

CASE Study



THE WORLD'S LARGEST
RUNNING SERIES

Warrior Dash Campaign

Red Frog Events contacted PlayMore Sport & Social Club (formerly Glory Days Sports) to help them promote their Warrior Dash mud run. Red Frog was looking for PlayMore to reach active adults local to their Morristown, NJ event and to help bolster registration sales.

Dedicated Email Sent To Entire Database



PlayMore designed a marketing plan for Red Frog Events that would help define the uniqueness of the Warrior Dash, setting it apart from other mud runs. The campaign would include a **Dedicated Email** to all of the PlayMore members, a **Warrior Dash Web Page** on the PlayMore website, and various **Promotions** on PlayMore's **Social Media Outlets**.

Facebook Post Generating HUGE Interest



PlayMore not only delivered Red Frog's message about Warrior Dash, they would create a club social event around it. PlayMore would rent a bus and drive all members to Morristown together! Leading up to the event, they posted engaging pictures of the "mud-crawling, fire leaping" obstacles on the website, Facebook, and Twitter. Additionally, they held contests and bus ticket giveaways on

social media which generated interest and excitement for the event. The day of the event came and PlayMore loaded the bus with Members, coolers of beverages, and a ton of food; driving members to the event in a fun, festive atmosphere consistent with the image of the Warrior Dash event.

PlayMore Members Heading To Warrior Dash



Results

PlayMore Sport & Social Club provided Red Frog Events with detailed statistical analysis, indicating the noteworthy 22% open rate of the dedicated email blast. The email and website promotion, in conjunction with the interest generated through Facebook and Twitter, made the Warrior Dash campaign a success. Red Frog Events has already renewed their partnership with PlayMore Sport & Social Club for 2013 further exemplifying their satisfaction with the 2012 campaign.

Flexing Our Membership Muscle



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