

A RUNNER'S CLUB!!!



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december 9, 2024

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J201 How Stories Work

The story which I want to propose is an advertising campaign for run clubs. From my research, I have come to learn how diverse run clubs can be, but they are united through running. With many misconceptions that you have to have run before, or be a very experienced runner, run clubs include people who are the exact opposite. For many, this is the very first time people have ran at all. I want to highlight these things through an advertising campaign for three reasons. The first being the misconceptions behind run clubs. I want to bring clarity to people who may not know what a run club is or if they fit the criteria to join. The second being there are not a lot of advertising campaigns which highlight run clubs specifically because they have only been popular since 2020. I want to change that. Finally, I want to encourage people to join a run club. This desire mainly strives from the fact that I have always wanted to be in a run club, but am not sure if I will be able to for medical reasons discussed on slide 3. I want people to experience the opportunity that I may never be able to.

THE STORY

the story I would tell

For my storyline, I want to dive in deep and understand what it means to be a part of a running club. Through my story, I would show what brings together such a diverse community. I also would tell how run clubs have worked to change the interpretation that running is a solitary sport.

To share the information I learn, I would create an advertising campaign. I chose an advertising campaign because it will not only show everyone's unique background, but it will highlight how running unites them. I also think an advertising campaign is a great way to encourage people to join a run club.

questions I would ask

- What drives you to join a run club?
- What about a run club gives the greatest sense of community?
- What kinds of people are welcome in a run club?
- How did the run club start?
- What do you do outside of the run club?
- What is different about the community in a run club that cannot be found elsewhere?
- What is your favorite thing about being in a run club?
- How did you find your run club?

THE STORY

the inspiration behind it all

Running has always been a passion of mine. It has been consistently something I can do to cure stress, anger, and sadness. Something I have hoped for is when my Division I lacrosse career comes to an end, I could join a run club to find community. Sadly, this dream has come to an end very quickly. After meeting with doctors this past summer, I have learned that I should not be running at all. At 20-years-old I have hip dysplasia, arthritis, a torn labrum, and subchondral cysts which continue to develop within my left hip socket.

The inspiration behind my story is to show the sense of community at a run club so it can be felt without even having to participate. I want to give others the encouragement to join through the story I tell. I want to show people that there is more to this club than just running and demonstrate how it could be an incredible place for anyone in search of a healthy community. The goal of my story is to show everyone's different backgrounds, but reveal how they are all united through running.

THE STORY

As I completed my research, I learned that there are run clubs for everyone. Most people who are in a run club say that their favorite part is the **community**. But, like any group, certain run clubs are a better fit for some people rather than others. Because of this, I feel that everyone should know about the different opportunities and communities out there. Here are some examples I read:

1 Recovery Run Club

Kellen Matthews started this run club in order to be a monthly meetup for anyone going through some kind of recovery (addiction, abuse, eating disorders, or other difficulties).

2 Badass Lady Gang

The run club was created by women for women in order to ditch diet culture and promote feeling strong.

3 Lunge Run Club

This was created by the same founders of the Lunge Dating App, Rachael Lansing and Steve Cole. The run club allows people to make connections in person.

4 Back on my Feet

The run club was created in order to make a difference in people's lives experiences homelessness.

5 Black Men Run

An independent running group who focuses on promoting a healthy lifestyle among African American males.

The form I think the story should take is an

ADVERTISING CAMPAIGN !!!

**this is because run clubs are still fairly new and deserve to
be publicized to the world.**

As run clubs have only been up and coming since 2020, many people are still confused about what they are. Also, a lot of people tend to have the misconception that you have to be a very experienced runner in order to join. I want to show people that anyone is welcome no matter your skill level and no matter your background.

JOURNALISTIC/REPORT

For a journalistic report, this could work as an entry in a newspaper encouraging people to join a local run club. For example, in my hometown, a local run club is the *Runner's Roost Run Club* and the newspaper is the *Lone Tree Voice*. I would interview diverse members in the Runner's Roost Run Club in order to produce a story that highlights different members in the community. People would be encouraged by seeing different members in the community coming together to pursue like minded goals and/or interests. This not only unites the run club but also the Lone Tree town community.

ORGANIZATION/EVENT ADVOCACY

**WALK TO ENDTM
ALZHEIMER'S**

ALZHEIMER'S  ASSOCIATION[®]

As mentioned previously, there are many run clubs striving to make a difference in the community. For example, Recovery Run Club, Badass Lady Gang and Back on my Feet. An idea I had would be creating a run club that partners with the *Walk to End Alzheimer's*. The Walk to End Alzheimer's is already an active outdoor event, which makes it easy to pair with something like a run club. It would be empowering those passionate about alzheimer's. When the Walk to End Alzheimer's is paired with a run club, it can happen more consistently, and ultimately fight against the alzheimer's disease.



ADVERTISING CAMPAIGN !!!

“anyone can run” campaign

For my advertising campaign, I would create the “anyone can run” campaign. This short slogan represents how run clubs are inclusive of anyone from any background. Whether you just started, or have been doing it for years, running is what unites the group. I would utilize commercials, flyers, and posters in order to produce my vision. My main focus is to understand how people from so many different backgrounds can be united by one thing. I would interview each person to get a true understanding of their background so I can display it well.

Poster/Flyer

For my poster/flyer, I would photograph each of the runners outside the club in their natural element. This is to represent how all of the runners come from different backgrounds. The picture would take up the whole frame, but I would transparently write the word run in order to show that all of the people are connected in some way. The poster highlights each unique person while also uniting them through the word “run.”

Commercial

For my commercial, I would show each of the runners outside of the club. This would include scenes of what they do for their jobs, as a hobby, etc. Throughout the commercial, the runners would join the club while still wearing their job/hobby attire. This is to represent that although all of them come from different backgrounds, they have running which connects their community.

ADVERTISING CAMPAIGN **craft/magic**

posters/flyers

All photos are taken from Christin Rose's portfolio. I chose Christin Rose's photos to demonstrate my vision because I really like the way she photographs people. I feel like she does an incredible job capturing people in their natural element which is something I hope to display in my campaign. I also think her color grading makes the images more captivating, allowing the advertisement to be more eye catching. I added the transparent "RUN" over Christin Rose's photos.



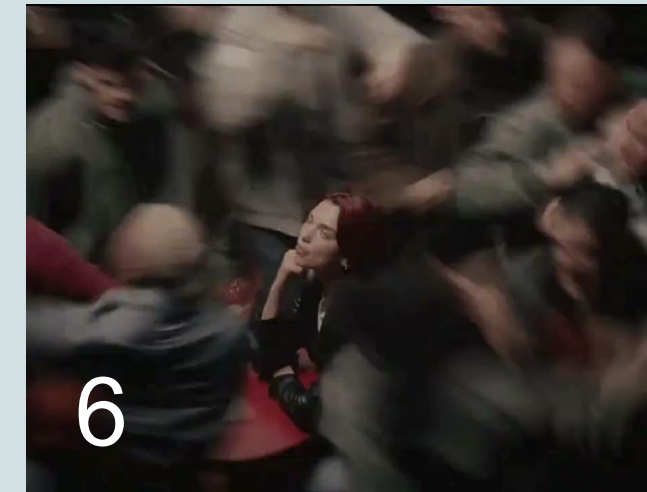
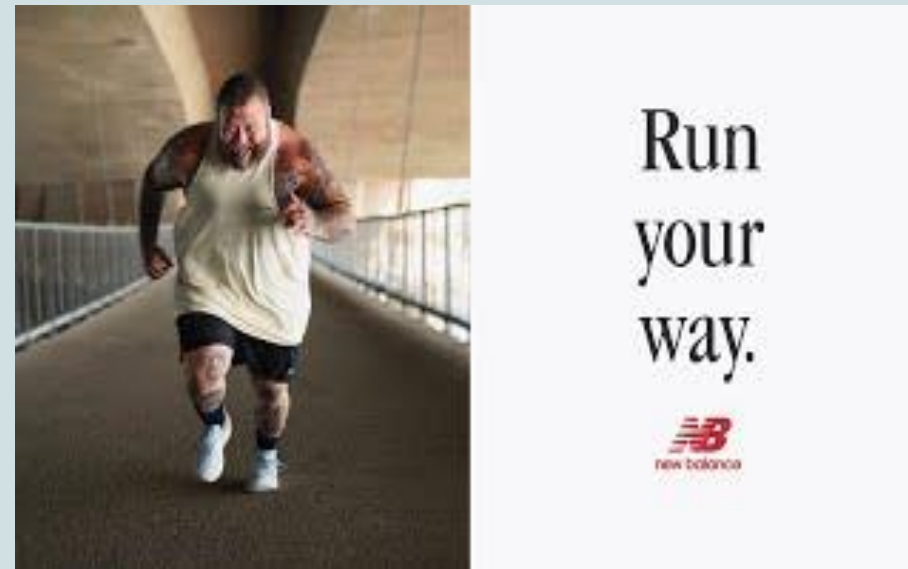
Link here: <https://christinrose.com/>



ADVERTISING CAMPAIGN

craft/magic

commercial



These pictures show my idea for the pattern in which I would like the filmed scenes to be. The beginning shots would be something like fast motion/motion blur (1, 2, 6 and 7). The characters in focus would be those in their everyday clothes, doing their everyday things (3). As the run club passes them and they begin to join, the club continues to grow and become in focus (4). Once everyone has joined, the final shots show the whole run club (5).



CURIOSITY

What did you read or listen to for information?

For my research, I was able to find multiple sources about what makes a run club so special. Almost every article stated that people continue coming back because of the sense of **community** they experience. For so long, running has been such an individualized sport, but run clubs have sought to change this narrative. I also was able to go to specific run clubs websites and learn how each of them build community.

Give 10 sources with clear annotations

1. Aesthetic Al. "Joining a Run Club | What It's ACTUALLY Like!" *You Tube*, 3 Aug. 2024, www.youtube.com/watch?v=ioLEgie96tc
2. *Back on My Feet*. backonmyfeet.org/
3. "Badass Lady Gang." *Badass Lady Gang*, 24 June 2024, www.badassladygang.com/
4. File, Nate. "Run Clubs Are Having a Moment. This One Is for People in Recovery." *Https://Www.inquirer.com*, The Philadelphia Inquirer, 20 June 2024, www.inquirer.com/news/philadelphia/recovery-run-club-philadelphia-20240620.html
5. Green, Kendall. "NYC's Lunge Run Club: The New Hotspot for Singles to Connect." *FOX 5 New York*, 18 July 2024, www.fox5ny.com/news/nycs-lunge-run-club-new-hotspot-singles-connect
6. Hetrick, Robert. *Effect Run Club*. Phone Call, 6 Dec. 2024.
7. "Home." *Black Men Run*, blackmenrun.com/
8. Jackson, Lauren. "The Rise of Run Clubs." *The New York Times*, 24 Sept. 2023, www.nytimes.com/2023/09/24/briefing/berlin-marathon.html.
9. Schmalz, David. "The City of Monterey Is Front and Center of the Housing Crisis, an Issue Defining Campaigns." *Monterey County NOW*, Oct. 2024, <https://doi.org/1040459/Ranch-05>.
10. Singleton, Hannah. "Social Running Is All the Rage—Here's Why It's Good for You." *Science*, 5 July 2024, www.nationalgeographic.com/science/article/benefits-of-social-running.

CURIOSITY

Where else could you look for more information or inspiration?

In order to get inspiration, I would watch more advertisements from running companies to get a sense of what sorts of advertisements work well in the running industry. I also would want to make sure that I am not creating something which has already been done. I also would do a lot of scrolling on run clubs' Instagrams in order to understand what message they are trying to send through their social media platforms.

Who would be authorities on this topic?

Authorities on run clubs would include those who participate in the run club, or those who lead them. I was able to speak with Robert (Robby) Hetrick, a member of the *Effect Run Club* in Richmond, Virginia. He gave me insight on what makes his run club so special and how they develop the sense of community.

Robby Hetrick, *Effect Run Club* in Richmond, Virginia

“It’s a place of **zero judgement** and positive reinforcement, it’s really not about being the fastest person or even about a super serious training club. It’s really about **finding people in your community** that have like minded goals and/or interests. Which seems like it’s an easy thing but post school it’s **really hard to meet new people** like that. You’re not really surrounded by the same type of community that you have been for the past 8 years.”



**THANK
YOU!!!**