



LONDON MARATHON 2025
Competitor Comp

The Race of a Generation turned the streets of London into a *Marketing Battlefield*

Where runners raced hard but brands raced harder



MARATHON MODE SAUCONY X KNEES UP

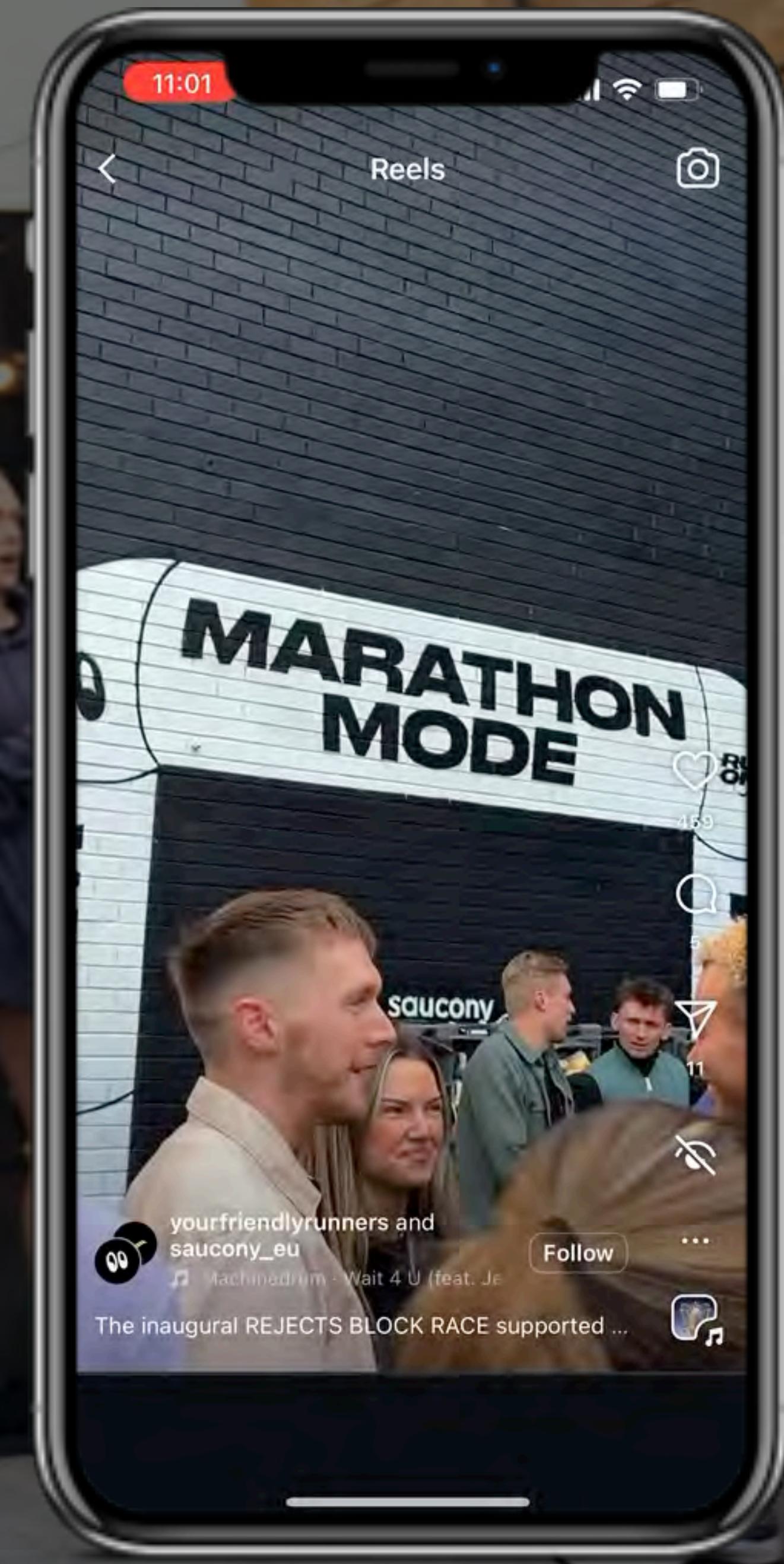
Overview

4.22 - 4.27

Knees up is **sport centric**, community space in Shoreditch. Serving the running and cyclist community through **coffee, connection & collaboration**.

Home to **small authentic brands**, focus on a capsule boutique style.

Marathon Mode in partnership with **Saucony x Your Friendly Runners** fueled the Knees Up community on the run up to race weekend. Open daily for running themed food and drink, and hosting runs & races for spectators, culminating with post race after party.



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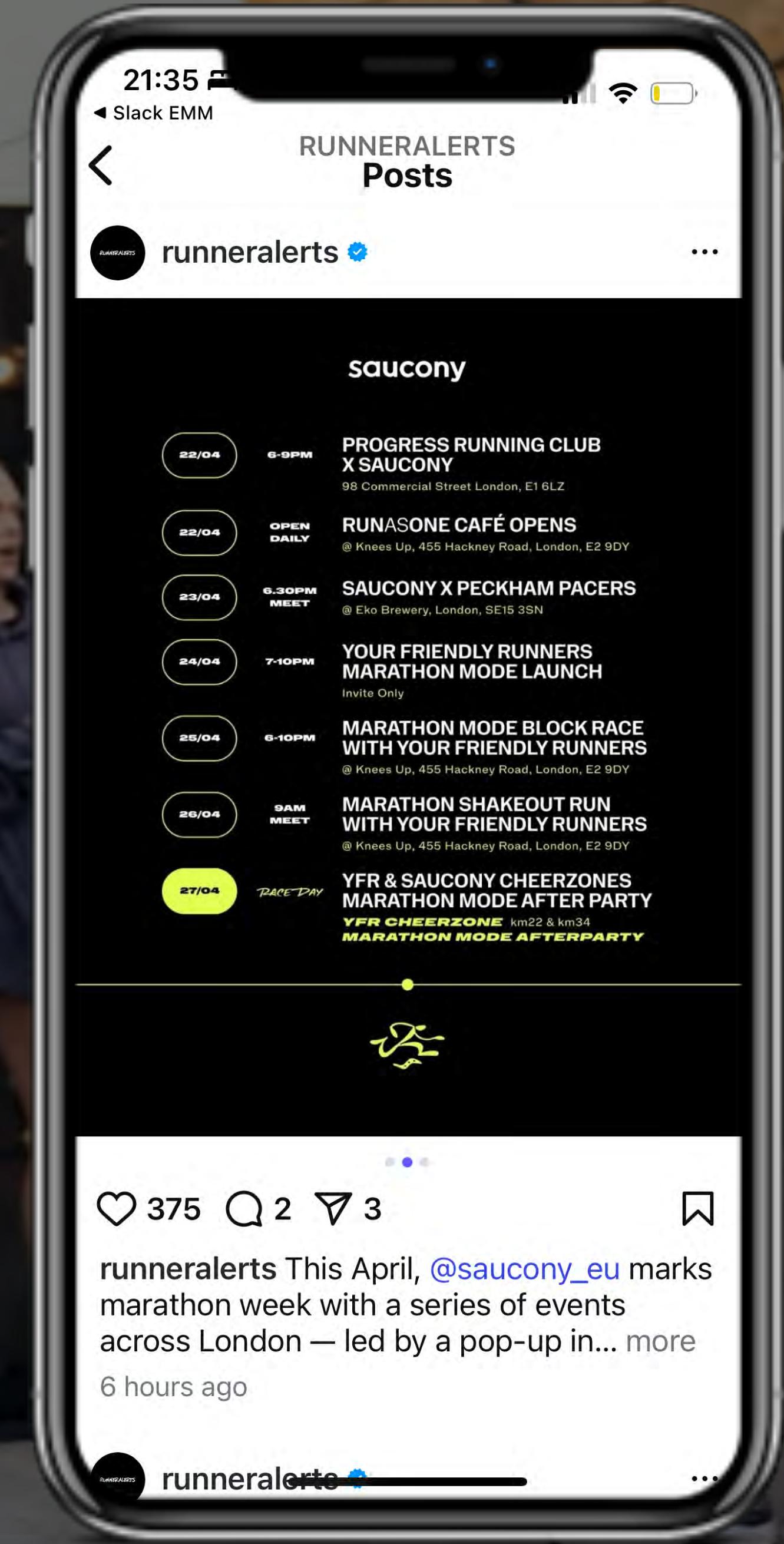
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MARATHON MODE SAUCONY X KNEES UP

TAKEAWAY

Community First

Community first, in authentic running collab space in East London Community.

Equally catering for non-racing runners alike.

Lack of Recovery & Brand Juxtaposition

Minimum focus on full recovery journey, pre or post race.

Branding juxtaposition with naming contradictory messaging.

E.g. Marathon Rejects vs Your Friendly Runners



OPPORTUNITIES

Serving All Runners

Block Race for “Marathon Rejects” keep the energy of the race alive for all who wish to race.

Opportunity to serve the sub-consumer group for wanna-be racers.

Could we tap into the “Unofficial Marathon”, serving our most rebellious runner-rejects as they take on the course at midnight the day before?

Running Roots

Opportunity to invest more with niche running brands, in smaller community locations that already exist.

NN RUNNING TEAM

Soho, Pop-Up



NN RUNNING TEAM POP-UP

Overview

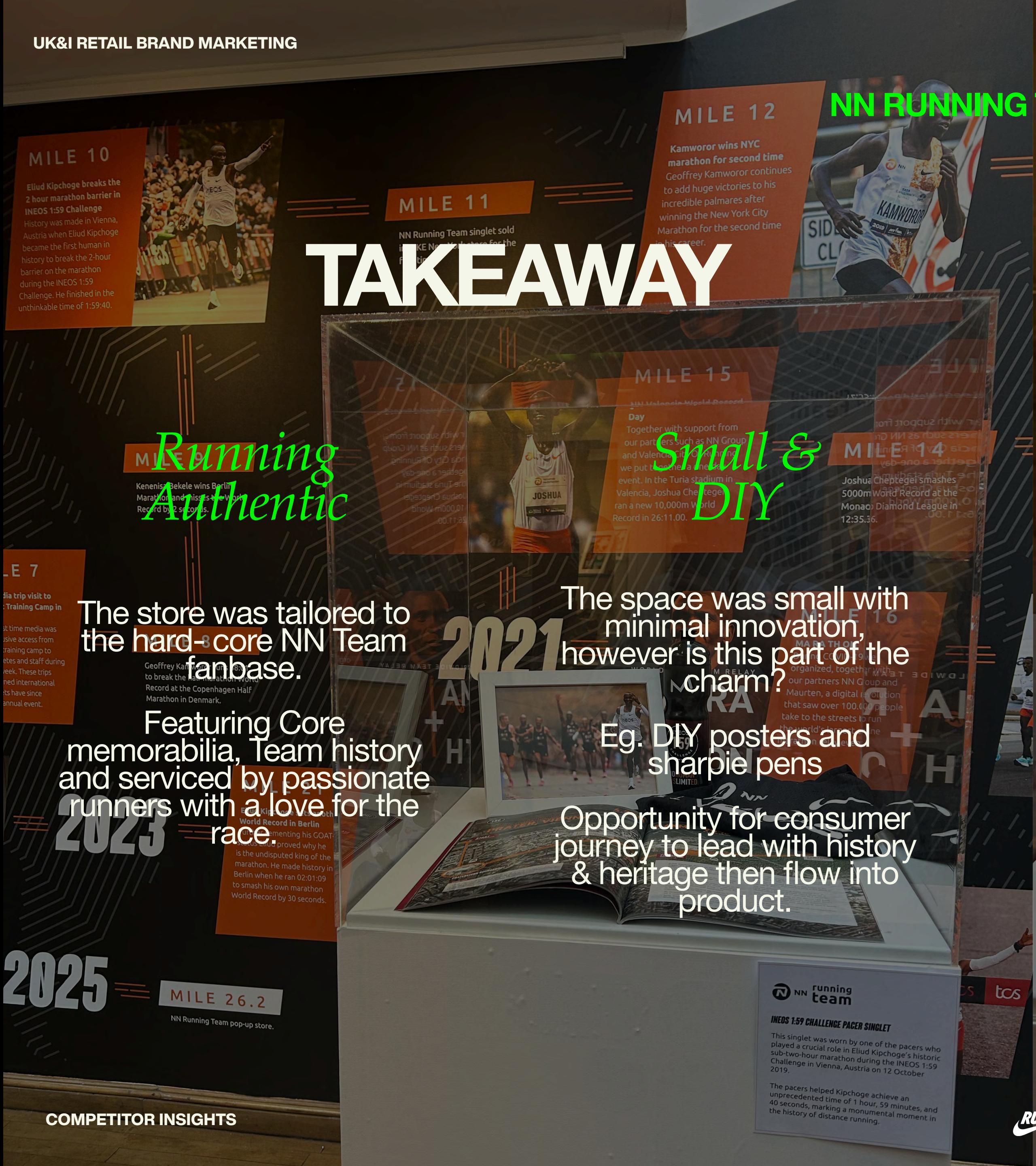
4.24 - 4.26

An authentic running pop-up hosted by the NN Running Team in the heart of Soho. A testament to the **history and heritage** of the teams' achievements over the last 8 years.

With exclusive access to purchase the **NN Running Race Kit**, as well as Morning Miles coffee bar, the space was true to the core running consumer.

Showcasing **memorabilia** and tokens to the team's **record breaking achievements**, hosting morning runs and talks with both Kipchoge and Patrick Sang to bring the fan base together ahead of race day.





EXPOSITION RUNLIMITED X NEW BALANCE

Protein Studios, Shoreditch

EXPOSITION RUNLIMITED

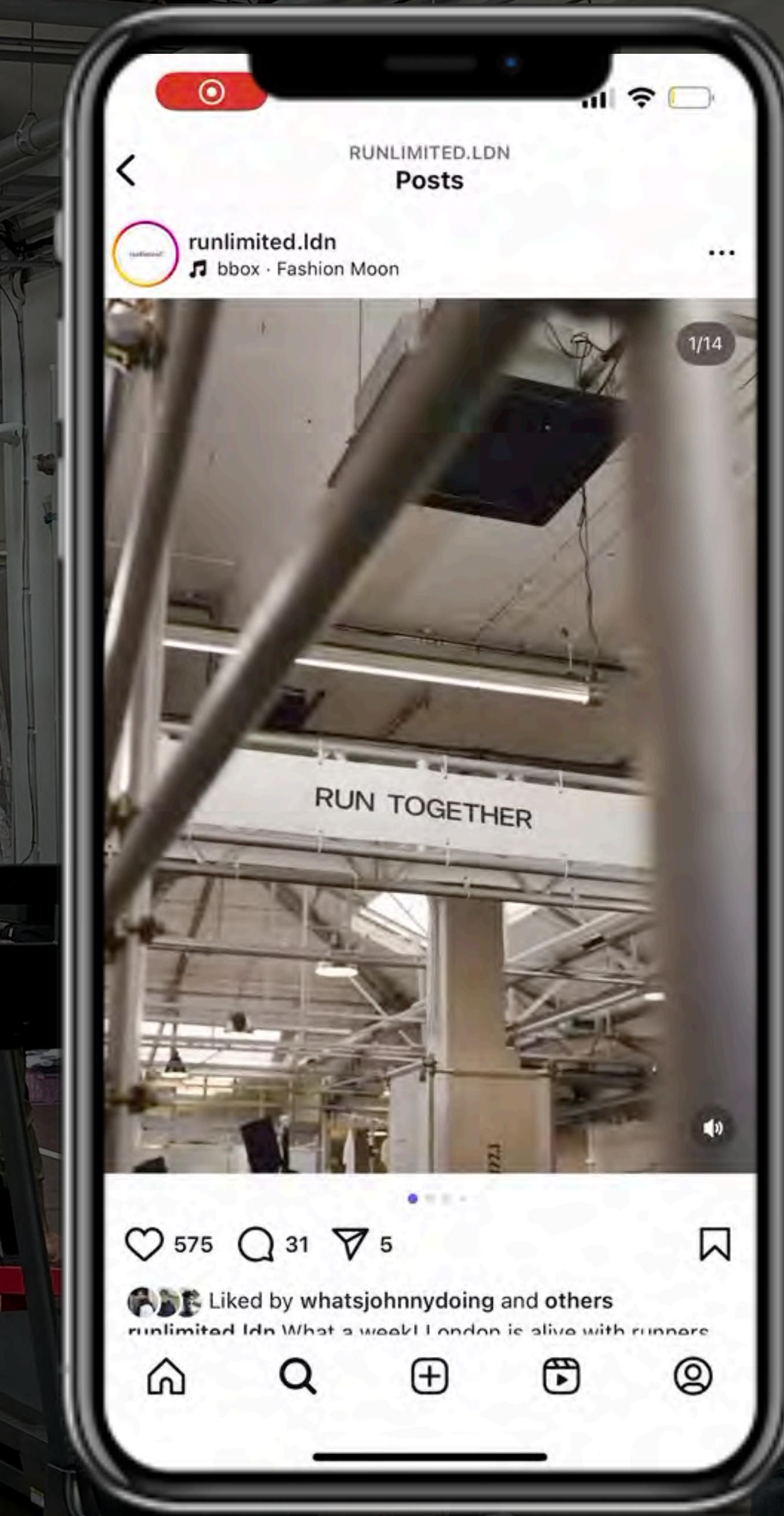
Overview

4.24 - 4.27

A curated **running brand space** ran by Runlimited in partnership with New Balance, at Protein Studios event space in Shoreditch.

Additional brands present include Sums, Maurten, Hyperice, Satisfy, Bandit, Coros, hosting interactive try on experiences and 1-2-1 consultations.

Among daily talks with **collaborating brands** including Sums, Maurten, The Running Room. They hosted pre-marathon shake out runs with influencer talent, limited **Bandit LDN drop** and post marathon DJ.



EXPOSITION RUNLIMITED

TAKEAWAY

Visual Aesthetic

An aesthetic space, curated and tailored to the Runlimited consumer.

Exclusive London Bandit drop created pre-race heat.

Disjointed consumer journey:

- Physiotherapy in an open space. Extra £45 for services.
- DIY Sums sock ironing board personalization
- Treadmills in the middle of the store.

OPPORTUNITIES

Technology 1 On 1

Consumers were engaged with Coros stand having 1 on 1 conversations about product and technicality.

However the general industry talks did not pull a big crowd.

Lean Into Partners

As a third party retailer New Balance was able to reach a wide audience through the lens of Runlimited.

This authenticated them with the the core runner audience.



Run your way.
**TCS LONDON
MARATHON EXPO
2025**



London Excel Centre

TCS LONDON MARATHON EXPO

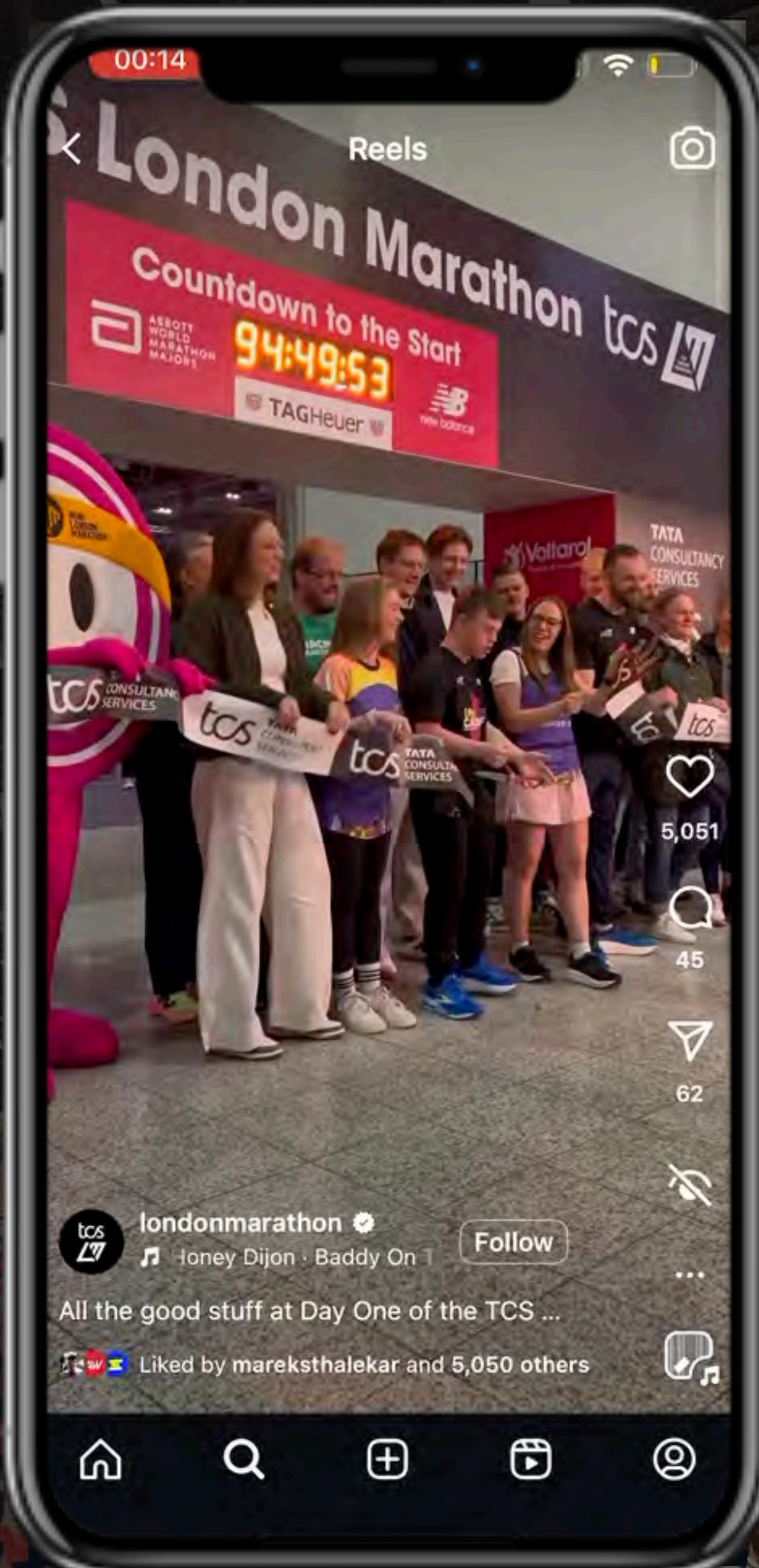
Overview

4.22 - 4.26

The with the largest finishers in history to 45th TCS London marathon expo welcomed over **150K runners and spectators** over 5 days.

With over **80+ brands present**, ranging across the nutrition sportswear and recovery industry the space was saturated with freebies, product and anticipation of race day.

Services ranged from, NB Footwear customization, Saucony claw machine games, Kickr Run treadmill trials, Kiprun pacing wristbands.



TCS LONDON MARATHON EXPO

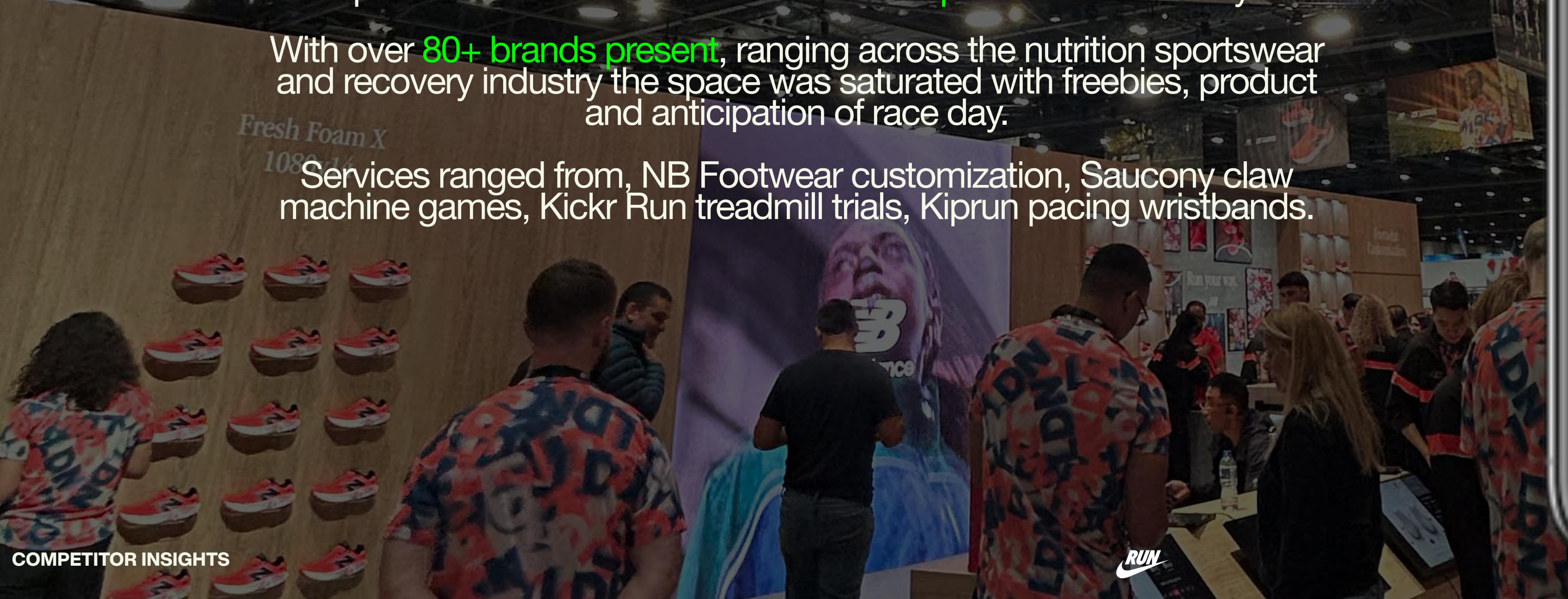
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TCS LONDON MARATHON EXPO

TAKEAWAY

The Running Hotspot

With thousands of visitors the space was ideal for young brands to capture the international runner audience.

New Balance Domination

All other brands looked minuscule in comparison to New Balance partner.

The busy nature of the expo made the consumer experience rushed and hectic.

OPPORTUNITIES

AR Integration

TCS sponsorship brought in multiple AR elements to elevate the traditional expo experience that we could look into future activations.

- Belief Booster Messages
 - Avatar Runner
 - Heart AR
- Finish line Photo

Missed opportunity to drive messaging to the international runner audience for post race day services.

Opportunity to have a well executed microsite to drive simplicity and impact towards Oxford Circus location.

Use the interactive map to explore the TCS London Marathon App and discover some of TCS's other great British innovations.

NEW BALANCE

Flagship & Marathon Town House

Overview

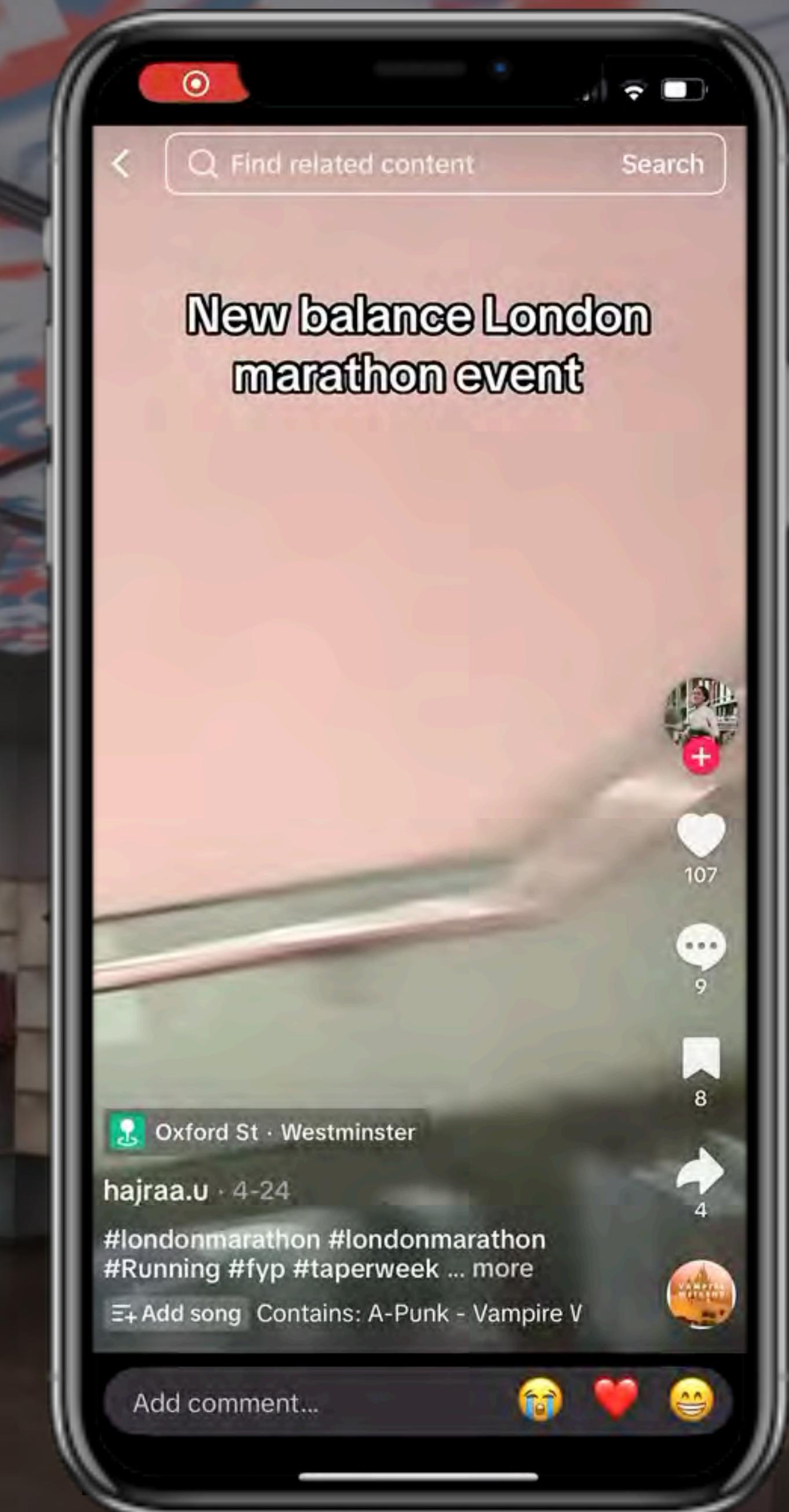
4.17

Opening ahead of Marathon Week, New Balance unveiled its **newly refurbished** Oxford Circus flagship.

Curated with the New Balance aesthetic in mind, the retail design is **clean, minimal, and premium**. Spanning across 3 levels, it features Lifestyle, Running, Football, and a customization zone for events, highlighting **craftsmanship and heritage**.

On Marathon week the store served runners pre-race (4.23–27) with **cheer-sign making and community runs**, and post-race (4.28–30) with medal engraving and a recovery zone.

NEW BALANCE FLAGSHIP OXFORD ST



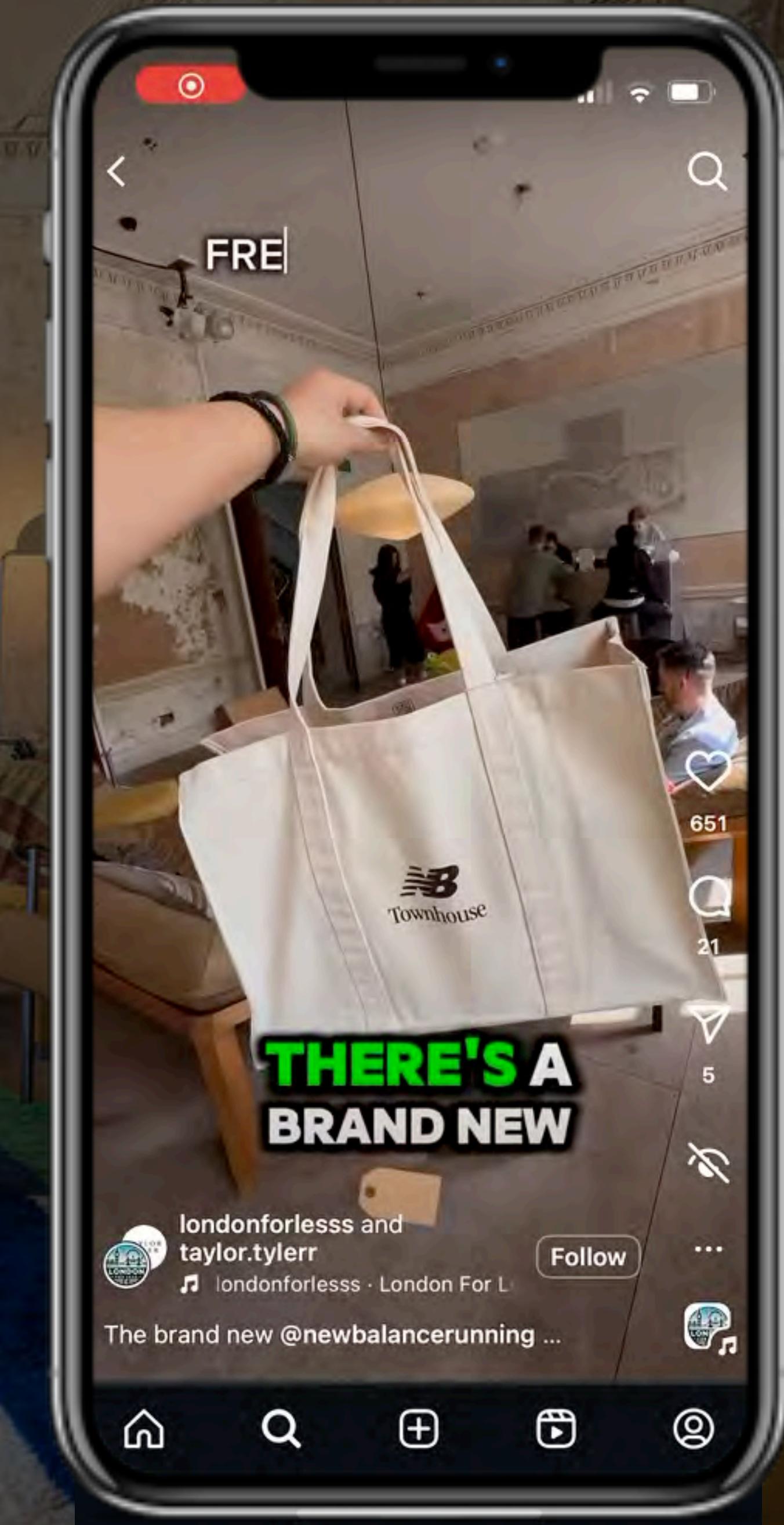
NEW BLANCE MARATHON TOWNHOUSE

Overview

4.27

New Balance's 2025 London Marathon Townhouse activation transformed a **Georgian townhouse** at 14 Cavendish Square into a aesthetic community hub for welcoming **700 runners and supporters** on race day to pause, recharge and escape the noise of the city.

Open 8AM - 5PM the space offered a range of services including, a Marathon watch lounge, Runners Cafe, Medal Engraving, Recovery Zone and Nail bar.



NEW BALANCE MARATHON ACTIVATIONS

TAKEAWAY

Curated Design

Both NB Flagship and Town House showcased beautiful design cohesive with the NB Brand.

Opportunity to reflect elevated finish across all services, EG. Sign making.

Disjointed Consumer Journey

The Oxford Circus Flagship had a disjointed consumer Journey.

Without clear signage and a cohesive product layout, the consumer journey felt disjointed and confusing.

OPPORTUNITIES

Performance X Lifestyle

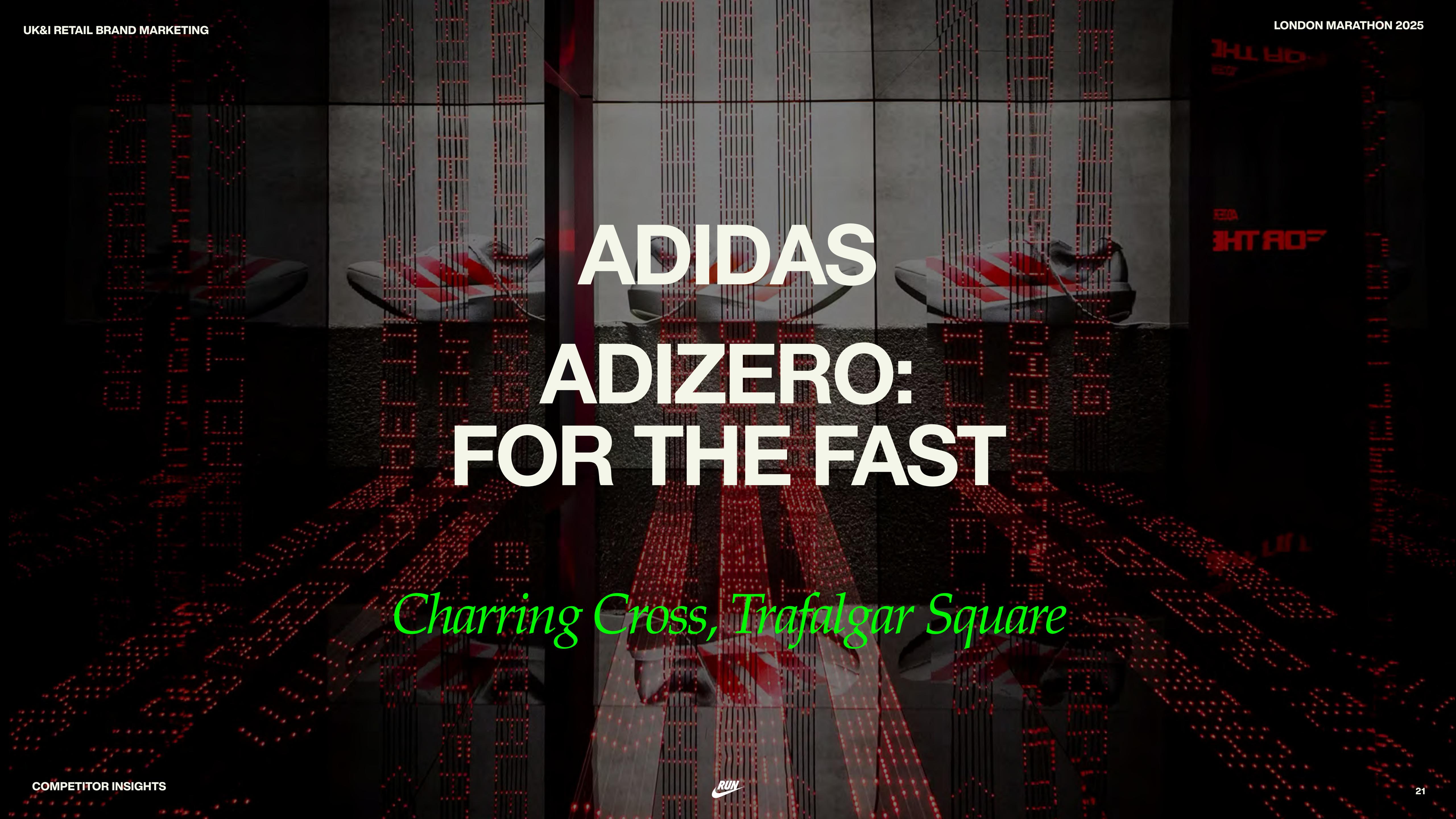
How we can serve Runners holistically outside of a performance-focused environment, by serving the lifestyle of the runner?

Run your *Cross-Marketplace Domination* Way

New Balance were dominant throughout marathon marketing, through multiple brand touch points standing in the path of runners.

EG. Runlimited Exposition, Marathon Expo, Oxford St Flagship, Footpatrol Execution, Marathon Town House.

How can we better utilize our network of partners to execute across the whole marketplace?



ADIDAS ADIZERO: FOR THE FAST

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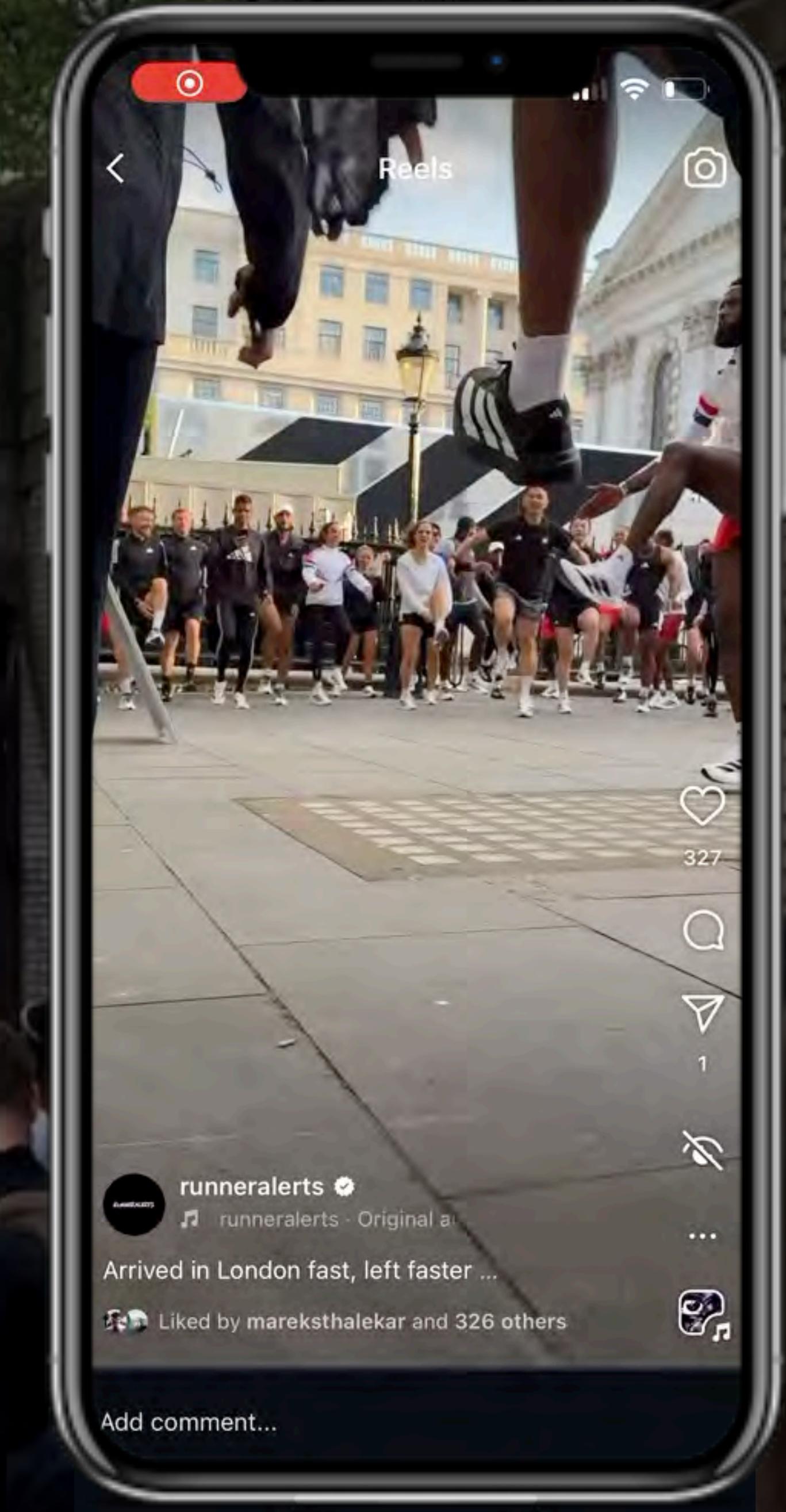
Overview

4.25 - 4.27

Located in Trafalger square, Adidas's "Adizero: For The Fast" pop-up was an immersive 3 day pop-up, highlighting the Adizero collection. Hosting industry talks on product, fashion and culture, and a product trial simulation, for consumers to compare treadmill performances to world record paces.

On Friday, they hosted a 5K DJ-led silent disco run through central London, followed by an afterparty featuring a surprise performance by rapper Giggs. Before hosting shakeout run in partnership with Puresport before race day.

Adidas also hosted an underground track session in a repurposed tram tunnel. Participants tested the unreleased Adios Pro Evo 2, in an immersive high energy trial experience, harnessing the competitive energy of the marathon.





TAKEAWAY

Raise of Running Culture

A blend of fashion, music and innovation to capture the rise of running culture today:

Foday Dumbuya –
Founder of Labrum
London

Mo Hoelmueller – Adidas
Global Running

Nick Hammond – Founder
of Runner Alerts

Nina Kong – Highsnobiety

*Focus on Fast
Not Consumer*

Focusing on speed and record-breaking paces for your spectating runner, rather than racing runner.

Was this the best pre-race activation?



ADIDAS ADIZERO: FOR THE FAST

OPPORTUNITIES

Unreleased Heat

Breaking the barrier between every day athlete and elite.

Invite only community & influencer access to the unlerealsed Adios Pro Evo 2.

Is this something we could do with future innovation to drive anticipation ahead of launch?

Puresport Partnership

With over 12,000 members across various run events, Puresport has an extensive community reach throughout London.

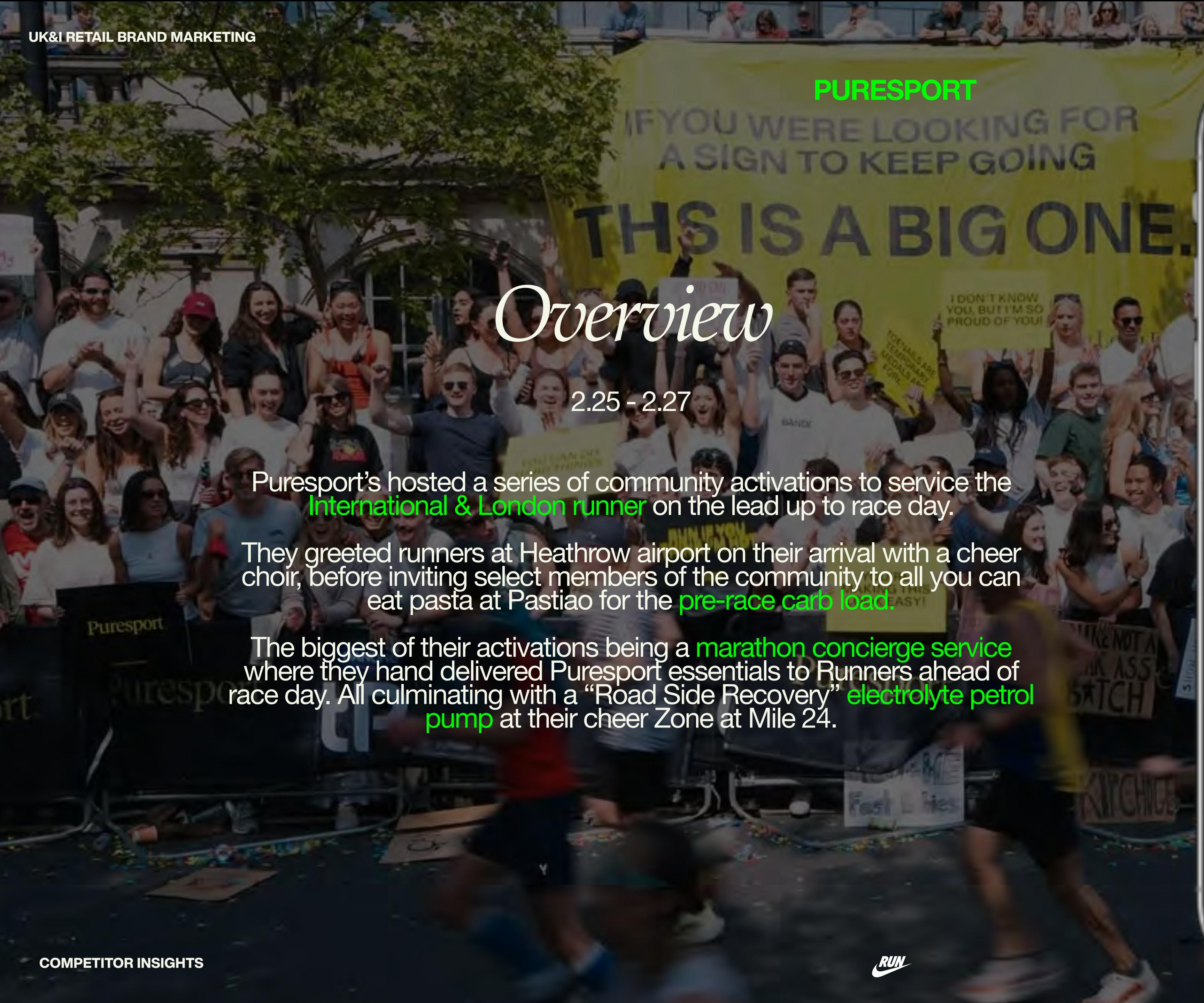
By partnering with them, Adidas strengthens its community presence and reinforces its identity as a performance-led brand that's highly recognizable to its core consumer.

Puresport

SALTY PACE

PURESPORT MARATHON SUPPLY KIT & ROADSIDE RECOVERY

Mile 24



PURESPORT

IF YOU WERE LOOKING FOR
A SIGN TO KEEP GOING

THIS IS A BIG ONE.

Overview

2.25 - 2.27

Puresport's hosted a series of community activations to service the **International & London runner** on the lead up to race day.

They greeted runners at Heathrow airport on their arrival with a cheer choir, before inviting select members of the community to all you can eat pasta at Pastiao for the **pre-race carb load**.

The biggest of their activations being a **marathon concierge service** where they hand delivered Puresport essentials to Runners ahead of race day. All culminating with a "Road Side Recovery" **electrolyte petrol pump** at their cheer Zone at Mile 24.



PURESPORT

TAKEAWAY

Unconventional Marketing

Puresport stepped outside of the box of regular retail to connect with consumers in unconventional set up.

Fulling runners pre-race through with a personal service. However missed the need for post marathon service.

The fuel station added a playful touch to the brand while race side.

However the practicalities of the activation was could also be viewed as a gimmick, with style over function.

Seriously Fun



OPPORTUNITIES

Where the Runners Are

The marathon concierge service broke regular activation norms. Treating regular consumers like athletes with Hotel PR, in an organic location.

Outside of retail, else can we authentically show up in the path of our runners?

On the Front Line.

Puresport as a brand is built on community, and this is clearly communicated through their cheer zones.

Creating un-matched energy celebrating runners face to face in their hardest mile.

What else can we do to greater our face-to-face connection with consumers, outside of retail, in a new disruptive way?

KEY TAKEAWAYS

Community First, Always.

Driving community first has been proven to be a non-negotiable.

Consumers are striving for connection with our brand and if we don't provide it they can easily get it elsewhere.

Friendly Runners...

We are Stronger Together

Authentic brand and community collaborations can build an unstoppable force.

Eg. New Balance x Runlimited
Adidas x Puresport
Saucony x Knees Up
Puresport x Savoy

Marketplace Takeover

Marketplace Partnerships are the key to retail dominance.

By amplifying brand voice against our competitors in key city moments to win the first touch every time.

ROSE

THANK YOU