



WORK FLOW

Active Connect

Project Overview

Aesthetics & Brand Story (Camila)

Website Build & Look:

- Fitness Brands: One Peleton / Mirror
- Bike Brands: Rapha / Pas Normal
- Others ?

Brand Story:

- Emotionally connecting to bringing people together in times where we are all apart
- Creating health for employees and a feel of community
- Running alone together / Competitive element highlighted together with community aspect

Pitch Presentation (Camila)

- Emotional Story Build (Pandemic / Home work - Video Intro)
- Fold out of angle to AC
- How we can work together
- What we offer? Own Brand platform
- App outline
- Corporate Social Responsibility
- Sales Packages
- Possible ad on products
- Current Partners
- Next Steps / Implementation

Project Overview

Video (Thomas)

Creative Look & Feel:

- Part of approach package
- Showing a simplistic emotional view of AC
- Maximum 1 Min
- Split Screen option / Voice Over / Text
- Mix of moving images & still imagery
- Large Text following voice over

Corporate Social Responsibility (C&T)

- Give away platform to NYC underprivileged Middle / High Schools

Options:

- Workshop Middle School
- Thomas kid School

Next Steps:

- Research under privileged Brooklyn schools
- Give to companies we love?

Project Overview

Customer / Brands (Thomas)

- PEO (Prof. employer Org.)
- Sports / Fashion Brands NYC: Tommy H. - Ralph Lauren - Victorias Secret - Under Armour -
- US Sports Brands: R.E.I - Adidas - Nike - Patagonia
- NYC Corp. Brands: Maersk - Verizon - ?
- IT Brands: Google - ?
- Build out list of brands to approach

Timeline - Workflow

WEEK 46	WEEK 47	WEEK 48	WEEK 49	WEEK 50	WEEK 51
<div>Website Build Outline & Direction</div> <div>Aesthetic Directions</div> <div>Brand Story Outline</div>	<div>Pitch Presentation Build</div> <div>Initial list of brands to approach</div> <div>Video Shoot & Initial Build</div>		<div>Video Finalisation</div>	<div>Test Challenges with potential brands</div> <div>Initial talks with potential brands</div>	

Meeting Discussion Topics

Sales Options

- Free for user profiles
- Initial phase - Low cost
- Subscription - Per Person
- Challenge based (1-2-3 runs)
- 3-6 Months
- 1 Year

Expectations

- Week 1: Aesthetics & Brand Story
- Week 2-3: Pitch Presentation Build
- December: Test Challenges & Initial Meetings
- Possible? What are we missing?

Brands to Contact

- DK Focus
- USA Focus / New York First?



KEY CONSIDERATIONS

Active Connect

1. Key Consideration

Target Audiences

What does our product offer?

Online platform facilitating virtual fitness challenges - Initially focusing in on virtual running events, hosted by proprietary platform with brand specific look.
We provide the technology for companies to engage their employees through virtually challenges - Done in their own time, competing against colleagues as a way of creating community around health and fitness

Who should care?

Every company that wants their employees to strive and live in health, especially during this pandemic, where remote working is prevailing and people are not moving much.
For the organisation that wants to improve productivity and output through investing in their employees

Why should they care?

Because employees are the company and without happy and healthy employees, the company cannot fully succeed and innovate.
Research has shown that happy and healthy employees produce more.

What defines our target?
(Attributes)

Companies that has a holistic view on their business - Wanting to invest in peoples mental and psychical health - Who wants to stay attractive to their workforce, by showing real employee commitment through their actions - Who want to instil a sense of community in their organisation

2. Key Consideration

Timing

What does the decision making process entail for the audience?

The new reality, caused by the Pandemic worldwide, makes the product easier to execute, as most companys employees are working from home, often alone, therefore more motivated to get activated in virtual ways. There is a want to create closer knit communities in new ways, because of remote working and the general aloneness which exist worldwide.

Is there a Seasonality?

Easier sell in for the spring, summer and fall because of outside temperatures. Colder months are more for the hardcore outdoor runners - Pending location

What is the competition?

Thomas to fill this in....

3. Key Consideration

Technology

Where does our target audience consume digital media?

Companies: ?
Employees: ?

How is our message best articulated?

Inspirational imagery with engaging text
Short tease videos with concept outlined
By actual employee testimonial attesting to the worth of the product

What data we need to assure targeting? How do we access the audience we need to reach?

Thomas?

A high-angle, close-up shot of a blue athletic track. The track has white lane lines that curve across the frame. Several yellow training cones are placed along the curves of the track. The surface of the track has a fine, pebbled texture.

BRAND STORY

Active Connect

Where do we come from?

Fitness event planning is what we do with
passion and hearth.

It is what we have done for the past decade
worldwide.

Providing professional expertise in various
forms of fitness event planning, making
sure every aspect of a race is covered
successfully, should that be an actual live
race or a virtual race event.



Our Mission

Bringing people together, in a
community of health based actions
is at our core.

It is what we passionately work at
every day - 365 days a year.

We strive to unite human beings
through health, activity and
community.



Uniting Humans

Connecting people when they
feel most alone.

Creating a bond and a
challenge to bring us all
together, even when we are by
ourselves.



Pandemic = Loneliness

What does it mean for us all to be alone so much?

WHO Reports following:

- Social isolation can be as damaging to the health as smoking 15 cigarettes a day
- Social isolation significantly increased a persons risk of premature death from all causes, Rivalling those risk of smoking, obesity and physical inactivity.
- Social isolation was associated with about 50% increased risk of dementia.
- Poor social relationships (Isolation or loneliness) was associated with a 29% increased risk of hear decease and a 32% increases risk of stroke.
- Loneliness was associated with higher rates of depression, anxiety and suicide.
- Loneliness among hearth failure patients was associated with a nearly four ties increased risk of death, a 68% increased risk of hospitalisation, and a 57% increased risk of emergency department visits.



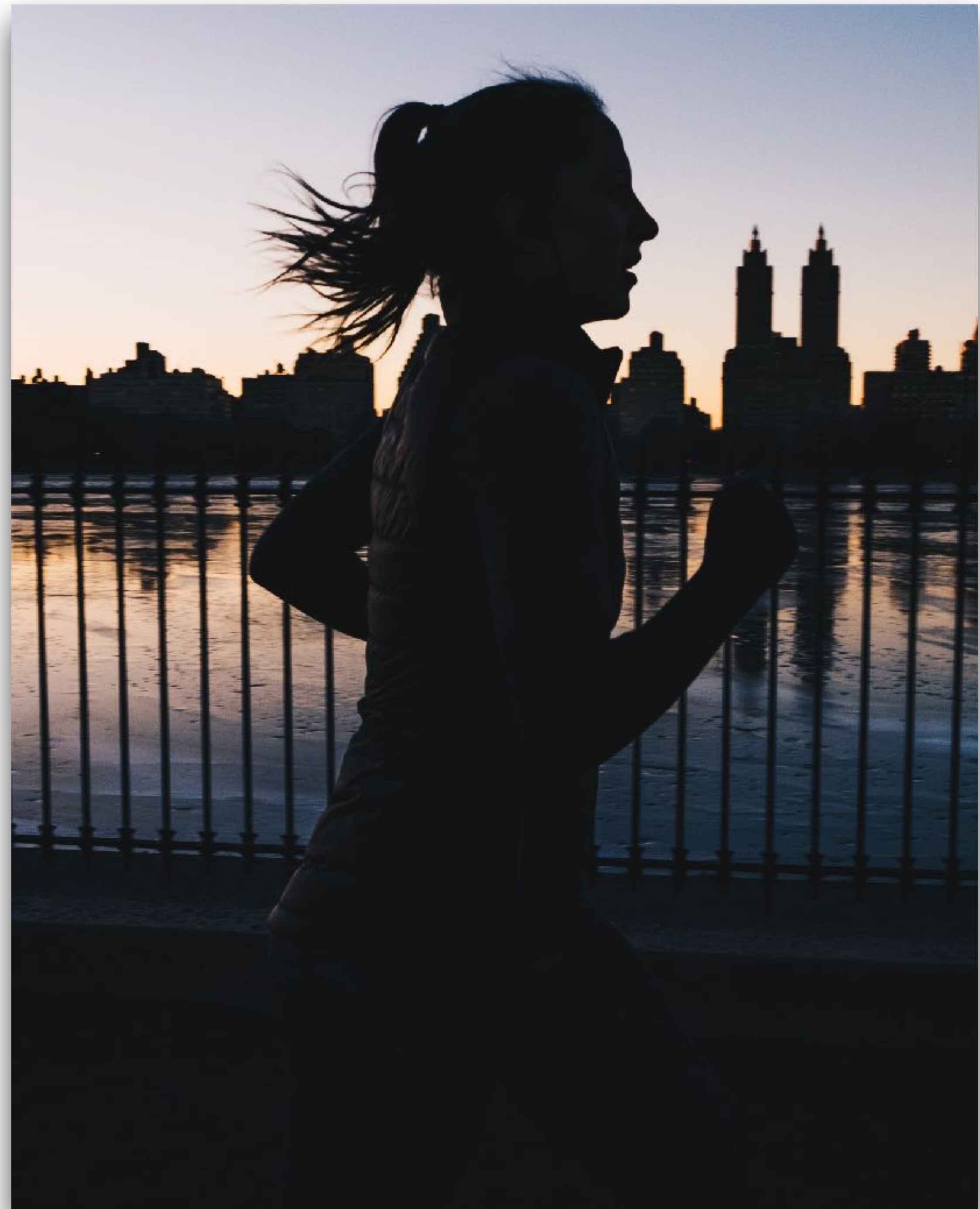
Pandemic = Possibilities

We get creative in hard times - This is where innovation happens.

Together we can find new ways of staying apart, while keeping together, stopping the covid-19 spread.

Possibilities to improve overall health

- Maintain social connection with technology, new platforms being crucial in facilitating this new way of living.
- Keeping a structure in daily activities, making sure a flow in life is kept.
- Maintain psychical and mental activities - Exercising daily in one way or the other.
- Pursue various outdoor activities, thereby managing cognition, emotion and mood by natural light and nature generally.
- Putting a competition element into the daily life, to keep structure and goal at the forefront of daily structure.

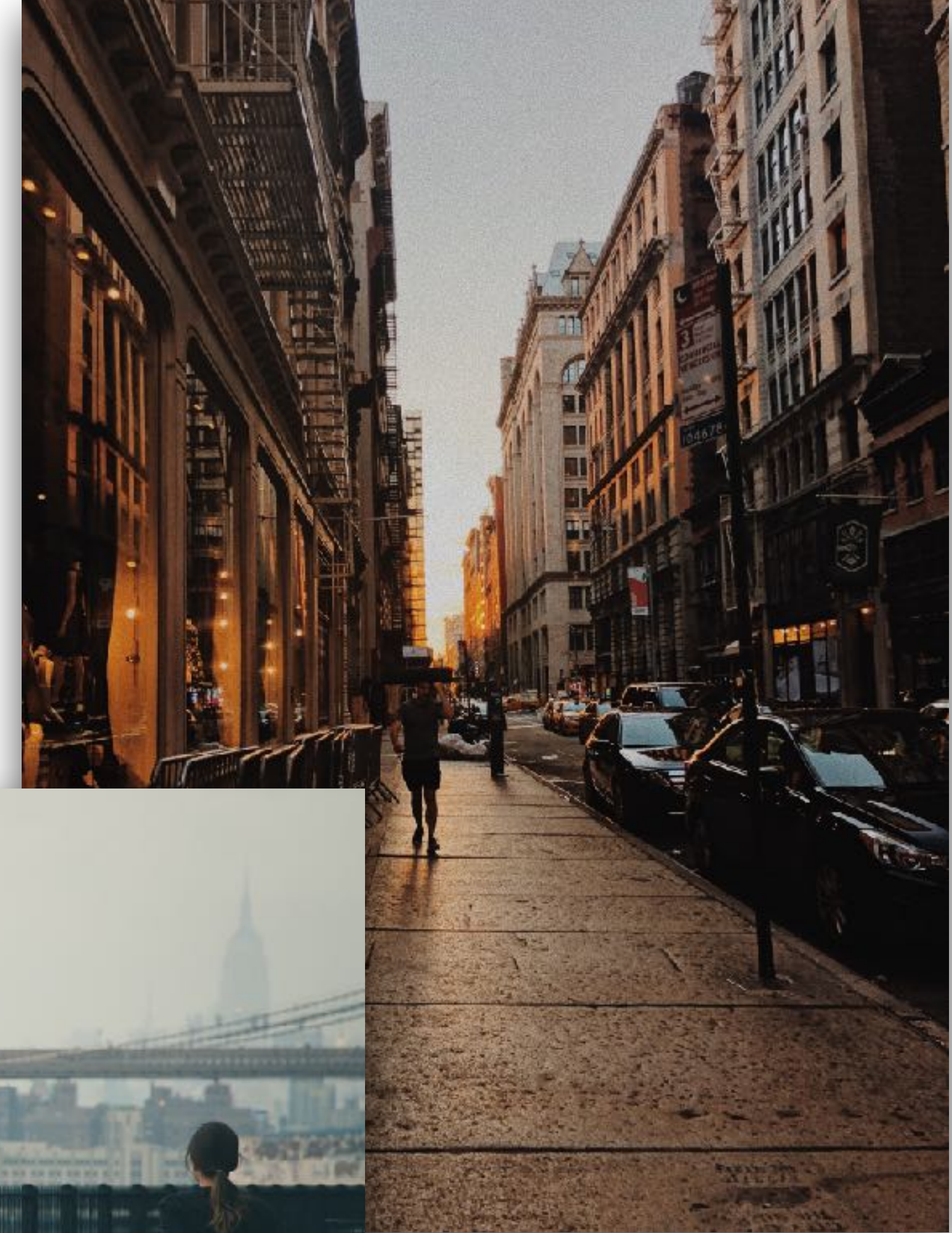


Running Challenges where-ever & whenever you want

We get people moving, by motivating
and encouraging to move where-ever
and whenever the possible.

Facilitating multiple fitness challenges,
both easier and tougher ones.

Brining people together competing
against each other by themselves.



Your company creating togetherness, health and a feel of community

We want help uniting organisations and their employees, which have been split up by the worldwide pandemic.

Building peoples health and uniting people, that have been isolated and confined to own homes.

Creating a much needed sense of community, while providing health improvements and work place efficiency.



What we offer to companies

With roots in running challenges and running events, we have created the perfect platform for you and your company.

With our proprietary platform that provides various virtual running challenges, tailored specifically to your needs.

Be it easy or tough running challenges, making sure we cover all employees needs, whatever age or fitness level they are at. Suggesting inspirational routes and providing deadlines.

We provide you with a space for healthy competing, communicating extensively, and creating a community for your employees around fitness and health.

We would like to offer you, your own brand platform, resembling your brand visually, with our technology powering the entire platform.

A platform that can both activate 360 degrees events and marketing campaigns.



LOGO BRAINSTORM

Active Connect

Open Brainstorming - Name & Logo



Active
Connect



Active
Connect



Active
Connect



Active connected

Option 1. Active Connect
Option 2. Active Connected

Narrowing Down - Name & Logo



Active
Connect



Active Connect



Active connect



Active
Connected



ACTIVE
CONNECTED



ACTIVE
CONNECTED



ACTIVE
CONNECTED

Option 1. Active Connect
Option 2. Active Connected

Final Ideations - Name & Logo



Active
Connect



Active Connect



Active
Connect

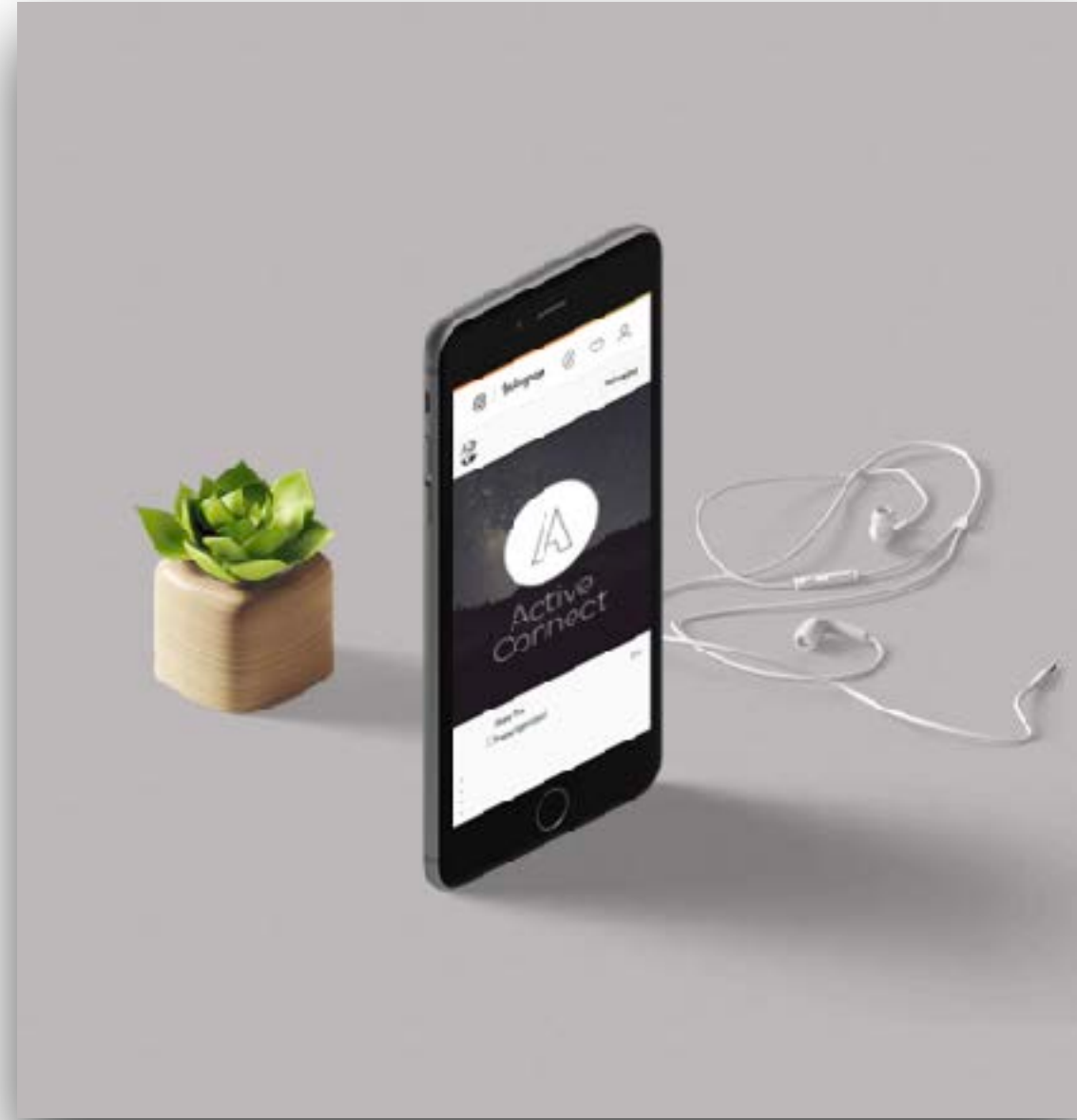


Active
Connect



Active Connect

Final Ideations - Name & Logo



WEBSITE OUTLINE

Active Connect



Website to Mobile Integration

Important

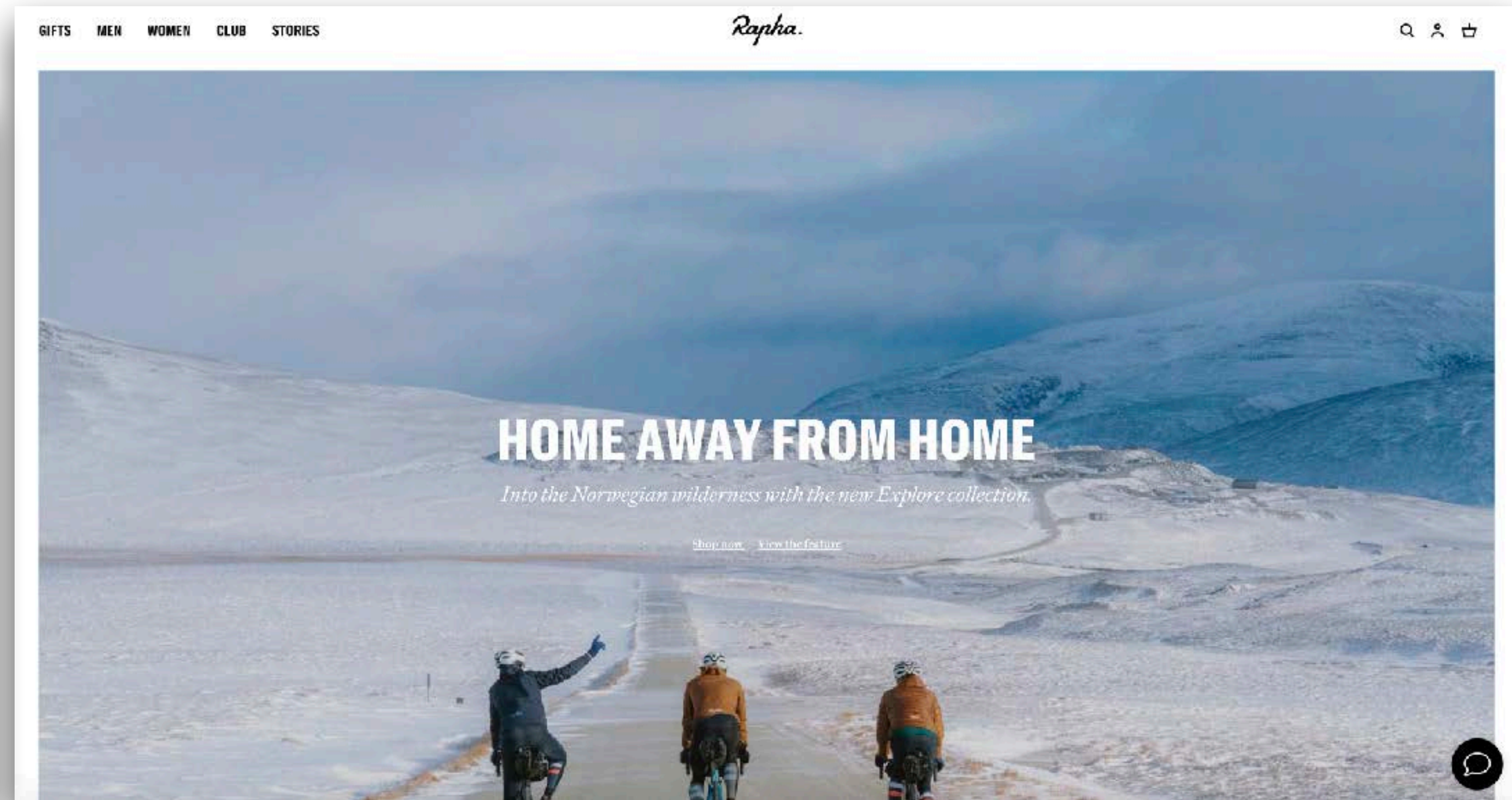
- Full mobile integration of website
- Website to window out to audience
- Mobile to be where platform is used



Inspiration / Guidelines - Landing Page

Landing Page - Guidelines:

- Inspirations Look & Feel: https://www.rapha.cc/us/en_US/ <https://www.pasnormalstudios.com/>
- Functionality: <https://www.mirror.co/> <https://www.onepeloton.com/>
- Entry: Large Imagery or Short Video: Inspirational (Community / Running / Events / NYC & Running / Brooklyn Bridge Running)
- High res picture with inspirational flair, long views, calling emotional feel of running together alone
- 3-4 Simple Headlines - Middle Cantered (Challenges / Mission / Contact)
- Icons for: Log In - Register function / Basket view of registered challenges?
- Font: Check out Pas Normal Studios / One Peleton
- Colour: Black & White / Tones of Grey used if needed



LANDING PAGE - COULD LOOK LIKE THIS - INSPIRATION

LOGO

CHALLENGES

MISSION

CONTACT



Active Connect

Our Expertise - getting people to move together

Leading worldwide provider of virtual runs, races, challenges, live races and events

Every entry comes with an online diploma, a starting bib and our impressive medals

Register

Log In

Inspiration / Guidelines - Landing Page

Landing Page - Guidelines Continued:

- Thin line separation with large font explaining next topic / view
- 3 explanatory boxes - Middle Cantered (Challenges / Free Membership / Newsletter / Customer support)
- Use symbol and simplicity when creating boxes / next page links

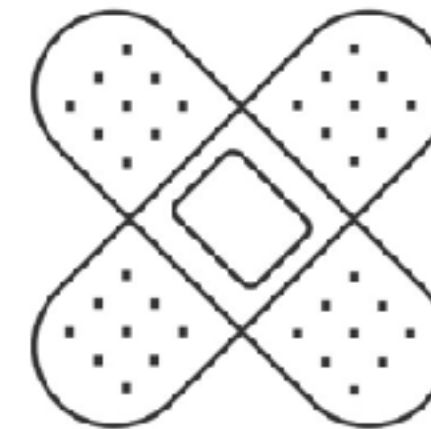
SHOP THE COLLECTIONS



NEWSLETTER

Subscribe to receive new product releases, exclusive discount codes, and invites to events.

[SIGN UP FOR EMAILS](#)



CRASH REPLACEMENT

Accidents happen. Replace your damaged kit with the latest collection.

[LEARN MORE](#)



CUSTOMER SUPPORT

Need more information? Have a repair concern? We're here to help.

[WRITE TO US](#)

LANDING PAGE - COULD LOOK LIKE THIS - INSPIRATION

WHAT WE OFFER

CHALLENGES
SYMBOL



Challenges

Free participation in all **virtual** challenges.
No strings attached only Cheers

MEMBERSHIP
SYMBOL



Free Membership

Offering free **membership**
Engaging you in a diverse worldwide community, which will keep you on your toes - Literally

NEWSLETTER
SYMBOL



Newsletter

Subscribe to receive new virtual races and challenges.
Making **registration** seamless and finding the right challenges that fit you effortless.

CUSTOMER
SUPPORT
SYMBOL



Customer Support

Got Questions?
Contact our helpful support team here.
We are here ready to answer all of your questions.

Inspiration / Guidelines - Landing Page

Landing Page - Guidelines Continued:

- Thin line separation between “what we offer” & Lower part information
- Ad symbols linking to: FB / Insta

CUSTOMER SERVICES

877 907 2742

usa@rapha.cc

Find a Store

FAQ

Shipping

Returns

Repair Service

FOLLOW RAPHA



INFORMATION

About Rapha

Work at Rapha

Rapha Foundation

Industry Purchase Program

Press Enquiries

Privacy Policy

Terms & Conditions


Sustainability

Modern Slavery Statement

Diversity, Inclusion and Greater Equality

Cookies

CHANGE COUNTRY

 United States (\$)

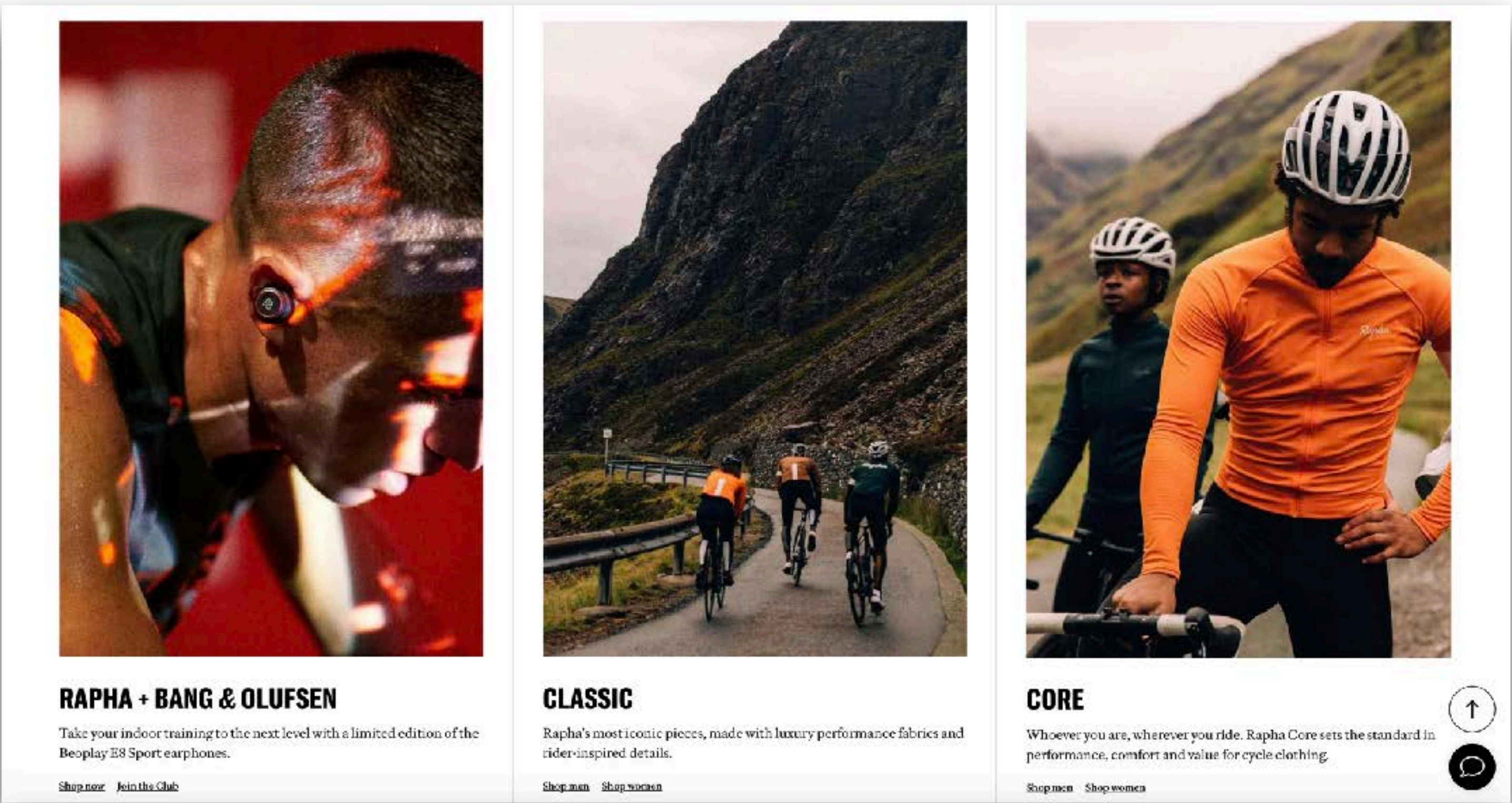
Inspiration / Guidelines - Mission Page

Mission Page - Guidelines:

- Large Imagery / Inspirational (Mission based)
- Text on entry picture / Possible link to newsletter
- 3 Boxes w. Imagery (Core / CSR / Partners)

New pages for each box with large imagery and simplistic text underneath

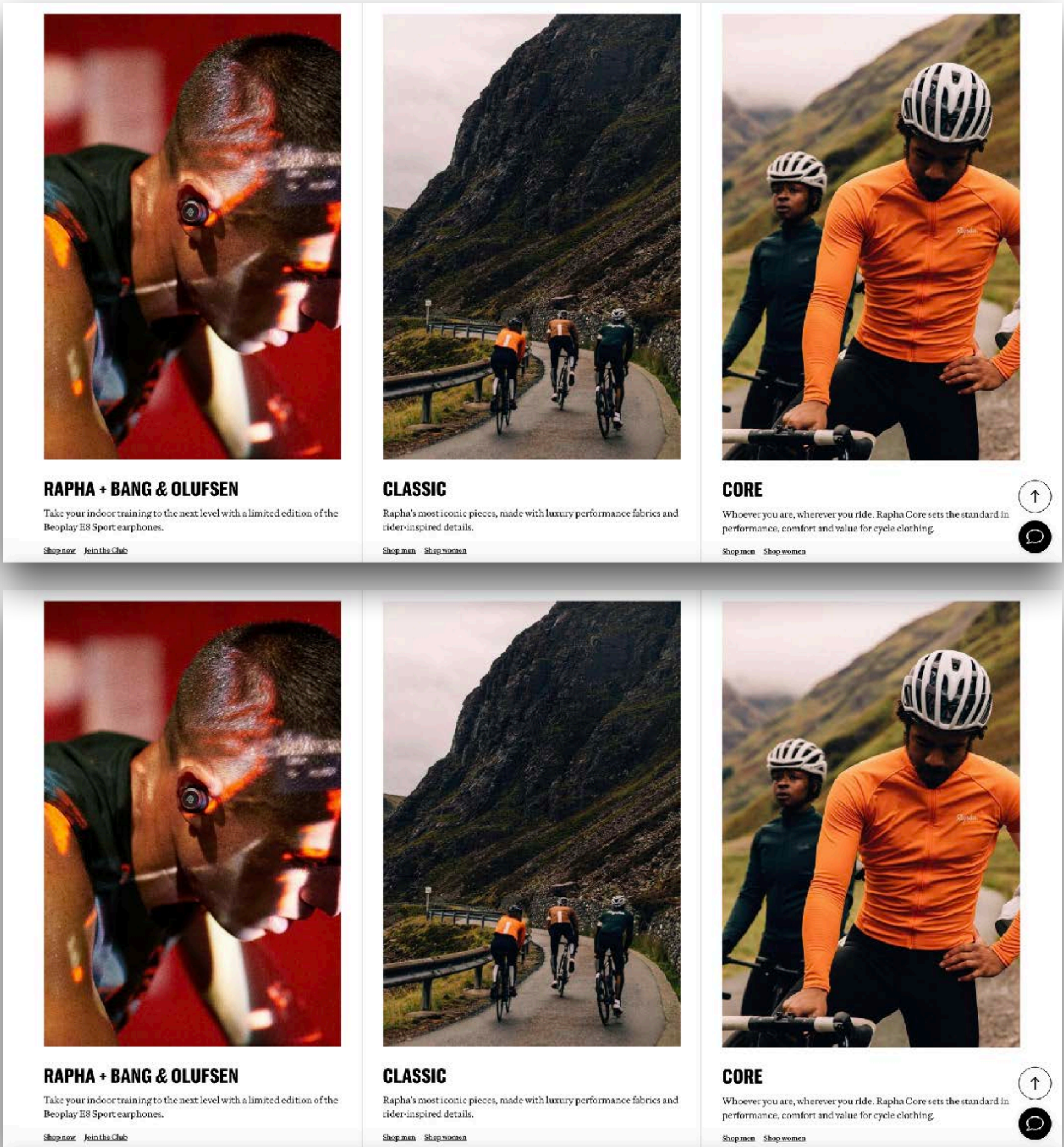
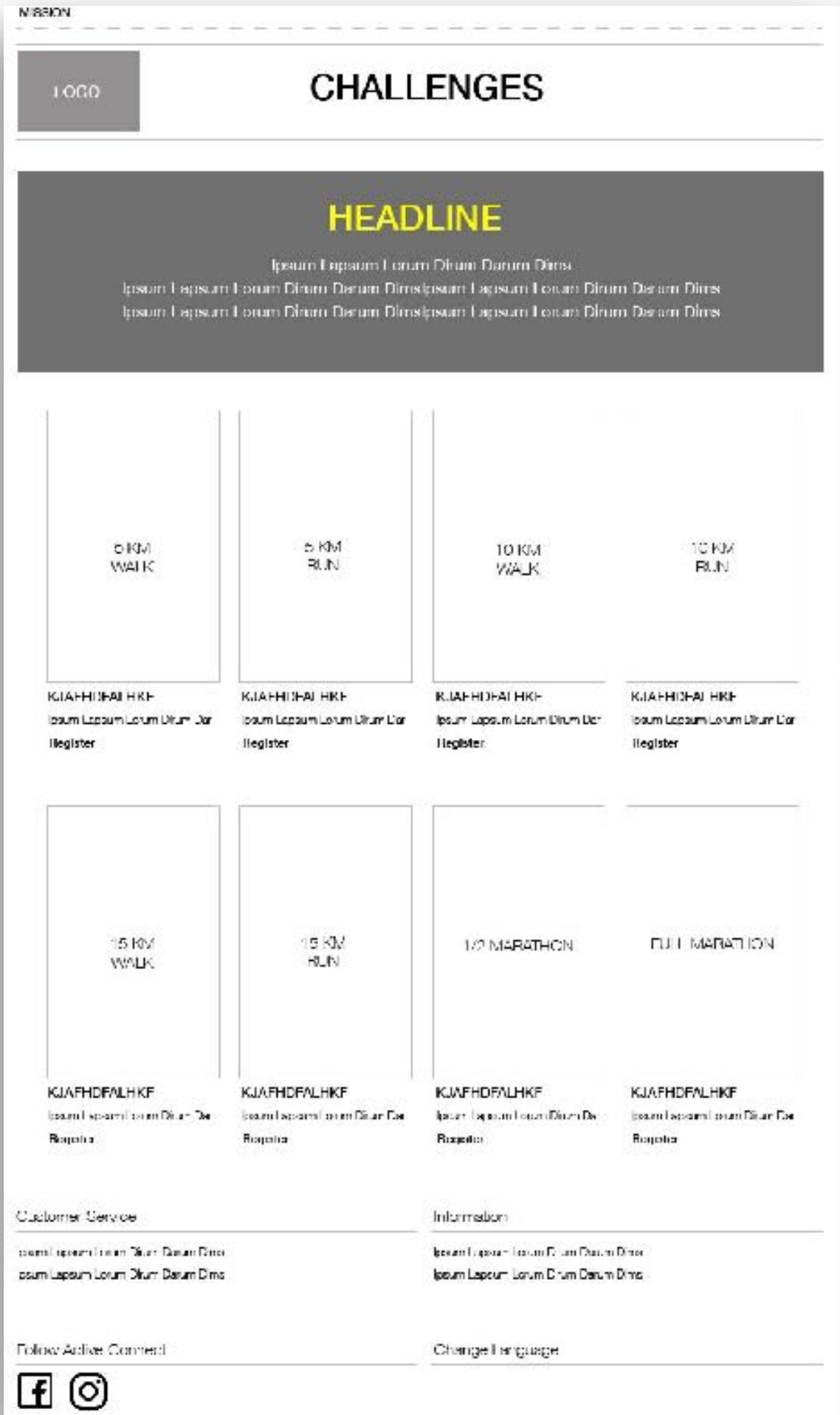
- Colour: Black & White / Tones of Grey used if needed



Challenges Page - Guidelines:

- New pages for each box with large imagery and simplistic text underneath / [Sign up here](#)

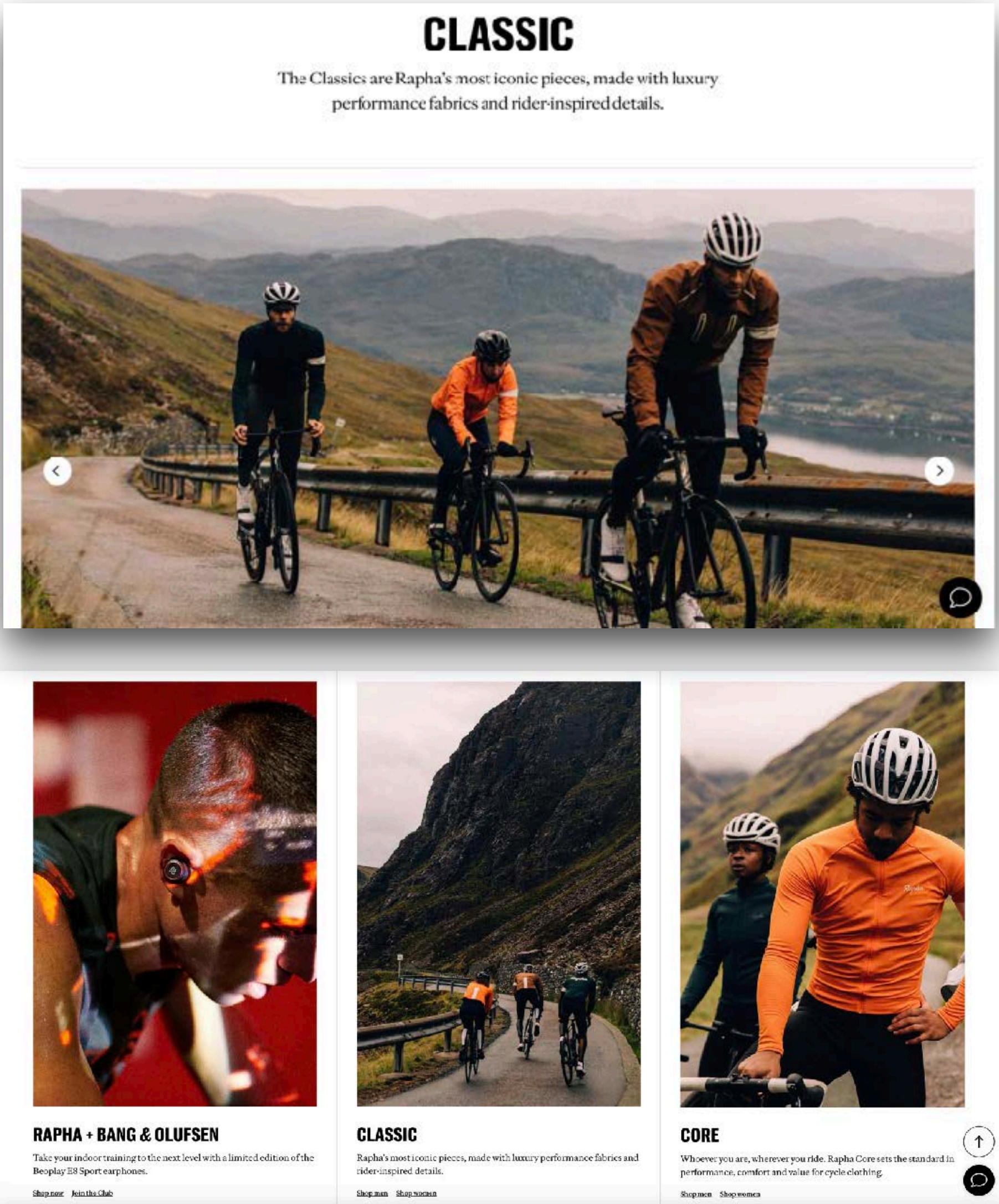
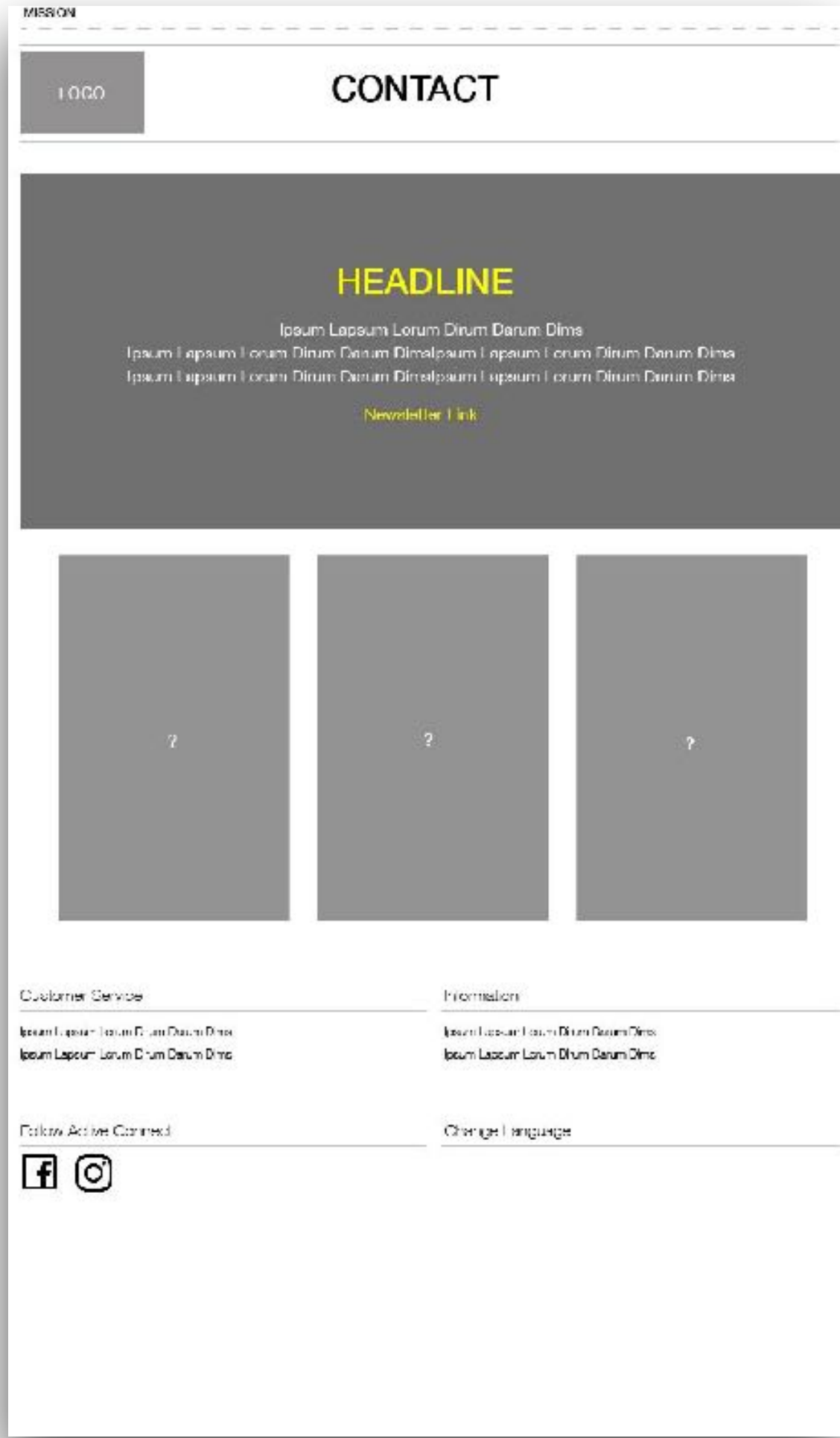
- Colour: Black & White / Tones of Grey used if needed



Inspiration / Guidelines - Contact Page

Contact Page - Guidelines:

- Large Imagery / Inspirational (Community / Running / Events / NYC & Running / Brooklyn Bridge Running)
- 3-4 Simple Headlines - Middle Cantered (Challenges / ?Shop? / Contact / Languages)
- Icons for: Search function / Log In - Register function / ?Basket view?
- Colour: Black & White / Tones of Grey used if needed



INITIAL OUTLINE - BASIC VIEW

LOGO

MISSION

CHALLENGES

CONTACT

HEADLINE

Ipsum Lapsun Lorum Dirum Darum Dims
Ipsum Lapsun Lorum Dirum Darum Dims
Ipsum Lapsun Lorum Dirum Darum Dims

Register

Log In

WHAT WE OFFER

CHALLENGES

MEMBERSHIP

NEWSLETTER

CUSTOMER
SUPPORT

Customer Service

Ipsum Lapsun Lorum Dirum Darum Dims
Ipsum Lapsun Lorum Dirum Darum Dims

Information

Ipsum Lapsun Lorum Dirum Darum Dims
Ipsum Lapsun Lorum Dirum Darum Dims

Follow Active Connect



Change Language

LOGO

MISSION

HEADLINE

Ipsum Lapsun Lorum Dirum Darum Dims
Ipsum Lapsun Lorum Dirum Darum Dims
Ipsum Lapsun Lorum Dirum Darum Dims

Newsletter Link

COHI-

CSR

PARTNERS

Customer Service

Ipsum Lapsun Lorum Dirum Darum Dims
Ipsum Lapsun Lorum Dirum Darum Dims

Information

Ipsum Lapsun Lorum Dirum Darum Dims
Ipsum Lapsun Lorum Dirum Darum Dims

Follow Active Connect



Change Language

