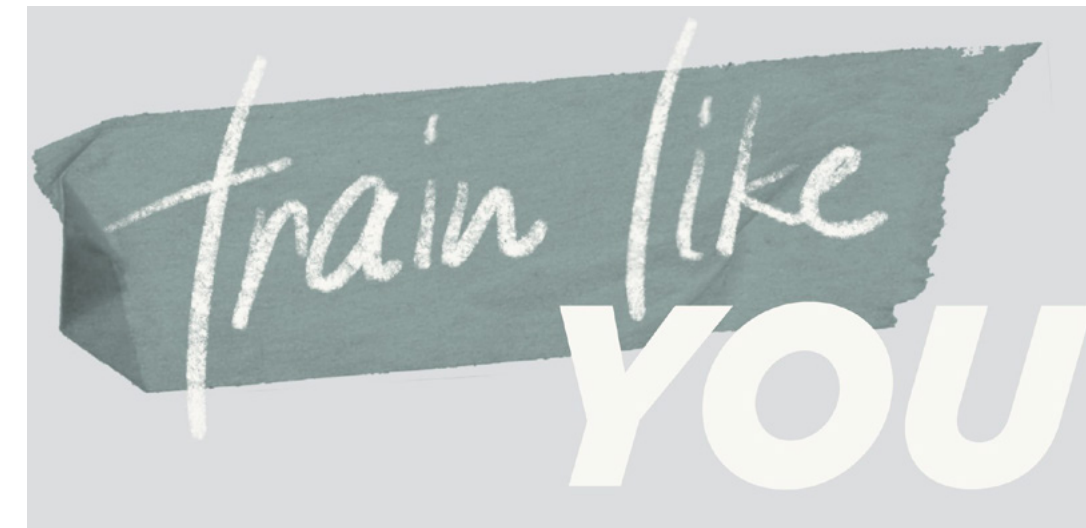
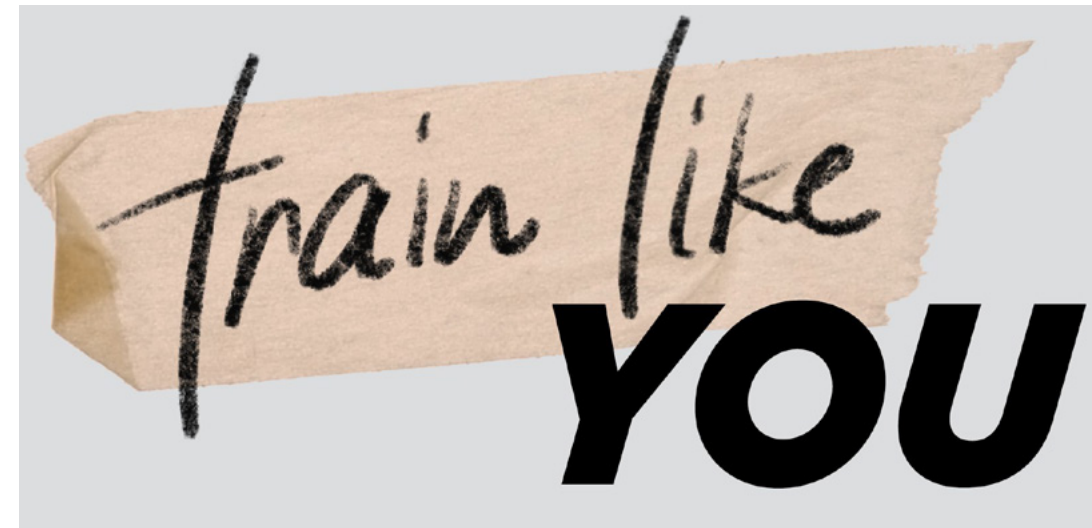
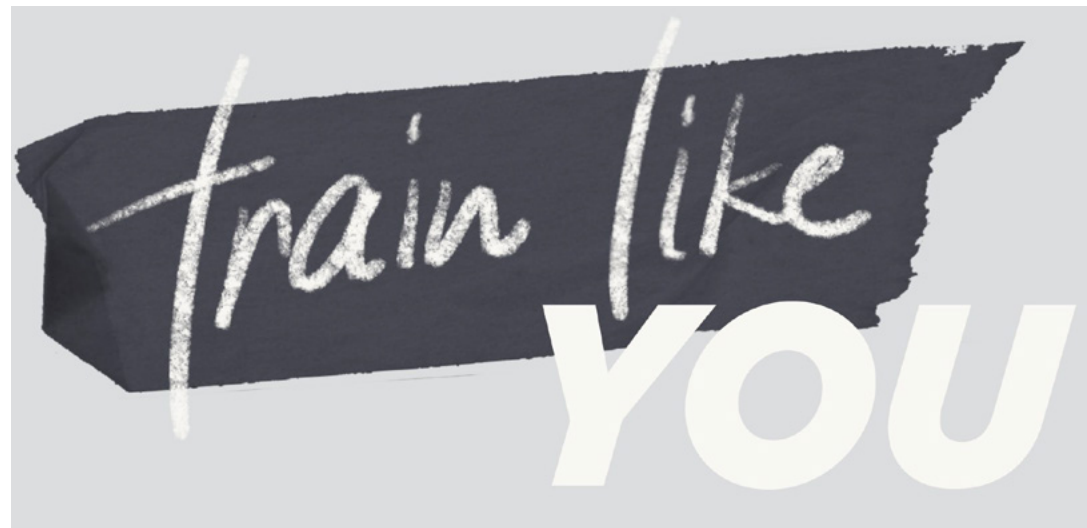
BRUSH

- If you would like to add hand drawn assets to your designs for a specific need / to highlight an element, there is the possibility to do so.
- Please add your hand drawn layers to the “handwritten_elements” group in the CC library so other designers can make use of them
- You can find useful personalized brush packs on the graphics here:
smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/train-like/assets/brushes
- To install the brushes (photoshop only):
Open Photoshop and double click on the .abr file, it will automatically be added to your Brushes Library
- Have fun!



LOCKUP

- combination of handwritten text on a tape + adineue PRO Black Italic
- 3 color variations (choose the one that fits your design best)
- Do not adjust lockup font/layer sizes (always same ratio)
- Do not rebuild the lockup yourself but make use of the ones available in the CC library (drag & drop)
- If you need another text on the lockup, please reach out to NED



LOCKUP USAGE – COMMS

Comms update: all language specialists agreed on keeping the names / lockups in English (Train like you, train like a runner etc..) besides **Portuguese** (not a good practice for South America markets). Therefore, whenever we create assets showing a lockup, we should also provide a version without the lockup for the PT markets.

It also means that if only one image can be provided for all markets (e.g.: Product image), this image shouldn't contain a visible lockup.

Summary:

- Lockup can be used for all languages besides PT
- No lockup on PT assets
- No lockup on single assets that will be visible for all markets (because it includes PT)
- No lockup on Product related assets (challenge image, featured workout etc..)

Channel lockup usage is described on the next slide.



LOCKUP USAGE – SOCIAL MEDIA

To stay consistent with the Social Media strategy and help our managers reaching their channels goals, we agreed on visually aligning to their needs. We will promote the hashtag **#trainlikeyou** on social media (only this one), and should support it with our designs as well. Therefore, do not show the “train like you” lockup but the hashtag tagline layer instead. This only applies to “train like you”, not the other lockups (“train like an athlete, “train like a runner”...), and only on social media. The hashtag baseline can be incorporated within a layout element (on a frame, a texture...) or on top of an image.



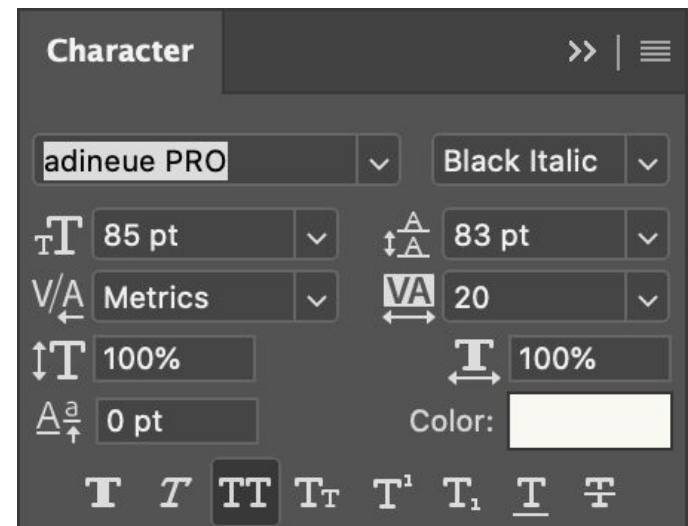
#trainlikeyou baseline instead of “train like you” lockup on social media.
Every other lockups are allowed (example above with “train like a beast”).



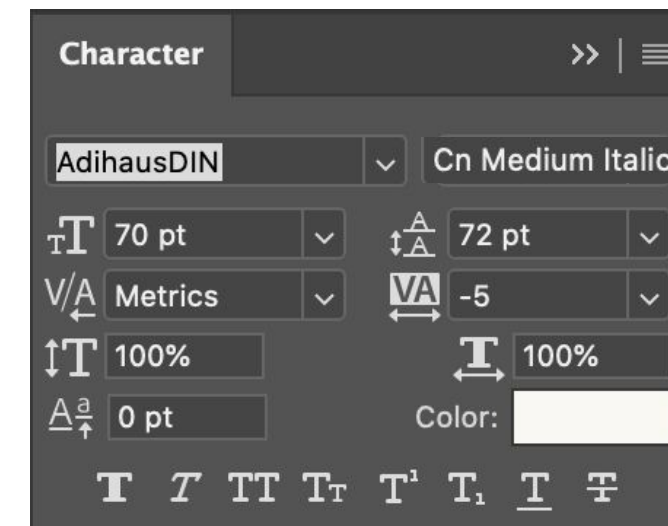
All lockups allowed anywhere else
(CRM, UA ads, Blog...)

TYPOGRAPHY

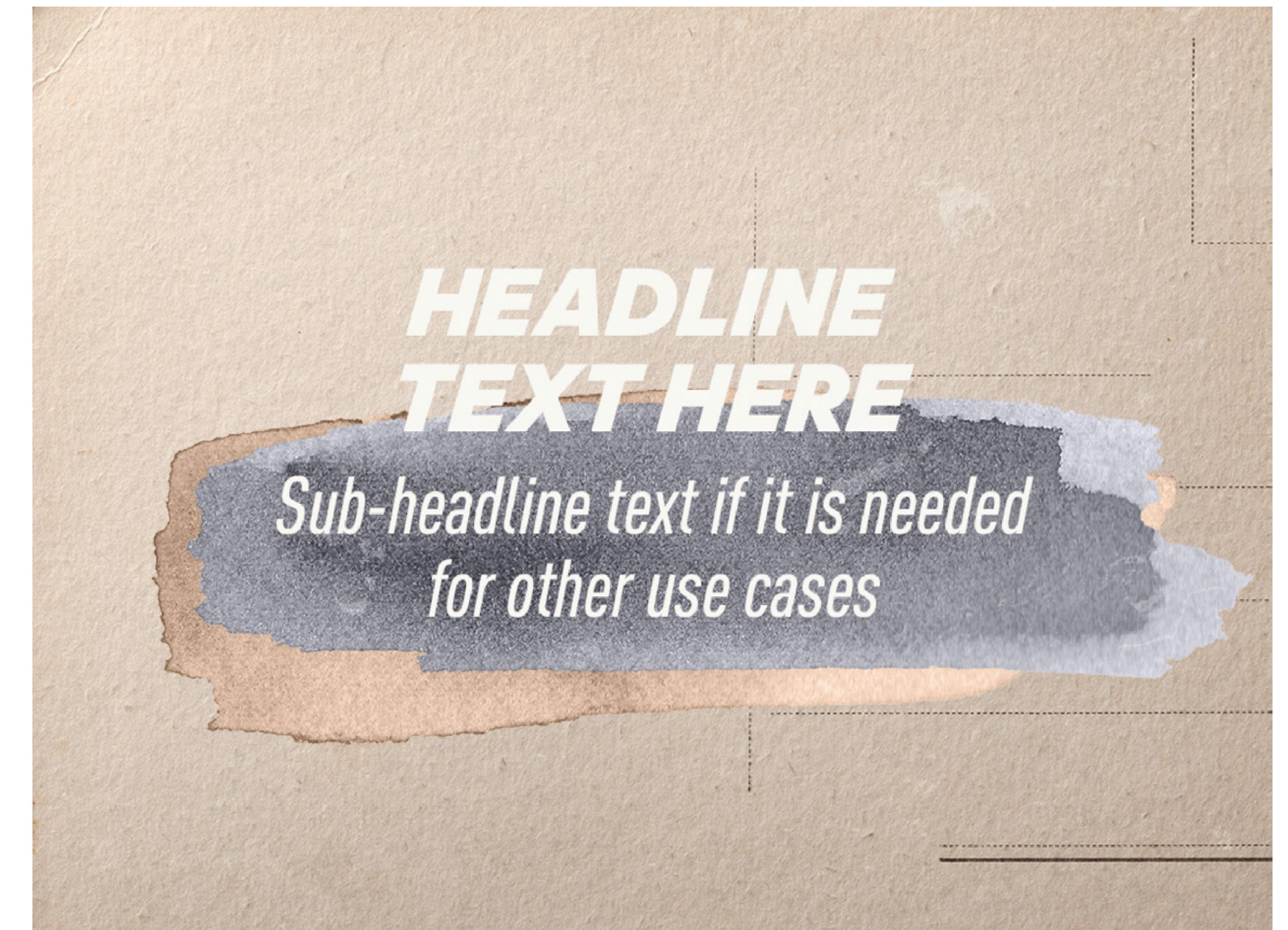
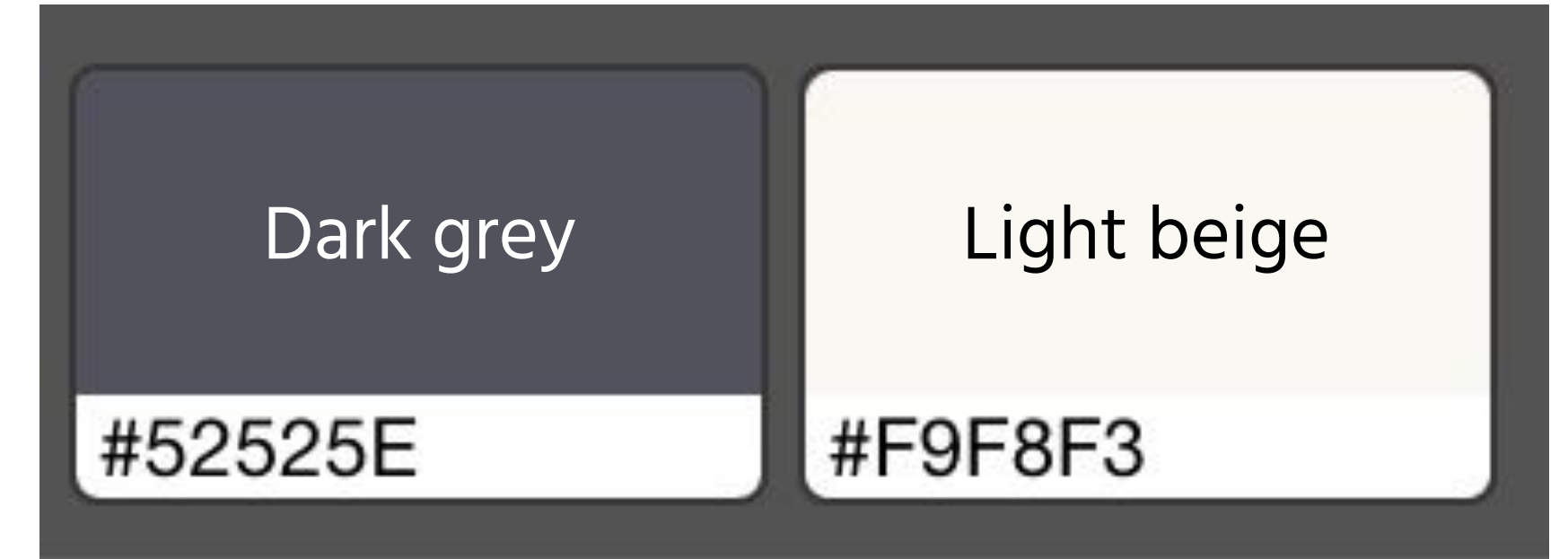
Headline



Sub-headline



- Double-click on it in the CC library + copy & paste the text layer to your design
- Font size can be adjusted (with proportionally adjusted letter spacing and line-height)
- Use the light beige or dark grey colors of the campaign for the text color.
- CTA:
 - light beige background combined with a black text
 - dark grey background combined with a white text.
 - black and white are also an option (to highlight the CTA)
- Feel free to add texture behind texts if you need (instead of a distracting photo background for example)
- For other use cases (long body copy, subtitles etc...), the italic style isn't necessary



ADIDAS RUNNERS VIENNA MODELS



LOLU
[@itstemibaybee](#)



CAT
[@whadup_cat](#)



NASIM
[@nasthequeen_tava](#)

PHOTOGRAPHY

Photography categories:



140 Female AR Vienna photos that were specifically shot for the campaign

smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/train-like/assets/photos/retouched/140_train-like_outdoor

Or on the Drive [here](#) / CC library



20 additional male photos selected from our previous analogue shoots

smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/train-like/assets/photos/retouched/20_male_analogue

Or on the Drive [here](#) / CC library



5 images shared to us by adidas of Mary Keitany, Olympic marathon runner.

smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/train-like/assets/photos/retouched/5_mary_keitany

Or on the Drive [here](#) / CC library

PHOTOGRAPHY

Additional photos:



135 AR Vienna indoor photos during a Training session (featuring Lolu, Cat and Nasim)

smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/train-like/assets/photos/retouched/135_train-like_indoor

Or on the Drive [here](#) / CC library



5 outdoor running photos shared by the outdoor BU of adidas for the Train Like a Trail Runner challenge assets only.

smb://fileshare.runtastic.com/graphics/04_Marketing/campaigns/train-like/assets/photos/retouched/5_outdoor-bu-adidas

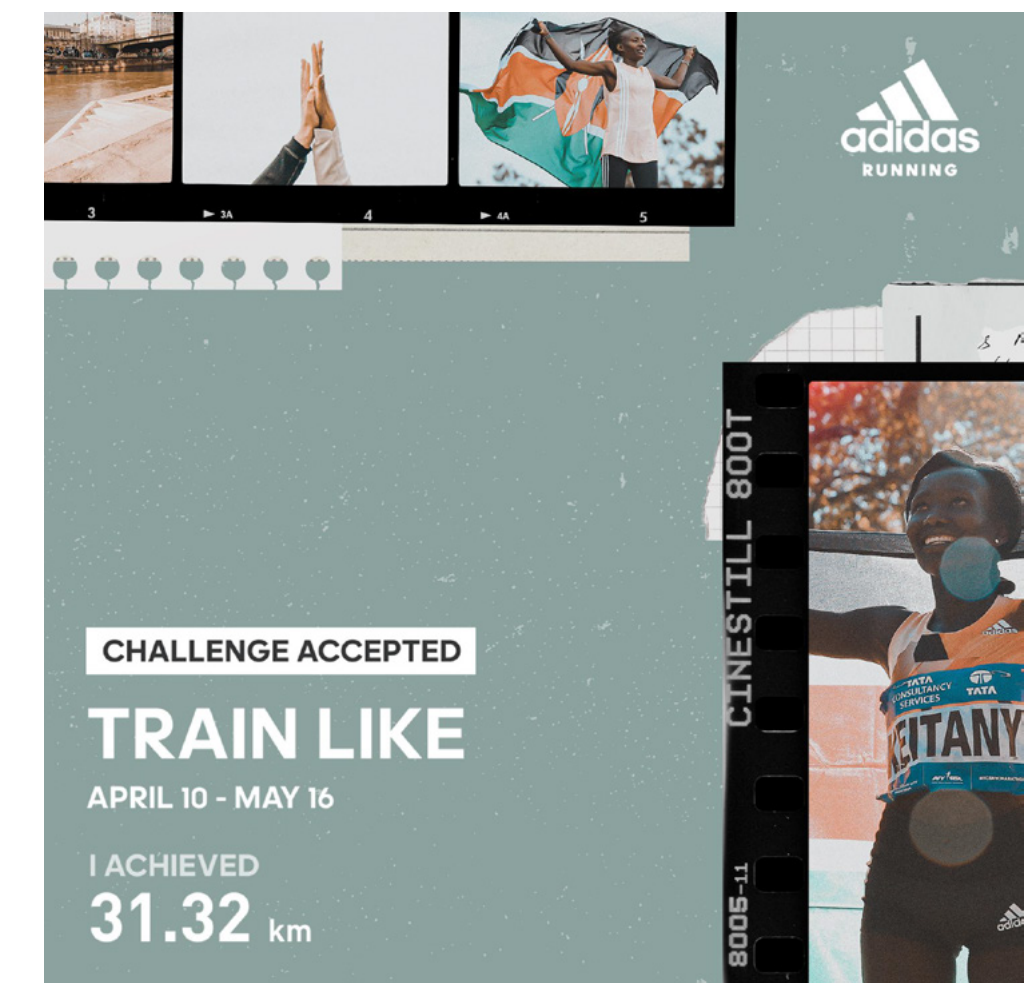
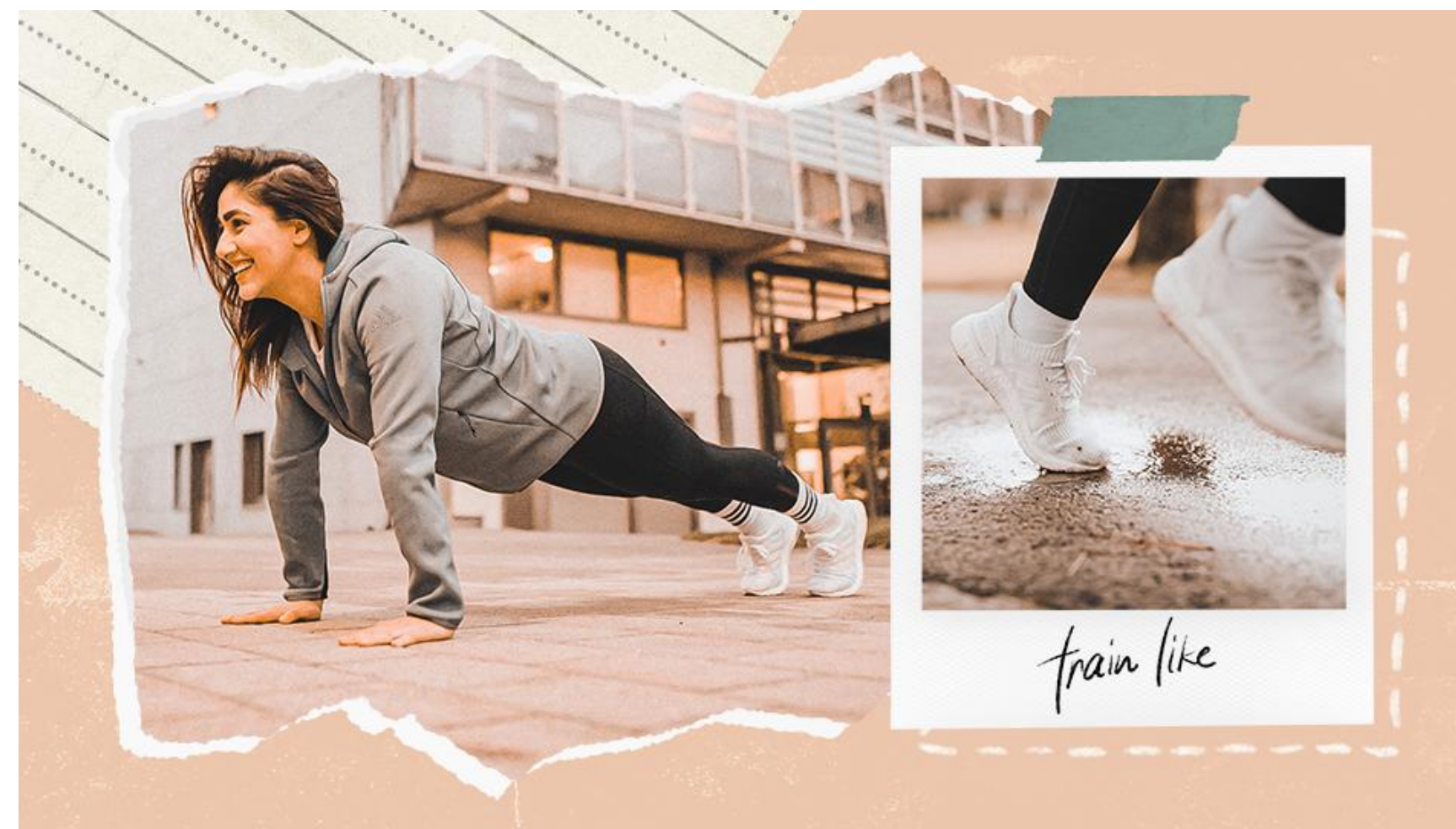
It is recommended to avoid showing the group runs because of the corona situation

LAYOUT / DRAFTS REFERENCES

First drafts done by DAN (the photos are not retouched yet on those examples)

How to?

- Keep in mind that we try to achieve a “scrapbooking” look
- Combine textures from the library
- Apply color overlays from the campaign palette
- Place the photos in a frame or inside a ripped paper texture mask
- Add some light leaks/dirt overlays on top of the photos
- Add elements of your choice (tape, hand drawn, watercolor etc...)
- Add lockup if needed (lockup usage still TBD)
- Play around and have fun!



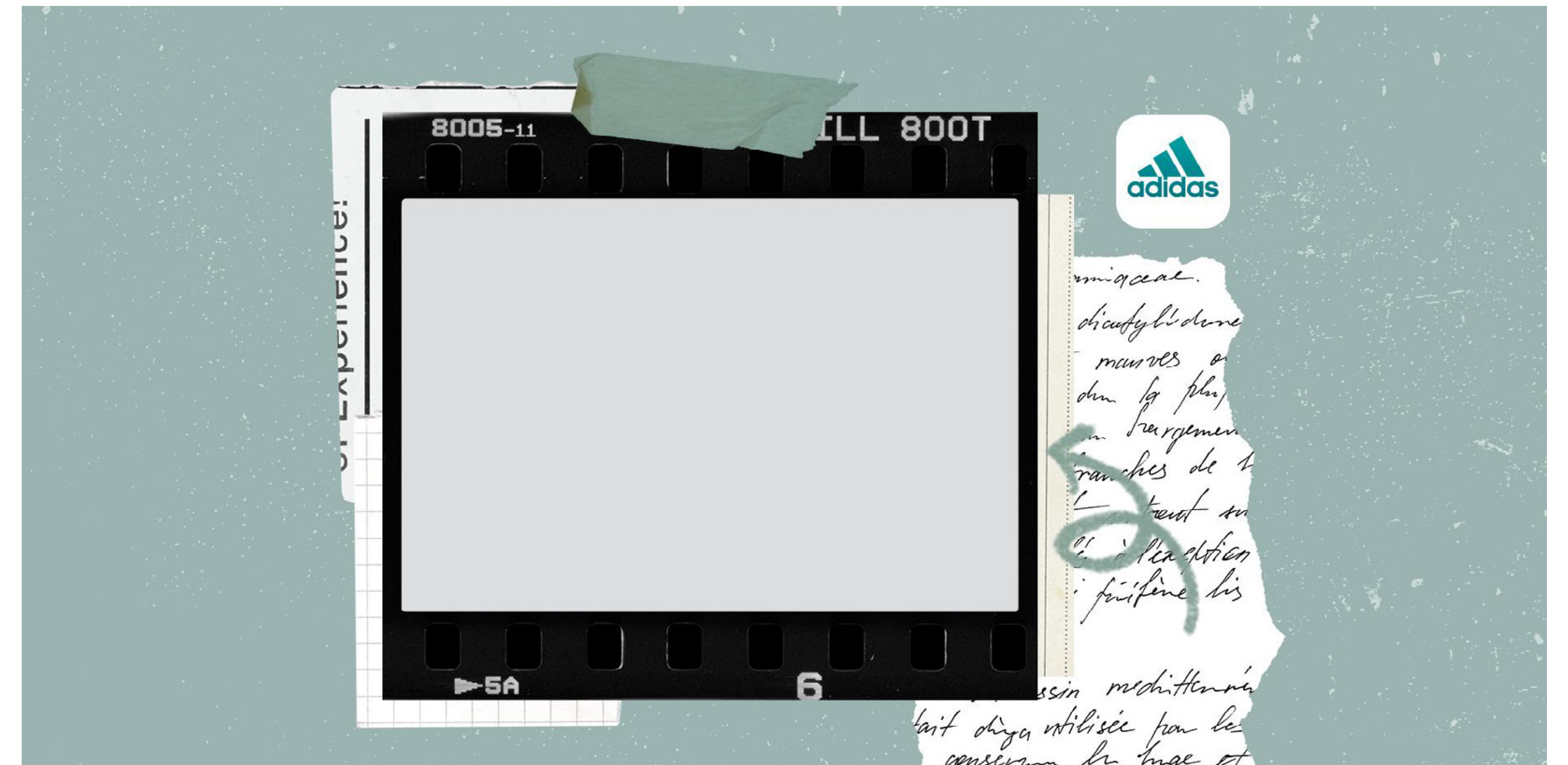
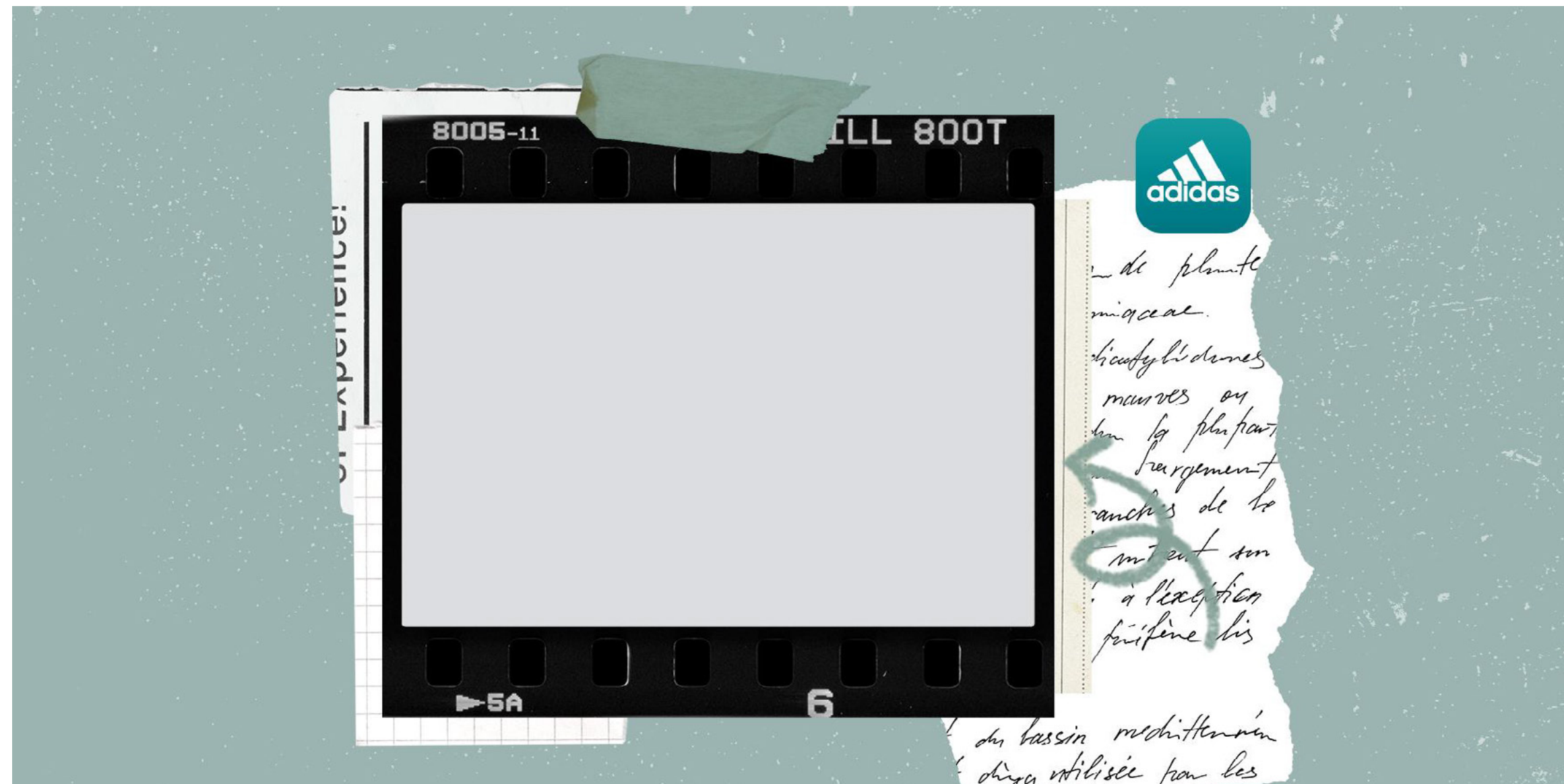
LAYOUT / DRAFTS REFERENCES



CROSS-SELLING

Since one of the main goal of the campaign is to cross sell users from one app to the other, it is recommended to make use of the app icons for specific cross-selling visuals to bring clarity to the users.

Below are two layout examples:



SOCIAL MEDIA

- Please have a look at the [planning spreadsheet](#)
- For social media, if the post should contain “#trainlikeyou”, please use the hashtag baseline layer, not the regular “train like you” lockup. More info on [this slide](#)
- No Instagram feed thumbnail for this campaign: layouts can change to bring more variety to the feed: be creative 🎨
- Make sure to **align the series of posts** together: e.g.: having the same layout for each “mixed media carousel”, same layout for “quote images” etc...
- Before designing, be aware of what comes before and after your post to avoid using the same photos/colours/elements etc...
- To get an **overview** and visualise the assets: check the Sprinklr campaign overview [here](#) 🌈
- Some visual suggestions: since we try to achieve a scrapbooking style, IG carousels could be one image split into sections, like we did for RFTO: example [here](#)

Medium	Channel	Asset	Notes	Jira Ticket	Status	Deadline of Jira Ticket
3D	Facebook	Hype Video		https://jira.runtastic.com/browse/CP-6203		
	Instagram					
	Youtube					
3D	Facebook	Focus Video Lolu		https://jira.runtas		
	Instagram					
	Youtube		tbd			
3D	Facebook	Focus Video Cat		https://jira.runtas		
	Instagram					
	Youtube		tbd			
3D	Facebook	Focus Video Nasim		https://jira.runtas		
	Instagram					
	Youtube		tbd			
2D/3D	Instagram	mixed media carousel Lolu		https://jira.runtas		
2D/3D	Instagram	mixed media carousel Cat		https://jira.runtas		
2D/3D	Instagram	mixed media carousel Nasim		https://jira.runtas		
2D/3D	Facebook	Quote Image Lolu	probably included in the carousel			
	Instagram					
2D/3D	Facebook	Quote Image Cat	probably included in the carousel			
	Instagram					
2D/3D	Facebook	Quote Image Nasim	probably included in the carousel			
	Instagram					
Blog	Blog	Intro Post		https://jira.runtas		
Blog	Blog	Community Focus		https://jira.runtas		
Blog	Blog	How to set & achieve goals		https://jira.runtas		
2D	Facebook	Header Images		https://jira.runtastic.com/browse/CP-6204		
	YouTube					
2D	IG Stories	#TRAINLIKEY OU Activations		https://jira.runtastic.com/browse/CP-5787		
2D	Instagram	UGC		https://jira.runtastic.com/browse/CP-4810		

SOCIAL MEDIA

- Instagram carousels: showing the lockup only at the end of the post, not on the first slide:



- Focus athlete video thumbnails: showing the lockup on the thumbnail:



VIDEO GUIDANCE

- Make sure to pay special attention to these elements:
 - Typography
 - Textures
 - Handwritten elements (animated)
- Color Grading Guidance
 - Warm colors
 - Brown tones
 - Slightly desaturated
 - Higher than average brightness
- Stylistic Elements
 - Freeze frames
 - Photo effect
 - Film burns
 - Retro glitches



A young woman with long dark hair and bangs is smiling broadly, wearing a white zip-up hoodie. She has her right arm raised in the air. The background is a park with trees and a picnic table, slightly out of focus. The overall tone is warm and positive.

**LET'S CREATE
& HAVE FUN!**


adidas
RUNTASTIC

**/ THANK
YOU**

