
ON TRACK RIGA

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Introdruction

- ❑ **TARGET GROUP** - All ages
- ❑ **MAIN EVENT**-Pop up
 - ❑ **MAIN TOOL**-App
- ❑ **MARKETING** - Video and social media
- ❑ **THE RESULT** - The charity marathon



The facts.

Date- 20.07.2020-26.07.2020

Location- Riga

Slogan- “Allow yourself to be a beginner”



The target group

- ★ All ages
- ★ People who want to try something new
- ★ People who use apps
- ★ People who collect miles and points in other projects.
- ★ People who are interested in physical activities





The App

- Friends and family
- Challenging
- Quality time
- World wide
- Receptions
- Reward



It's Time To Discover

Rewards

- ❖ T-Shirts
- ❖ Water bottles
- ❖ Fit-bits
- ❖ Tickets to other events
 - ❖ Discounts
 - ❖ Other benefits



Pop-up event

- Active
 - Fun
- Connect people
 - Explore
- Rewarding



Marathon

- Challenging
 - Attractive
 - Interactive
- For beginners and professionals
- Works with app



The route



Marketing

- TV
- Radio
- Posters
- Social media
- Sport events
- Other apps





The ad.

Lesson Material

The sponsors

- Selga
- Mangāļi
- Sportland
- LRF
- Radisson Blu





Why you should do cycling?

Stress relief. Exercise is a great mood-booster and has proven to be an effective method of stress relief.

Lowers risk of heart disease, stroke, and diabetes. A healthier heart means reduced risk of cardiovascular disease, stroke, and diabetes.

Why you should stay hydrated during sports

Good **hydration** means getting the right amount of water before, **during**, and after **exercise**. Water regulates your body temperature and lubricates your joints. It helps transport nutrients to give **you** energy and keep **you** healthy. If **you're not hydrated**, your body **can't** perform at its highest level

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**Thanks for your
attention!**



Lesson Material