



CASE STUDIES OF EXCELLENCE

retailcomm

return on community™

CAMPAIGN: HOOD TO COAST 2017**CLIENT:** DICK'S SPORTING GOODS**AGENCY:** RETAILCOMM

DICK'S Sporting Goods champions a long-standing sponsorship of Hood to Coast, "the mother of all relays," where, annually, more than 1,000 teams of 12 runners each race from the soaring peak of Mt. Hood to the sandy shores of Seaside, Oregon, spanning 199 miles on foot in less than two days.

In 2012, the sponsorship became a consumer experience, in partnership with retailcomm. What started as a few pop-up tents and signage quickly became a logistically vast production. In 2017, DICK'S boasted consumer engagement at six major touchpoints across the 199-mile course, each staffed and activated for 36 hours straight.

To conquer the mother of all relays, retailcomm pulled off the mother of all productions. Through a multi-part activation, runners, volunteers, vendors, drivers, clients and consumers across the Pacific Northwest experienced the DICK'S Sporting Goods brand through emotional, physical and visual touchpoints for four days straight. Activations took place on and off the course, from Portland-area DICK'S stores to on-course locations up to 200 miles away.



To plan and execute the expansive event, retailcomm enlisted 11 account team members, 68 laborers, 28 brand ambassadors and one giant Sasquatch character, standing seven feet tall. Playing off of the legendary Bigfoot tale, retailcomm instigated a social murmur of Sasquatch sightings in the Pacific Northwest in 2015. Each year since, the larger-than-life creature emerged at Hood to Coast, spooking runners along the course and making celebrity appearances at the finish line.

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1,200 production hours later, the massive event cultivated brand experiences through sun-up and sun-down, day and night. Halfway into the course, runners checked into Tent City, a DICK'S-sponsored overnight stay, available for participants to catch a few "z's" in one of 400 camping tents before hitting the pavement again. DICK'S loyalty and rewards members camped in luxury with "sleep better bags," complete with ear plugs and eye masks for an exceptional evening rest.



Elsewhere along the course, runners recovered with free KT Taping services and cheered on teammates with DICK'S-branded cowbells. When the last feet crossed the finish line, runners relished in complimentary foam rolling and a post-race beachside celebration.

Capping off the project, retailcomm hosted 36 DICK'S corporate employees for a full-service hospitality weekend, arranging travel, lodging, race logistics and equipment, food and fun from Pittsburgh to Seaside and back.

In 36 hours, a mountain of sweat, little sleep and a ton of fun became the experience of a lifetime for the client, hundreds of team drivers, 4,000 race volunteers, 12,000 runners and residents across the Pacific Northwest for years to come.

