2025 MARKETING STRATEGY



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EXECUTIVE SUMMARY

This campaign aligns Knockaround with the globally recognized TCS New York City Marathon, using its high-profile energy to drive brand awareness, cultural relevance, and product adoption in a key growth market: **New York City**. At the heart of the strategy is the performance-focused Knockterra+ line, promoted through immersive community events, ambassador storytelling, digital engagement, and strategic retail partnerships.

Goals

- Position Knockaround as the go-to brand for NYC runners
- Boost Knockterra+ visibility and trial through in-person and digital touchpoints
- Deepen market penetration and foster year-round loyalty
- Utilize race momentum to drive wholesale growth and cultural connection

Key Campaign Components

- **Community Engagement**: Activate three leading NYC run clubs via branded group runs, giveaways, and photo-driven events that foster user-generated content and grassroots buzz
    - Pitch & Run
    - Lime Social
    - Lunges
- **Ambassador Program**: Partner with four influential NYC-based voices who will share their marathon journey and Knockterra+ experience across Instagram, TikTok, and podcasts, reinforcing brand trust and reach
    - Ali Feller
    - Kate Mackz
    - Becs Gentry
    - Chris Chung
- **Strava Integration**: Launch branded mileage challenges, UGC contests, and reward-based campaigns to maintain digital engagement and community connection leading up to race day
- **Race Week Activation**: Establish Knockaround's presence across all key marathon touchpoints that connects runners and spectators to the brand.
    - Interactive expo booth
    - Cheer zone games,
    - Post-race recovery lounge
- **Co-Branding**: Execute performance-driven collaborations delivering exclusive bundles and hydration experiences that align with Knockaround's values and marathon culture.
    - GU Energy Labs
    - Flow Alkaline
- **Wholesale Growth Strategy**: Translate race visibility into tangible retail gains by launching themed product bundles and leveraging NYRR credibility in buyer meetings with retailers like REI and Fleet Feet.

Budget Summary

- Total Campaign Budget: $300,000
- Allocated Spend: $245,500
- Remaining Budget: $54,500

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1. Sponsorship Overview & Brand Awareness Analysis

Overview

This campaign strategy is built to align Knockaround with one of the most iconic races in the world—the TCS New York City Marathon—while driving brand awareness, cultural relevance, and product visibility in a key growth market: NYC. What follows is a multi-layered plan that leverages NYC's energy, the power of the marathon moment, and the unique strength of Knockterra+ to build lasting impact before, during, and after race day.

Brand Mission & Values

- **Accessibility:** "Protecting your eyes shouldn't cost an arm and a leg" — Knockterra+ rivals Oakley's tech at ~50% of the price.
- **Education as Brand Equity:** Products positioned as essential equipment, not just accessories — educating runners via ambassadors, Strava challenges, and expo touchpoints.
- **Inclusivity & Community:** Serves everyday runners — student-athletes, moms' run clubs, LGBTQ+, BIPOC — reflected in ambassador selection and run club engagement.
- **Sustainability & Impact:** Partnerships with The Trevor Project, ocean cleanups, and NYC nonprofits like Girls on the Run showcase values in action.

Goals for the NYRR Partnership

- **Brand Awareness & Recognition**
  - Make Knockaround synonymous with running in NYC
  - Elevate visibility through high-impact touchpoints: expos, co-branded sunglasses, cheer zones
- **Market Penetration in NYC**
  - NYC is our highest-volume but underperforming per-capita market
  - Drive trial → loyalty → repeat purchases, especially among local runners and clubs
- **Growth in Knockterra/Knockterra+ Line**
  - Leverage race events to introduce the performance line to Oakley's and Pit Viper's audience
  - Showcase Knockterra tech through ambassadors, digital challenges, and product seeding
- **Channel Expansion & Sales Lift**
  - Use NYRR exposure to boost wholesale growth (e.g., REI, Fleet Feet)
  - Pilot limited drops and bundles tied to NYRR races
- **Cultural Integration**
  - Align with the emotional energy of NYC Marathon weekend — from community runs to post-race cool-down zones
  - Build a 10-year legacy platform that reflects Knockaround's mission and values

Target Audience

The campaign is designed to connect with:

- Recreational runners (ages 25–40) based in NYC boroughs
- Social runners who participate in local clubs and community events
- Gen Z and Millennial creators who blend fitness, fashion, and content
- First-time or returning marathoners looking for relatable, high-value gear

2. Knockaround | NYC Market Growth Brief

Overview
New York City continues to deliver high sales volume for Knockaround, yet underperforms on a per-capita basis. This strategy outlines how to shift from race-day exposure to year-round brand loyalty—particularly for Knockterra and Knockterra+, Knockaround's premium-performance product lines.

Market Insight
- Knockaround's presence during major events like the NYC Marathon delivers brand visibility, but not sustained retention.
- In a city of 8.5 million residents and over 64 million annual visitors, awareness is still low, especially among repeat buyers.
- NYC's transient consumer mix (commuters, runners, tourists) requires a long-term approach rooted in community engagement, localized content, and event follow-through.

Market Comparison

Brand	Positioning	Price	Strategy Focus
Knockaround	Affordable, accessible, community-first	$20–$55	Run clubs, co-branded products, Strava
Oakley	Elite athlete performance + tech-driven	$150–$200	Pro sponsorships, tech showcase
Pit Viper	Edgy, fashion-forward, Gen Z appeal	$70–$120	Viral humor, lifestyle campaigns

Key Differentiator
Knockaround combines technical performance with grassroots legitimacy — a niche underserved by Oakley and Pit Viper.

Strategic Focus: Knockterra Line Expansion
- Knockterra and Knockterra+ offer advanced tech and comfort at a price point well below Oakley, without sacrificing quality or aesthetic.
- Their inclusive, community-first identity uniquely positions them to capture market share in a city where consumers value performance, loyalty, and self-expression.

Key Performance Indicators (KPIs)
To evaluate growth, Knockaround should track a layered KPI model across three categories:
- **Sales Performance**
    - Regional Sales Lift
        - Compare post/pre NYRR race window
    - Knockterra/Knockterra+ Unit Sales
    - Average Order Value (AOV)

    - Any Discount Code Redemptions
        - Run club trials, Ambassador Program & Strava
    - Preorder sales

- **Engagement Metrics**
    - Social Media Follower & Engagement Growth
    - UGC
        - Tagged Posts & Videos
    - Social Listening
        - Hootsuite
        - Sprout social
    - The Harris Brand Poll Lift
        - Existing, for recognition/ sentiment
    - Email & SMS Opt-Ins
        - NY activations

- **Community & Retail Penetration**
    - Brand Recall Surveys
    - # Of NYC Run Club Partnerships
    - NYC Ambassador Output
        - Content pieces
        - UGC from local influencers
    - Retail Sell-Through Rates vs. Oakley and Blenders

- **Race-Specific Breakdown**
    - Expo conversions
    - Ambassador sightings
    - Zip code–based sales lift

3. Community Engagement Strategy

Overview

This strategy outlines how Knockaround will move beyond passive sponsorship into meaningful, face-to-face engagement with the city's runners—through group runs and live events partnerships; creating emotional connection, product trial, and memorable brand moments by showing up where runners already are: in the parks, on the streets, and at the start line. Every activation is designed to deepen community ties, amplify UGC, and reinforce Knockterra+ as the sunglasses built for runners in every city.

Local Run Clubs

- **Current Club Partners:** Pitch & Run
    - Entrepreneur-focused
    - Organic connection
- **Recommended Clubs:** Lime Social and Lunges

Goals

- Grassroots Presence
- User Feedback
- Intangible Brand Equity

Why Local Run Clubs Matter

- Tap into *built-in, loyal micro-communities* who already associate running with lifestyle.
- Serve as grassroots brand advocates who can test, promote, and provide real-time feedback.
- Amplify awareness via word-of-mouth and UGC (user-generated content) on social media.
- Reflect Knockaround's value-driven mission: accessible performance gear for all runners.

Project Direction

- Initiate club outreach and propose event partnerships like shakeout runs.
- Create a content calendar (before, during, and post-race) featuring local NYC runners.

Rollout & Measurement Timeline

- May–June
    - Outreach and partnership kickoff with Pitch and Run, Lime,and Lunges
- July–August
    - Summer "Mini Series" activations (1 per club, themed)
- September–October
    - Build-up to NYC Marathon with collaborative content, pop-ups, and code-based promotions

Expanded Step by Step takeaways for each Run Club Partnership

NEXT 4 PAGES

Ideas for Re-Activation & Expansion: Pitch & Run

Overview

Pitch & Run's unique concept merges business and fitness, attracting ambitious, health-conscious professionals—a perfect niche for Knockaround's millennial core.

Enhancement Ideas

- 2025 Re-Activation Concept: "Chase the Shades" – NYC Marathon Social Shakeout
    - Event Overview
        - A branded 3–4 mile shakeout run through NYC with themed check-in zones.
        - Runners "chase" the limited-edition Knockaround sunglasses at select activation spots.
        - Each stop includes a mini social moment (e.g., photo opp, brand quiz, storytelling station).

- Giveaway Format Options
    - Final Reward (Simplified Logistics)
        - Runners complete the route, tagging @Knockaround and @PitchandRun in a fun photo/story.
        - At the final stop (coffee shop or rooftop meetup), the first 50 finishers get the exclusive sunglasses giveaway.

- Social & Branding Add-ons
    - Custom Strava Route
        - Upload a themed route with waypoints named after Knockaround frames ("Torrey Point," "Pacific Palms," etc.)
    - Interactive Instagram Story Templates
        - "Which Knockaround Frame Are You?"
    - Live Photo Drops
        - Event photographers stationed at each spot post quick edits for UGC reposting during the run.
    - Custom Bibs or Wristbands
        - Co-branded swag with QR code to Knockaround's NYC Marathon line.

- Post-Run Touchpoint
    - Host a pop-up café social hour or rooftop cool-down
    - Set up a try-on booth with new drops + exclusive discount code for attendees.
    - Raffle off a "Knockaround Marathon Kit" (hat, sunglasses, gear pouch, etc.)

New Club Activation Strategy: Lime Social Run Club

Overview

Lime Social Run Club blends casual running, mindful movement, and social connection into its fitness culture, making it an ideal partner for Knockaround to engage wellness-forward consumers leading up to the NYC Marathon.

Goal
Cultivate community through curated wellness experiences—designed for socially active, health-conscious individuals with a majority-female demographic.

Knockaround Fit
- Lime's audience of stylish, wellness-driven runners aligns perfectly with Knockaround's performance-meets-lifestyle ethos.
- The brand's sleek, functional frames in bold colors appeal to both casual runners and fitness content creators.
- Knockaround sunglasses can seamlessly integrate into Lime's signature aesthetic: vibrant, empowering, and grounded in well-being.

Ideas
- Host a Sunday morning community run two weeks before the NYC Marathon.
- After the run, attendees head to a smoothie bar social featuring Knockaround's sports performance sunglasses pop-up with three sport performance options Suggested (color enhancing performance glasses in torrey pines and moonshot. And the new sport tigers eye)
- Lime owner Caite Opher acts as the event host and social lead, promoting the frames on Instagram Stories and Reels leading up to and during the event.

2025 Activation Concept: "Glow on the Go" – Run + Recharge Event
- Event Overview
    - A curated Sunday morning run + wellness social two weeks before the NYC Marathon, co-hosted by Knockaround and Lime Social Club.
    - Participants meet at a scenic NYC location for a relaxed 3-mile community run, followed by a smoothie bar social + Knockaround sunglasses try-on experience.
    - Knockaround will pop up next to the juice bar with a display of performance frames in three exclusive colors, including:
        - Color-enhancing *Torrey Pines*
        - Sleek *Moonshot*
        - Sport-forward *Tiger's Eye* (new release)
    - The event is hosted by Lime Social founder Caitee Opher, who promotes the frames via IG Reels, Stories, and pre-event invites across Lime's channels.

- Social & Branding Add-ons
    - Custom Pop-Up Booth
        - Styled with Lime's signature colors and floral accents to match their brand aesthetic.
    - "Which Frame Fits Your Energy?" IG Story Template
        - Match Knockaround sunglasses to wellness personalities.
    - Try-On Mirror Station
        - "Glow Check" mirror with neon Knockaround logo.
    - Custom Smoothie Cups or Stickers
        - Branded takeaway touchpoints for easy social sharing.

- Post-Run Touchpoint
    - Mini Social Content Pack
        - Attendees receive a recap Reel from the event and promo code for the NYC Marathon Knockaround line.
    - Giveaway Extension
        - "Show us your Glow" photo contest
            - Post your Knockaround moment from the event for a chance to win a Knockaround Self-Care Kit (frames + wellness gear).
    - Newsletter/IG Highlights
        - Lime shares top moments and featured looks with link-outs to Knockaround's shop page.

New Club Activation Strategy: Lunges Run Club

Overview
Create an engaging co-branded event that taps into Lunge's social, single-focused community by blending Knockaround's bold, expressive styles with Lunge's signature matchmaking energy.

Goal
Drive product trial, create organic connections, and boost shareable, memorable moments through a sunglasses-themed "blind date" run.

Knockaround Fit
- Lunge's crowd of stylish, outgoing singles—who love to socialize and make a statement—are a natural fit for Knockaround's bold frames and playful personality.
- With its colorful lenses and accessible pricing, Knockaround offers an easy conversation starter and stylish accessory for a run-then-drinks crowd.
- The product fits the *fun meets function* vibe of Lunge perfectly.

Activation Idea: "Find Your Pair"
- Participants receive a card at check-in with a Knockaround frame printed on it (ex: Torrey Pines in Glossy Tortoise Shell). Somewhere in the crowd, someone else has the same pair on their card.
- After the group run, the challenge is to "find your match" by locating your sunglasses twin during the social hour at a partnered bar.
- Once a match is found, the pair visits the Knockaround table to receive a real pair of matching sunglasses, snap a photo for IG, and enter a raffle for a full "Knockaround Date Night Kit" (frames + drinks voucher).
- Optional: Run club wears Knockaround-colored wristbands instead of relationship status colors for this event.

2025 Activation Concept: "Find Your Pair: A Knockaround Match Run" – Social Match Run *Presented by Lunge Run Club x Knockaround*
- Event Overview

    - A 3-mile evening fun run through NYC where each runner receives a card with a Knockaround sunglasses style printed on it (e.g., “Moonshot” or “Torrey Pines”).
        - Another runner in the crowd has the exact same card—but they don’t know who.
        - After the run, participants gather at a local bar for the “Find Your Pair” challenge: locate your sunglasses match and visit the Knockaround table together.
    - The first 10 successful pairs win a real pair of Knockaround frames, plus a raffle entry for a “Knockaround Date Night Kit.”

- Social & Branding Add-ons
    - Custom Cards
        - Branded "Find Your Pair" cards featuring Knockaround styles and QR codes to shop.
    - Color-Coded Wristbands
        - Replace Lunge’s usual status colors with Knockaround colorways for a flirty twist.
    - IG Story Filter
        - “Which Knockaround Frame Is Your Match?” with randomized sunglasses + personality pairings.
    - Live Photo Backdrop
        - “You Found Your Pair” selfie station for UGC + tagging @Knockaround & @lungerunclub.

- Post-Run Touchpoint
    - Bar Pop-Up Booth
        - Set up Knockaround try-ons near the bar with select sport and lifestyle styles.
    - Social Reels Recap
        - Capture pairs meeting, winning sunglasses, and sharing what frame they matched on.
    - IG Giveaway Extension
        - Encourage unmatched participants to post their card for a second chance prize.

- Key Best Practices (based on brand feedback):
    - Only pursue collaborations where both brands are all-in on activation and cross-promotion.
    - Focus on unexpected but authentic fits
        - Aligning values and communities is more important than simply sharing a runner audience.

4. Ambassador Program Strategy

Overview
The Knockaround Ambassador Program is a targeted, narrative-driven campaign designed to build long-term brand equity in the New York City running community while positioning Knockterra+ as a credible, stylish, and high-performance eyewear option. Through a hand-selected group of four ambassadors, Knockaround gains authentic access to influential micro-communities and diverse audiences, all while owning a visible, exciting presence during the 2025 TCS NYC Marathon season.

The program leverages a balance of podcast storytelling, viral short-form video, in-person event activations, and traditional influencer marketing to drive measurable awareness, sales, and community engagement.

Program Goals

- Establish Knockaround as a recognized, respected performance brand within NYC's highly competitive running and wellness scene.
- Position Knockterra+ sunglasses as a marathon-ready essential for runners of all levels.
- Drive user-generated content (UGC) and affiliate code redemptions across Instagram, TikTok, and podcast audiences.
- Leverage marathon sponsorship to tell deeper brand stories and increase emotional connection with consumers.
- Build a replicable campaign model that can be deployed in future markets beyond NYC.

Ambassador Selection Criteria
The selection of ambassadors was strategic and multifaceted, rooted in the following criteria:

- **Locality:** All ambassadors are based in or tightly connected to New York City. This ensures easy access to in-person events, local routes for content, and relevance to Knockaround's target geography.
- **Community Influence:** Each ambassador has a proven record of engaging their niche audience—from elite athletes and podcast listeners to Gen Z TikTok users and neighborhood running clubs.
- **Narrative Value:** Every ambassador has a compelling reason to run the NYC Marathon. Whether it's a first marathon, a return to competition, or a personal challenge, their journeys are built for storytelling.
- **Platform Strength:** The team covers diverse platforms (IG, TikTok, Podcasts), ensuring content reach and variety.
- **Cultural Fit:** All ambassadors reflect Knockaround's values: fun, accessible, active, and community-oriented.

Ambassador Profiles & Strategic Rationale

- **Ali Feller (@aliontherun1)**
    - Follower Count: 81K
    - Platform Strength: Podcasts + Instagram
    - Audience: Primarily women runners ages 25–44 who value emotional storytelling and real-life running journeys — ideal for long-form content around gear, mental prep, and community.
    - Why Ali?:
        - Ali Feller is one of the most trusted voices in the U.S. running community.
        - Her podcast, *Ali on the Run Show*, consistently ranks in the top 5 for the Running category on Apple and Spotify, featuring elite athletes, first-time marathoners, and everyday runners alike.
        - She has a long-standing relationship with the NYC Marathon, having hosted live podcast events and panels during past race weeks.
        - Positioning her as a Knockaround-sponsored runner gives her audience a compelling new angle: training for and running a major marathon *with* Knockaround gear.
    - Strategic Benefit: Ali provides long-form, high-trust content that can't be replicated by surface-level influencers. She's a content engine with strong NYC ties.
        - Top-tier credibility with everyday and elite runners
        - Podcast segment integration reaching 50K+ listeners/episode
        - Strong brand trust association via her narrative-driven platform

- **Kate Mackz (@katemackz)**
    - Follower Count: 192K
    - Platform Strength: TikTok + Instagram
    - Audience: Gen Z and younger Millennial runners who follow for style, humor, and authentic vulnerability.
    - Why Kate?
        - Kate Mackz is a viral Gen Z TikToker known for her *"Fit Check Before My Long Run"* series and host of *Post Run High*, a podcast that combines humor, fashion, and training recaps.
        - She's become a cultural connector, bringing fashion and performance together in a way that resonates with younger runners.
        - She's known for gifting her favorite products to strangers mid-run, which becomes a built-in UGC mechanic for Knockterra+.
        - As a first-time marathoner, she brings excitement and relatability to the campaign, helping Knockaround reach younger consumers
            - Position her as "This is my first NYC Marathon — and Knockaround's coming with me."
    - Strategic Benefit: Her gifting runs double as activation and UGC moments. She makes performance gear feel cool and accessible. She will drive mass awareness through short-form video and create daily, relatable hype content in the lead-up to race day.
        - TikTok-native content that feels organic, not sponsored
        - Brand presence in UGC at scale via her giveaway content
        - Introduction of Knockaround to a younger Gen Z running audience

- **Becs Gentry (@becsgentry)**
    - Follower Count: 203K
    - Platform Strength: Instagram + Podcast (Set the Pace)
    - Audience: Competitive runners and Peloton users who prioritize form, function, and training science.
    - Why Becs?
        - As an elite athlete and Peloton coach, Becs gives Knockterra+ performance legitimacy.
        - Her warmup events, product breakdowns, and podcast episodes align with a data-minded runner demographic.
        - She has raced the NYC Marathon before, which opens the opportunity to frame her return as a performance comeback — sponsored by Knockaround.
        - Becs lends elite legitimacy to the Knockterra+ sunglasses, bridging the gap between "affordable" and "race-tested."
        - Her platform speaks to performance-first athletes, and her association with NYRR gives Knockaround credibility by proximity.
    - Strategic Benefit: Her stamp of approval helps Knockaround compete with high-end sports brands without sacrificing price accessibility.
        - Validation of Knockterra+ as race-day performance gear
        - Exposure through NYRR channels + Peloton audience
        - Content that speaks to both casual and serious runners

- **Chris Chung (@cchungy_)**
    - Follower Count: 50.5K
    - Platform Strength: Instagram Reels + In-person activation
    - Audience: Diverse urban runners and grassroots communities across NYC boroughs.
    - Why Chris?
        - Chris is a respected NYC-based coach, community organizer, and run club leader
        - He regularly leads group runs, training sessions, and product demos, making him a connector between brands and runners in the city.
        - Chris has never run the NYC Marathon and represents an aspirational narrative: *local coach finally takes on his hometown race*.
        - His content is grounded in IRL community — perfect for meetups, shakeouts, and product seeding within the NYC running scene.
    - Strategic Benefit: He helps Knockaround build brand presence block-by-block—in Central Park, the Bronx, Williamsburg, and beyond.
        - NYC grassroots activation
        - Community-powered UGC from local runners wearing Knockterra
        - Authentic in-person engagement via shakeouts and meetups

Program Structure

- Duration
    - August 1- November 5 2025
    - 4-month campaign aligned with NYC Marathon training, race week, and post-race
- Compensation
    - NYC Marathon entry

    - Product Gifting
        - 2 Knocterra+ sunglasses
        - Branded Race Kit
        - Branded gear
        - Custom sunglasses case
    - Performance Bonuses
        - Up to $300 per ambassador for hitting KPIS
    - Event Stipend
        - $200-300 for local activation expenses
- Content Deliverables
    - Each ambassador will deliver:
        - 3–4 Instagram Feed Posts (training updates, gear showcase, race recap)
        - 2+ Instagram Reels featuring Knockterra+ in training/race settings
        - Weekly IG Stories with gear mentions and countdowns
        - 1 IG Takeover on Knockaround's account (race weekend)
        - 1 in-person NYC activation (shakeout run, gifting session, warm-up, or podcast taping)
        - Affiliate discount code (15% off) with Shopify tracking
        - Branded hashtag usage and encouragement of UGC
    - Platform-Specific Extras:
        - Ali & Becs: 2–3 sponsored podcast segments
        - Kate: 4+ TikToks (fit-checks, gifting, race POV)

Program Strategic Impact

This ambassador program extends beyond traditional influencer campaigns by fusing performance, culture, and local connection. With content that educates, entertains, and invites participation, Knockaround will:

- Expand visibility in the NYC running community
- Drive revenue through affiliate links tied to high-intent audiences
- Elevate Knockterra+ credibility through elite voices like Becs and trusted ones like Ali
- Generate repeatable, branded content for repurposing across paid and owned media
- Seed real-world product trial through in-person gifting and events

Full detailed breakdown of each individual ambassador strategy & timeline

NEXT 2 PAGES

Ali Feller Content Strategy

- August - September
    - Podcast Segment
        - “Why I’m running NYC and how Knockterra+ became by go-to”
    - IG Feed Post
        - Training with Knockterra and Knock Kit
    - IG Stories (x3 series)
        - Long run with Knockterra+ shout out
- October
    - Podcast Segment
        - What’s in my running bag
    - IG Reel
        - POV: Race essentials
- November 1-3
    - Live Podcast Event
        - Ali on The Run Show at NYC Marathon Expo
    - Shakeout Run
        - 3 mile jog + 25 Knockterra giveaways
    - IG Take over
        - Race prep
- November 4-5
    - Recap Podcast
        - Lessons from the run + my gear
    - IG Feed Carousel
        - Race photos + Knockaround tags and mentions

Kate Mackz Content Strategy

- August - September
    - TikToks (x4)
        - Fit Check
        - Run w/me + Gift Knockterra series
- October
    - TikToks(x2)
        - Marathon moodboard
        - 3 must have gear (Knockaround shout out)
    - IG Reel
        - Outfit + Knockterra styling POV
- November 1-3
    - Catch Kate Run
        - Williamsburg community run
    - IG Takeover
        - Start line prep
- November 4-5
    - TikTok
        - What I learned from NYC marathon with Knockterra
    - IG Dump
        - NYC Marathon recap with knockaround highlights

Becs Gentry Content Strategy

- August - September
    - Podcast Ad
        - Race prep & Knockterra gear breakdown
    - Instagram Feed Carousel
        - Feature Knockterra features + price competitiveness
- October
    - Podcast Ad
        - Race gear deep-dive
    - Instagram Feed Post
        - Mid training + gear shoutout
- November 1-3
    - Warm-up Event
        - Q&A + warm up session outside Expo
    - IG Takeover
        - Post-race debrief
- November 4-5
    - IG Reel
        - Recovery + gear tips
    - IG Feed Post
        - Race photo + Knockaround tag and mention

Chris Chung Content Strategy

- August - September
    - Instagram Reel
        - Long run POV wearing Knockterra
    - IG Stories
        - Weekly updates + Knockterra+ shoutouts
- Oct
    - Instagram Feed Post
        - Training Check - gear, community
    - IG Takeover
        - Pre race rituals, race kit
- Nov 1-3
    - Shakeout Run
        - 3 mile community run + giveaways to first 20
    - Instagram Reel
        - Coach marathon vlog - prep to finish
- Nov 4-5
    - Instagram Feed Carousel
        - Race photos + Knockaround tag and mentions

5. Knockaround Strava

Overview

As part of Knockaround's goal to engage runners beyond race day, Strava serves as a key digital platform for community building, accountability, and brand visibility. This strategy outlines how Knockaround will activate on Strava through virtual challenges, ambassador-led run clubs, and branded mileage milestones.

By leveraging gamification and social competition, these campaigns will deepen engagement with both casual and competitive runners across NYC and beyond. Each challenge will be tied to rewards—limited-edition sunglasses, badges, or exclusive codes—and promoted via social, email, and ambassador content. The result: more user-generated content, opt-ins, and performance-based touchpoints that connect training season to product trial.

Who to Reach Out To At Strava

- Create your own Running clubs
    - Use athlete ambassadors to be the directors/ leaders of the running club
    - Set up in different cities to gain more community engagement on Strava
- Use your NYRR contact to refer you directly or copy them into the email thread to show warm alignment.

Knockaround Virtual Fitness Challenges

- Idea
    - Launch regular, branded fitness challenges on Strava (e.g., "Knockaround 100-Mile Challenge" or "Knockaround 5k Club")
        - Encourage participants to track their miles, runs, or bike rides over a specific time period.

- Incentives
    - Offer exclusive Knockaround rewards like limited-edition sunglasses, special discounts, or Strava badges for completing challenges.

- Promotion
    - Cross-promote these challenges on Strava, Instagram, and through email/SMS
        - Drive participation and UGC, with top participants earning social shout-outs and prizes.

- **"Outdoor Adventures with Knockaround" Challenge**
    - Encourage people to log outdoor fitness activities (hiking, biking, running) and share photos wearing Knockaround gear.
    - The most creative photos can win a limited-edition sunglasses drop

- **"Knockaround 5k Club"**
    - Create a community within Strava for those who regularly complete 5ks.
    - Members who log their 5k runs on Strava and share their performance on Instagram can get a "Knockaround 5k Club" exclusive shirt or other branded gear.
    - Having brand ambassadors post on Strava wearing Knockarounds and use a hashtag to create more brand awareness

- **"Knockaround Marathon Miles Challenge"**
    - Goal
        - Log 26.2 miles over 30 days leading up to NYC Marathon.
    - Incentives:
        - Finisher badge on Strava
        - 20% off code for Knockaround
        - Chance to win co-branded TCS NYC Marathon sunglasses
    - Amplification:
        - NYRR email/social support
        - Paid retargeting to participant's post-challenge
        - UGC reposts and leaderboard shout-outs

6. NYRR x Knockaround Activation Strategy

Overview

Comprehensive strategy to elevate Knockaround's presence at New York Road Runners (NYRR) events through immersive, community-focused brand activations. The initiative aims to expand beyond runner-exclusive marketing by targeting a largely untapped audience—race spectators—while simultaneously enhancing emotional engagement with runners and amplifying social visibility.

This approach reinforces Knockaround's identity as a bold, fun lifestyle brand while increasing consumer touchpoints and brand loyalty.

Goals

To bring Knockaround's vibrant brand ethos to life through on-the-ground activations that celebrate the race day experience for runners, spectators, and digital audiences alike. By focusing on inclusive and interactive moments, the brand will:

- Reach over 2 million spectators across NYRR events.
- Create authentic, high-impact brand impressions.
- Strengthen Knockaround's position as a lifestyle brand within the running and outdoor communities.

Pre-Race Expo Activation

- Objective
    - Build anticipation, generate leads, and drive early brand engagement.
    - Knockaround's initial NYC Marathon presence should be centered on a strong expo booth activation, branded VIP gift bags, and select on-course branding.
        - While effective for exposure, these touchpoints primarily targeted runners, leaving a major engagement opportunity with spectators untapped.

- Key Components
    - Try-On + Mirror Selfie Station
        - Runners try Knockaround sunglasses in front of a branded mirror wall featuring race-themed slogans such as "Look Fast. Feel Knockaround."
    - Digital Integration
        - QR codes link to custom Instagram/TikTok filters and prompt social sharing and email capture.

Race Day Activation

- Objective
    - Maximize brand visibility and emotional connection with spectators and runners.
    - Engage with the entire marathon ecosystem.
        - Expanding Knockaround's presence beyond the expo into spectator zones and race day events increases brand impressions and community resonance.
- Key Components
    - Scream for Shades Challenge
        - Decibel meters at cheer zones reward the loudest fans with free Knockaround sunglasses, promoting excitement and social content creation.
    - DIY Race Banner Station

        - Branded cheer sign-making station with Knockaround slogans to deepen spectator engagement.
    - Giveaways
        - Branded foam hands and sunglasses handed out to early attendees to energize the crowd and boost shareability.

Post-Race Activation

- Objective
    - Leave a lasting impression while supporting runner recovery and celebration.
- Key Components
    - Recovery Lounge
        - Cozy branded pop-up featuring Adirondack chairs, outdoor heaters, fleece blankets, and warm tea to support runner recovery and relaxation.
    - Fall Fit Check Contest
        - A social competition awarding best Knockaround recovery look with free merchandise.
    - Live Cam Highlights
        - Real-time interviews and footage from the lounge and finish line streamed via Instagram Live and TikTok, amplifying digital engagement.

7. Co-Branding & Marketing Partnerships

Overview

Knockaround's co-branding strategy revolves around authenticity, meaningful connections, and fully activated, comprehensive campaigns. Insights highlight the brand's openness to collaborations, but only if both partners are equally committed to activation and cross-promotion.

Knockaround seeks partnerships that feel natural, with an emphasis on aligning brand values and communities, rather than just targeting the same audience. Creative and unexpected launches are key to making an impact without heavy media spending. This philosophy is particularly aligned with their roots in streetwear and action sports culture.

Key Takeaways from Previous Communication

- **Collaboration Fit**
    - Knockaround is highly receptive to co-branded efforts, but only with brands that are an authentic fit. The best partnerships are those where both brands are all-in on activation, which ensures genuine engagement.

- **Authenticity Over Audience Size**
    - Knockaround prioritizes aligning values and brand culture over simply sharing a common target audience.

- **Creative Activation**
    - Emphasizing creative campaigns with innovative product launches is a way to stand out without heavy advertising spend.
    - These efforts should capture the essence of both brands involved.

Potential Partnerships: GU Energy Labs

- "Fuel. Focus. Finish Strong"
    - Partnership Overview
        - The activation idea is the following: we thought about creating a limited-edition Knockaround x GU "Marathon Fuel Pack," which includes Knockaround sunglasses and a race-day fueling kit from GU Energy Labs.
        - This pack would be sold exclusively at the NYC Marathon Expo and online, providing an exciting and practical offering to marathon runners and endurance athletes.

    - Goal
        - Promote Knockterra sunglasses and GU products to endurance athletes by creating a memorable, co-branded experience during the NYC Marathon Expo and race weekend.

    - Partnership Rasonale
        - Elevate the Knockterra performance line by associating it with a respected brand like GU, ensuring authenticity.
        - By focusing on endurance athletes, the partnership speaks directly to the needs of marathon runners, while enhancing visibility for both brands in the NYRR community.

- Focus on the “Roctane System”
  - The Roctane line is well-respected by serious endurance athletes.
  - Its reputation will elevate the performance angle of Knockterra sunglasses.
  - GU's Roctane system includes extra electrolytes and amino acids, perfect for marathoners who need optimal performance.
  - An additional idea would be offering a creative NYC-inspired flavor for the limited-edition collaboration to enhance the exclusivity of this collab ("Marathon Mocha" or "NYC Punch")

- Pack Details: “Fuel Up & Shade Up” Bundle
  - 1 pair of limited-edition Knockterra x GU performance sunglasses (custom colorway, GU logo on the inside temple).
  - 3-pack of GU Energy Gels with a custom sleeve
  - A co-branded pouch with NYC Marathon-inspired art.

- Sales Locations
  - Sold at the NYC Marathon Expo and online at knockaround.com and GUenergy.com as a limited edition to create a sense of urgency.

- Promotion Channels
  - Social Media Co-Launch
    - Instagram and TikTok campaigns featuring Knock Squad + GU athletes.
  - Email Blasts
    - Targeting both Knockaround’s and GU’s email lists for exclusive offers.
  - Expo Activation
    - “Try a GU, win Knockaround shades” wheel giveaway at the booth.
  - QR Codes
    - Direct expo attendees to the online bundle for easy access and purchases.
  - Local Run Club Drop-offs
    - Offering bundles and product drops in key run clubs pre-race to increase engagement within the running community.

Potential Partnerships: Flow Alkaline

- “Run with Flow”
  - Partnership Overview
    - Launch the campaign, engaging runners pre-race and during the event with hydration and shade.
    - This campaign will feature digital and on-site activations, focusing on the importance of hydration and sunglasses for peak performance during the NYC Marathon
  - Goal
    - Leverage the existing collaboration between Flow and NYRR to amplify Knockaround’s focus on health and performance and enhance the runner’s experience.

- Partnership Rasonale
  - Since Flow has already partnered with NYRR, their audience is integrated into the race community, offering an excellent platform for Knockaround to build awareness and engagement.
  - Flow's commitment to sustainability aligns with Knockaround's eco-conscious initiatives, enhancing the brand's image in the running community.
  - This potential partnership taps into the running culture with both in-person and digital activations, creating an engaging experience for both runners and spectators.

- Part 1: Pre-Race Digital Challenge
  - "Run with Flow" Challenge" on the NYRR App
    - Runners can track their miles and earn rewards like discounts, a Flow case, and Knockterra sunglasses.
  - Promotion
    - QR codes on Flow cartons and social media posts to drive app downloads and participation.

- Part 2: Race Weekend Activation
  - Flow hydration booths at the Expo
    - Feature branded Flow water and Knockaround sunglasses, as well as QR codes to redeem prizes or join the digital challenge, we will use the booths mentioned above
  - Cheer Zone Engagement
    - Branded Flow handouts at cheer zones to keep runners hydrated, with photo prompts
    - Encouraging spectators to take pictures with Flow water and Knockaround sunglasses.
  - "Hydrate & Shade Up" Photo Prompt:
    - A fun and interactive photo prompt at booths to encourage social media sharing, expanding the reach of both brands.

8. Wholesale Growth Strategy

Overview

To capitalize on the visibility provided by Knockaround's partnership with the TCS New York City Marathon, this wholesale growth strategy focuses on leveraging in-person activations, event credibility, and retail bundling to expand distribution and deepen retail buyer interest. Each step builds on marathon momentum to position Knockaround as a culturally relevant, performance-ready brand across key wholesale channels.

Step 1: Recovery Lounge Activation at NYC Marathon

- Create branded Recovery Lounges near the finish line.
    - Feature adirondack chairs, warm energy tea, branded fleece blankets and QR Codes directing consumers to partnered products that GA and NYRR collaborated on.
- Goals
    - To associate the brand with post-race recovery and athletic performance while physically driving consumers toward points of purchase.
    - Increase brand visibility and credibility within the fitness space
    - Deepen brand affiliation with health and recovery
    - Increase trial of sunglasses
        - Via on-site try-on stations in the Recovery Lounge
- Why?
    - The entire sentiment of this step is to gain engagement with runners at the NYRR in a relatable and refreshing manner, so any engagement event/initiative can take the place of branded Recovery Lounges.
    - These values are looked at in high regard with the running community
    - This is a prime method of connecting with runners directly after they are feeling accomplished
        - Knockaround to be now associated with that feeling
- Success Indicators
    - Foot traffic to booth/pop-up
    - On-site product conversions
    - Number of QR scans
    - Redemption of in-store coupons handed out on site.

Step 2: Use NYRR Partnership in Buyer Meetings

- Knockaround will use its NYRR partnership as a value-add in wholesale buyer meetings
    - Showcasing its alignment with the healthy, active lifestyle space.
- Goals
    - Leverage the NYRR brand in retailer/wholesale buyer meetings.
    - Position Knockaround not just as a product, but as a cultural and performance-driven brand.

Step 3: Launch "Training Season Essentials" Bundle

- Limited-edition bundle including sunglasses, a cooling towel, training log, and/or an NYRR race entry or apparel discount code.
- Goals
    - Lift average transaction size and appeal to both seasoned and entry-level runners.

    - See a sell-through rate of more than 70% of bundle inventory
    - Growth in average transaction size vs. sunglasses sold alone
    - Measure the bundle reorder or customization requests from retail buyers.
- Success Indicator
    - An increase (about 15-25%) in sales per location during this launch window.

Step 4: Expand Bundle Strategy to Other Categories

- See an opportunity to replicate this bundle model for other verticals like trail running and triathlons.
    - Adjustments in terms of connecting with different kinds of runners.
    - Examples of Differences
        - Trail runners may be looking for different designs on their sunglasses, along with some technological advancement in terms of dealing with the elements (dirt, bugs, etc).
    - Knockaround may consider making bundles become a recurring seasonal driver across key events.

9. Campaign Cost Breakdown

Section	Details	Estimated Cost
Community Engagement Strategy	3 Run Club Activations (Pitch & Run, Lime Social, Lunges)	
Pitch & Run – "Chase the Shades"	Shakeout run, giveaways, café pop-up, QR wristbands, Strava content	$12,000
Lime Social – "Glow on the Go"	Sunday run + smoothie social, booth, IG templates, recap content	$12,000
Lunges Run Club – "Find Your Pair"	Match cards, bar activation, selfie booth, sunglasses prizing	$12,000
		$36,000
Ambassador Program Strategy	Ali Feller, Kate Mackz, Becs Gentry, Chris Chung	
Ambassador Contracts	4 ambassadors ~$2,000	$8,000
Compensation + Gear Gifting	NYC Marathon race entires, bonuses, gear, branded race kits	$32,000
Event Stipends, Logistics	Signange, towels, snakcs, water, staffing	$20,000
		$60,000
Knockaround Strava Activation	Virtual challenges, gamification, UGC contests	
Virtual Fitness Challenges	Rewards, sunglasses prizes	$2,000
Outdoor Adventures Campaign	Branded hashtags, gear giveaways	$1,750
Knockaround Marathon Miles Challenge	Discount codes, gear prizes	$1,750
		$5,500
NYRR Activation Strategy	Expo, Race Day, Post-Race Recovery Lounge	
Pre-Race Expo	Booth setup, VIP kits, digital mirror wall	$18,000
Race Day	Cheer zone games, "Scream for Shades," giveaways	$20,000
Post-Race Lounge	Branded lounge setup, social photo contest	$22,000
		$60,000
Co-Branding & Marketing Partnerships	GU Energy Labs & Flow Alkaline	
GU "Fuel Up & Shade Up"	Bundle pack, giveaway booth, QR codes	$25,000
Flow "Hydrate & Shade Up"	Challenge, hydration booth, photo prompt	$10,000
		$35,000
Wholesale Growth Strategy	Retail kits, seasonal bundles, recovery tie-ins	$30,000
Recovery Lounge	Booth fee, branded equiptment, staffing,	$5,000
"Training Season Essentials" Bundle	Bundles, retail display, incentives	$9,000
		$44,000
Performance Tracking & Analytics	Affiliate code tracking, UGC metrics, social engagement tools	$5,000
		$5,000
TOTAL SPENT		**$245,500**
BUDGET LEFT OVER		**$54,500**