

# CASE STUDY

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**Asia's Biggest Running Series**, with music every step of the way, with over **2.5 lac runners** across **35 events** in **13 countries**.

A **crossover** between a **music festival** and a **fun run**, combining **fitness** and **music**, the founding premise of TMR is to make **fitness fun for everyone**.

**MARKETING & COMMERCIAL RIGHTS – INDIA**

**2020-2023**





## SCOPE OF WORK

1

**MARKETING &  
COMMUNICATION**

2

**DIGITAL & SOCIAL  
MEDIA  
MANAGEMENT**

3

**ARTIST CURATION  
& MANAGEMENT**

4

**TICKETING &  
REGISTRATIONS**

5

**PARTNER  
ACQUISITION &  
ACTIVATIONS**

6

**EVENT PLANNING &  
IMPLEMENTATION**

# HIGHLIGHTS

- The **first edition** of the **Pune chapter** saw participants running a **specially designed course**, dubbed the '**Soundtrack**', with a **curated playlist** and **speakers every 50mtrs**
- Partner ecosystem with **9 brands** viz. **Bira, DCB Bank, Tata Motors** etc.
- Introduced a **2.5K category**, a first across all markets, that had the **maximum** no. of registrations
- **60-day Integrated Marketing Communication** plan across radio, print, digital, outdoor etc. delivering an **estimated reach of 10mn**
- **21-day activation & promotion** plan implemented across colleges, corporates, in-store / **partner locations**
- **4.08mn impressions** across **facebook & Instagram**
- Finish line concert with **Gully Gang & Ritviz**

