

STRAYA

Sponsored Challenges

Best Practice and Tips

Proprietary & Confidential

The basics

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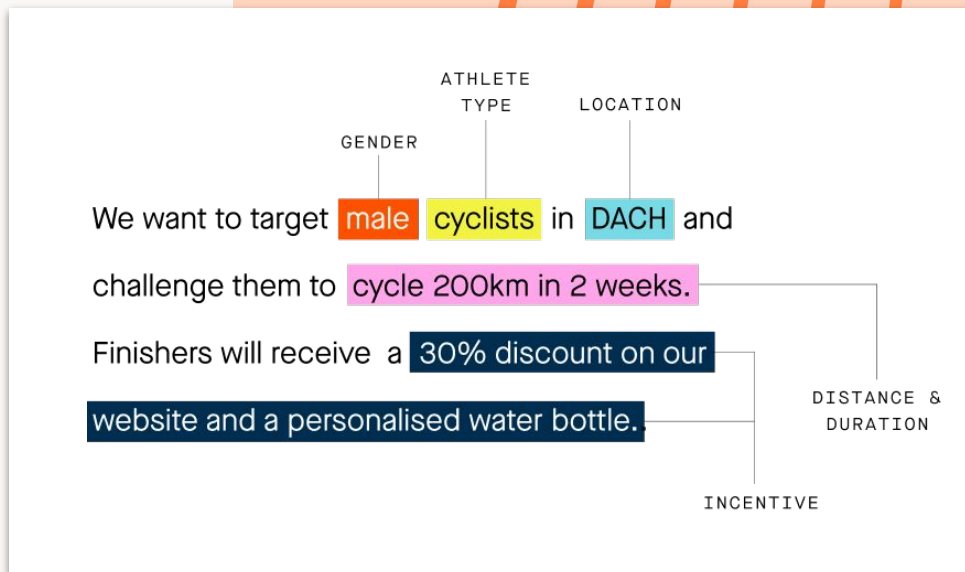
What is a Sponsored Challenge?

Sponsored challenges allow brands to set goals for athletes at scale and **provide motivation** in their lives.



How do they work?

Combining precise targeting with a great incentive, challenges are an authentic way to get your target audience to **engage with your brand whilst being active.**



Getting the Most Out of Challenges

Constructing the right challenge

As a unique brand activation, Sponsored Challenges need brands to think carefully about their construction to get the best possible results.

Consider these questions:

Who is your target audience?

Where are they based?
What are their preferred sports?

What is your brand image?

What do you aspire to be as a brand? What do you want people to see you as?

How active are they?

Is a difficult challenge more likely to be appealing than an easy one?

What is your campaign goal?

Are you looking to drive revenue or increase brand awareness and engagement?

Challenge Types

Streak



Complete **x activities/week** for x weeks.

Duration



Complete **x minutes** in a single activity or over x weeks.

Segment



Complete a **defined Strava segment**.

Distance



Complete **x km** in a single activity or over x weeks.

Altitude



Climb x m in a single activity or over x weeks.

Collective



Participants **join forces** to complete **x km** in a month

Activity Types



Run



Swim



Ride



Workout



Windsurf



Kitesurf



Kayak



Hike



Crossfit



Canoe



Velomobile



Rowing



Snowshoe



Walk



Roller Ski



Trail Run



Handcycle



Snowboard



Yoga



Nordic Ski



Surf



Gravel Ride



Wheelchair



Golf



Sailing



Elliptical



Football
(Soccer)



Inline
Skate



Alpine
Ski



Stand Up
Paddling



Rock
Climb



Backcountry
Ski



Stair
Stepper



E-Bike
Ride



Weight
Trianing



E-Mountain
Bike Ride



Skate
boarding



Ice
Skate

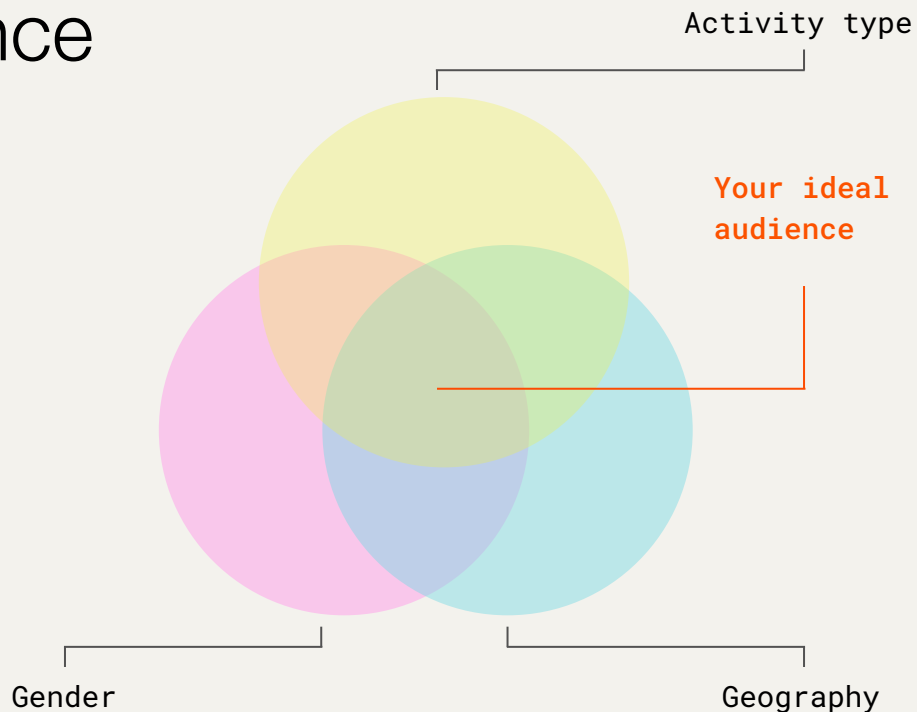


Mountain
Bike Ride

Tip: Pick the right audience

Your product or service needs to be relevant to the audience you target, so target smartly.

Combine geography, gender, and sport type targeting to reach your target audience.



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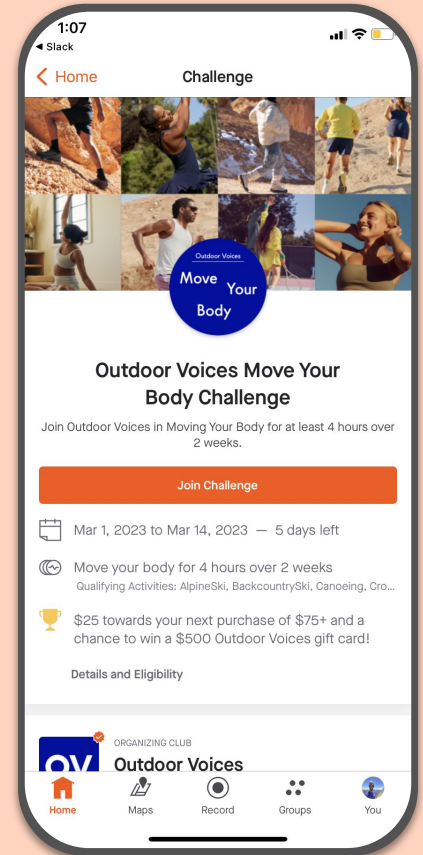
Duration challenges for mass participation

Duration challenges require Strava users to complete a certain amount of time exercising to redeem a reward.

Challenging athletes to complete 2-3 hours of exercise in a week is a tried and tested recipe for large-scale participation.

Ideal For Mass participation, general brand awareness, multiple sport audiences

Suggested Audience Type Casual to serious athletes.
Attainable goal, but still requires effort



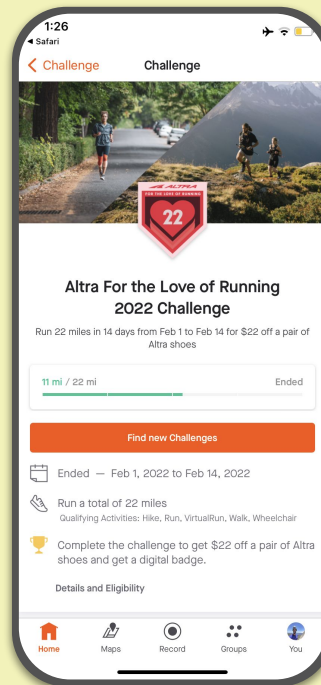


Get Specific for Certain Sports

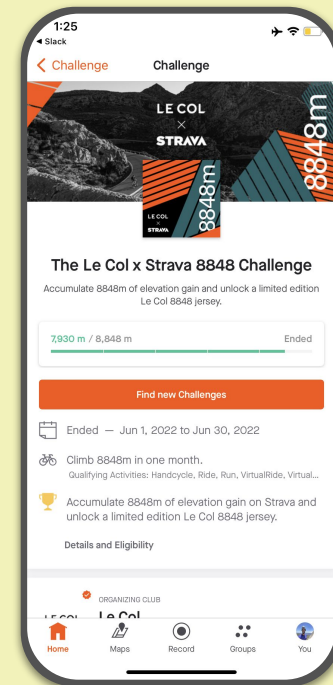
Want to target a particular type of athlete? Consider an elevation or distance challenge, which requires Strava users to complete a certain distance or vertical ascent in order to complete the challenge.

Ideal For Brands that looking to reach a specific type of athlete

Suggested Audience Type Casual to serious athletes. Attainable goal, but still requires effort



22 miles for 22 dollars off? Altra, a running shoe brand, set out a great distance challenge targeted to runners.



Can you cycle up Everest? Cycling apparel brand Le Col runs an annual elevation challenge for cyclists, building on a popular trend in cycling called "Everesting".

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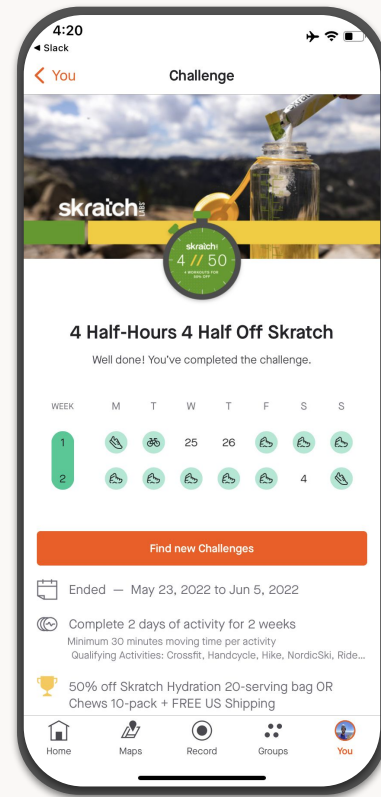
Build Consistency

Streak Challenges require athletes to complete a certain number of activities per week for a given number of weeks. If you want an activation centered around consistency & creating habits, this might be the one for you!

Ideal For Brands looking to build habits with active people

Suggested Audience Type Somewhat habitual, casual athletes

Campaign Theme Consistency, motivation, joy of movement



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Collective Challenges for Large Scale Campaigns

Collective challenges require athletes to go after one common goal. This format works brilliantly with large scale campaigns themed around social good.

They're also an excellent way to build in creative ideas to motivate your target audience.

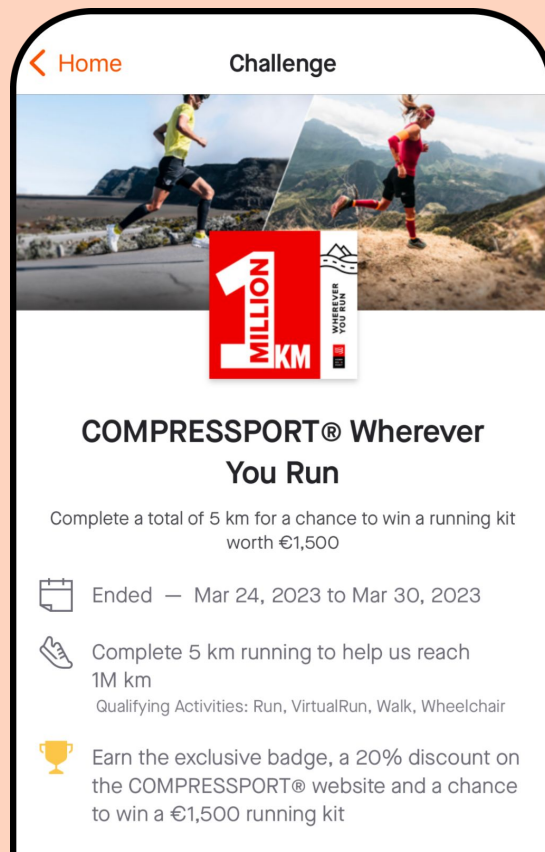
Ideal For Brands looking to build large-scale engagement

Suggested Campaigns Centering around a particular mountain or distance with meaning. Tie in with social good campaign

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1,000,000 KM

COMPRESSPORT challenged Strivers to complete 1 million km.



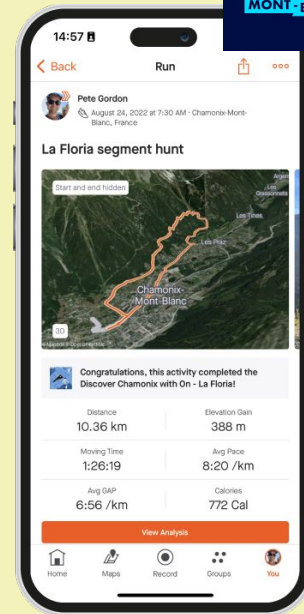
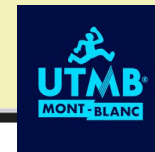
Segment Challenges: Activate at Events

Segment challenges target hyperlocal audiences - but you can maximize your presence to create a major branding moment.

Magnify your event presence with segment challenges. Line your challenge up with a major race to supercharge visibility.

Ideal For Extending IRL event sponsorship or OOH digitally

Suggested Audience Type Large scale audiences



On Running ran a segment challenge series around Chamonix during the 2022 UTMB race.

Provide an Appropriate Reward

Great incentives are critical for achieving a high completion rate for your challenge.

Remember, you're challenging your target audience to move – so they deserve a reward.

Donation

Adapt our reward flow to encourage donations.

Gift

Provide a small gift to all those who complete and convert.

Raffle

Run a draw for a high-value prize or experience.

Discount

Drive sales by giving a percentage or fixed discount.

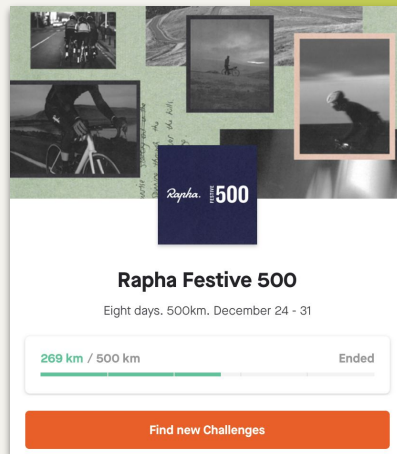
Set Your Challenge Goal Wisely

Your challenge goal directly impacts your campaign outcomes, so be sure to pick something that makes sense for your audience.

If your goal is to generate leads or drive sales, perhaps set an easier goal. Especially if your audience isn't comprised of hardcore athletes

Harder Goal

Build brand awareness with core audience.



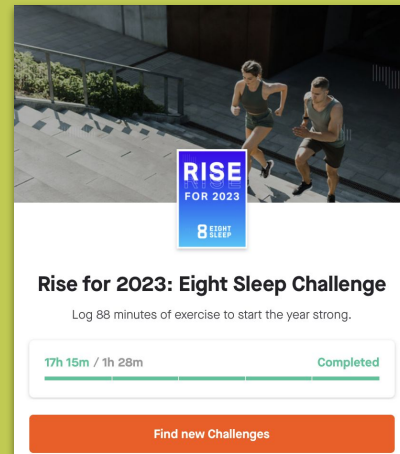
Rapha Festive 500
Eight days, 500km, December 24 - 31

269 km / 500 km Ended

Find new Challenges

Easier Goal

Grow wider brand awareness.



Rise for 2023: Eight Sleep Challenge
Log 88 minutes of exercise to start the year strong.

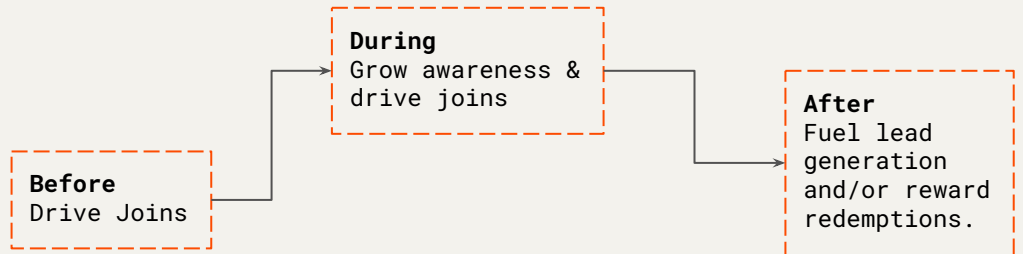
17h 15m / 1h 28m Completed

Find new Challenges

Maximise your visibility

To maximise participation, you can choose to add extra promotion on Strava in the form of **in-feed units** and even **custom emails**.

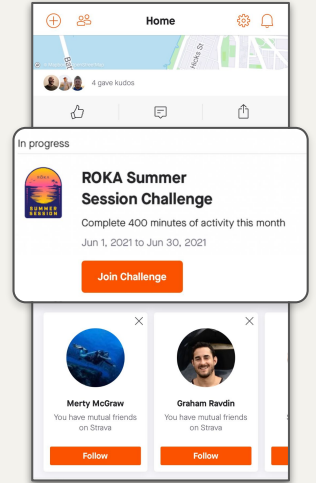
These can be targeted to athletes before, during or after a challenge, depending on the objective.



Custom Email



In-feed Unit





Promote off-Strava

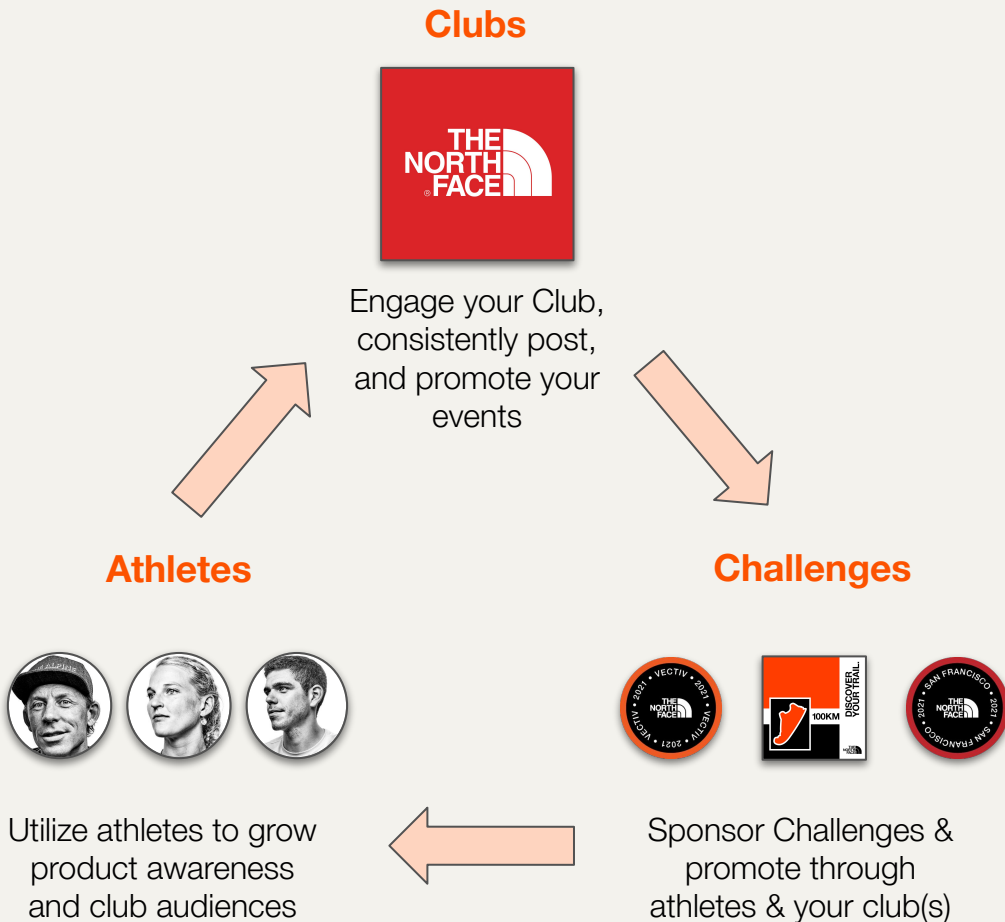
Some of the most successful challenges combine effective promotion on Strava, but also off-platform.

Working together, these drive participation and, ultimately, ROI.

Integrate Your Assets

Combining your **challenges**, athlete **ambassadors**, and **clubs** is the most effective strategy for driving awareness on Strava.

This approach creates a virtuous circle for your brand and your engagement.



Work with sponsored athletes

When you host a challenge, make sure your brand ambassadors join! Their audience will see that they joined the challenge in their feed and be motivated to join them.

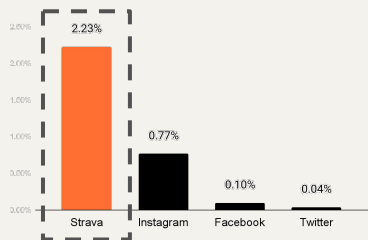
Encourage your athletes to tie activities to sponsored challenges and share to other networks to drive incremental joins and value for your brand.



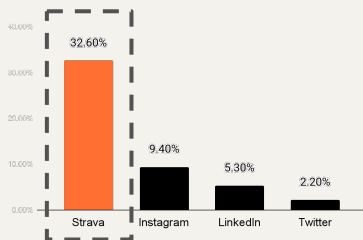
Promote in Your Club!


Your club is your brand's home on Strava. Clubs garner high reach compared to other social media platforms, so it's a great way to highlight ongoing Sponsored Challenges & drum up participation.

Average Club Engagement Rate



Average Club Content Reach



 The North Face
Feb 19, 2023

The North Face Opening Salvo | Transgrancanaria Segment

When taking on a challenge like Transgrancanaria, it's all about breaking it down into sections and, in our case, segments.

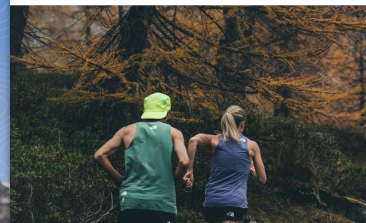
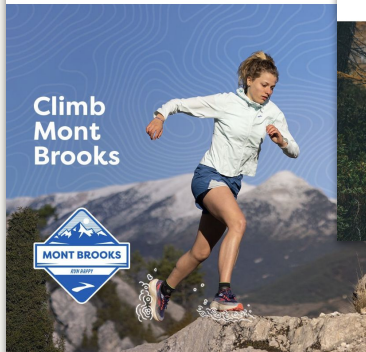
If you're at the race in the upcoming days we've created a segment available from Wednesday on the first climb to Los Giles: The North Face Opening Salvo.

Earn your kudos and collect a special The North Face badge to add to your trophy cabinet!

👉 Join our Strava Challenge to scale Mont Brooks together. Let's log some serious elevation, no matter where you are!

Where will you run this week to add to the elevation total? Join the challenge here: <https://strava.app.link/Mont-Brooks-Challenge>

#brooksrunninguk #RunHappy
#MontBrooksChallenge #stravachallenge



Landing pages

When Strivers complete a challenge, they are prompted to visit a partner's external page to claim their reward.

It's crucial that you create a well optimized page to help you achieve your conversion objectives (if applicable) from any challenge completions.

This might include:

- Email signups
- Purchases
- Social follows

STRAVA
CONGRATULATIONS, YOU ARE A RACER
WAY TO FLY!

Congratulations on completing our All Racers STRAVA Challenge! This month you have proved to yourself and everyone else that you are a racer.

As well as your digital finishers badge you can now enter our prize draw to win 1 of 20 pairs of Bondi X, and for four lucky winners race entry for you and a friend to one of four HOKA sponsored events. Winners will be notified on or before 12.11.21

Congratulations on finishing the Powerbar „Try Different“ Challenge!

You have tried to get the most out of yourself and have pushed yourself harder, completing a total of 9 hours of exercise in three consecutive weeks!

Reward: 30% discount code* on all PowerBar products for your next purchase at our online retailer Wiggle.

Code: PBTRYDIFFERENT30

SALE: ENJOY UP TO 30% OFF | SHOP NOW

Register now for your chance to win one of twenty (20) pairs of HOKA ZINAL and one of twenty (20) entries for you and a friend to a HOKA sponsored trail race of your choice. Winners to be notified on or before 9.8.21. Deadline for entry: 23:59 CET on the 31st July 2021.

FIRST NAME

LAST NAME

EMAIL ADDRESS








I agree to the [Terms and Conditions](#)

I'd like to receive emails about HOKA's new collections, private events, exclusive access to private sales and offers I can't find elsewhere or any other HOKA offers. I agree to use your information according to their privacy policy. See [Privacy Policy](#)

SUBMIT

*Valid 23.59:00 22.7.21. 18+ only. 1 entry per person. Residents from Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, The Netherlands, Norway, Poland, Romania, Russia, Slovakia, South Africa, Spain, Switzerland, UK. Excludes only 20 winners, notified on or before 9.8.21. Prizes subject to availability. [T&Cs](#) on [Polaris.Hoka.com](#) apply.

Your Sponsored Challenges Checklist

-  **Targeting**
Choose your audience
-  **Challenge configuration**
Choose your sport(s), challenge type and goal
-  **Reward**
Decide on your reward(s)
-  **Promotion**
Decide on extra on and off-Strava promo
-  **Sponsored athletes**
Promote using any associated athletes
-  **Club promotion**
Promote in your club
-  **Challenge completion**
Decide on your reward flow, including landing pages and email capture

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Thank You!

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