

The Running Conversation

January 2014



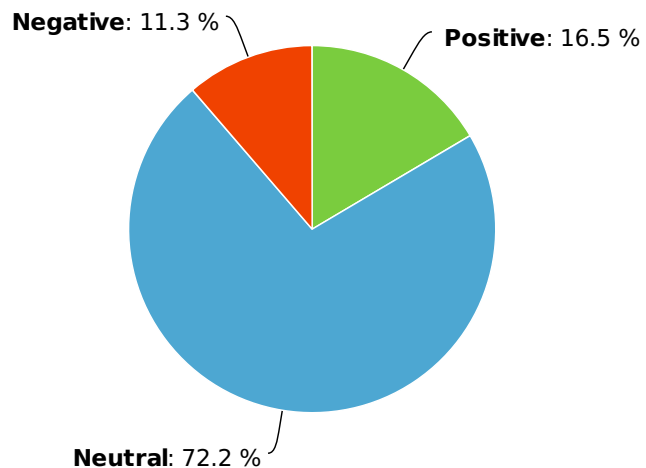
CHANNEL SIGNAL 
listening makes you smarter

Category - Running Events

This report is part of a monthly series that documents online consumer comments about running events. The Channel Signal algorithm collects these comments from blogs, online media and social media platforms like Twitter, Facebook, YouTube, etc. and analyzes the data to report on the top issues and trends that drove the online event conversation for January. Our purpose is to provide actionable consumer insight into a high-growth category.

Activity / Sentiment Overview

Total Consumer Comments



Channel Signal documented over 186,000 consumer online mentions of running events in January. The chart above shows the sentiment to be predominantly neutral; however, many of these comments shaded toward positive but did not contain the language to mark it as such.

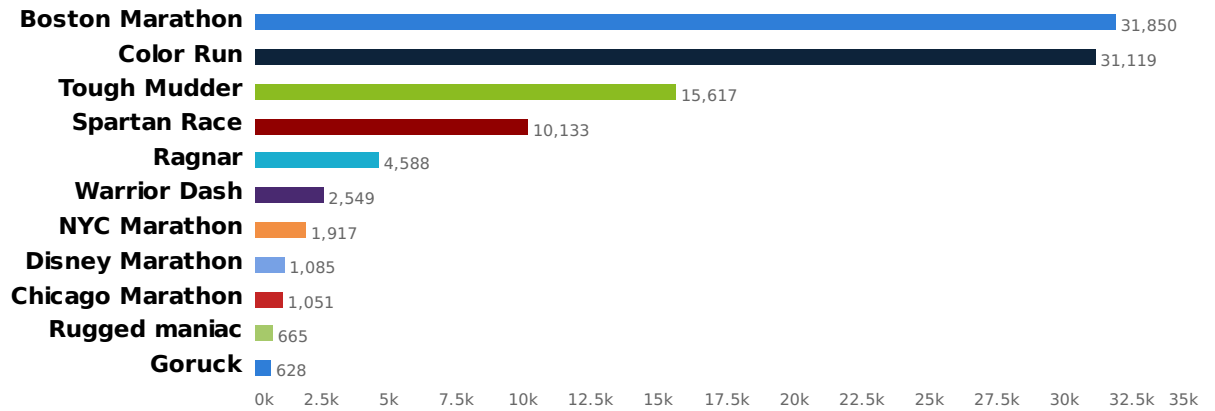
Like last month, the Boston Marathon led the number of consumer comments, but this was due to talk about the bombings at last year's event, not the race itself.

Comparative Analysis

ANALYSIS: 1 | Which Events Led the Consumer Conversation?

The graph below lists the running events most mentioned online by consumers in January. Boston led the way, thanks mainly to developments in the case against the bombers. This shows that the public may have a short attention span, but a long memory. The surprise in January was the Color Run, which scored a huge number of comments, all due to sharing of a great finish line photo. More expected was the dominance of obstacle racing over traditional road racing, which we also saw last month.

MENTIONS



Topic Analysis

TOPIC: 1 | Smart Social Media Use Propels Obstacle Race Conversation

Obstacle events have raced to the lead in consumer conversations, even in a month like January when there were no events on the schedule. Relentless use of social media is a big reason why. The events lend themselves to great opportunities for photo-sharing, whether it's a mud-based event like Tough Mudder or a colorful mess like the Color Run.

In January, a single photo of a couple kissing at the finish line of a Color Run was retweeted an amazing 14,102 times. The couple, completely covered in the event's signature multi-colored powder, perfectly captures the nature of the event: fun, togetherness and inclusiveness. Suffice to say it resonated with its core audience.

Tough Mudder stepped up with a benefit program with the Wounded Warrior Project and a Facebook promotion called Random Acts of Mudderness, which called on people to adopt the Tough Mudder team approach to everyday life, using the #tmchallengeaccepted hashtag. Spartan race did their part with a widely shared POV video from an event contestant, a We Are Sparta site on Tumblr and a Tag Your Friends feature.



KEY INSIGHTS

Obstacle race organizers are too new to be bound by tradition when it comes to promotion and they know their audience, as is evidenced by the smart content they share. Devising ways of keeping the tribe motivated during the off-season is clearly a high priority. Heavy promotion of the 2014 schedule, signup deadlines and highlights from last year help keep their consumers talking and training for the coming year's events.

Take a look at the list of Influencers at the bottom of this report. All major media and all with heavy followers. Story placement with these publishers, in addition to racer engagement, helped build the momentum.

KEY QUOTES

“ Really want to do another Color Run. Happiest 5k on the planet! #timeofmylife

Link: <http://twitter.com/CourtCinnamon/status/418595829092720640>

Site: twitter.com Author: Courtland (Klout 41)

“ My excitement to do the color run is through the roof

Link: <http://twitter.com/kerriberry1234/status/418602342695841793>

Site: twitter.com Author: kerri (Klout 35)

“ This Sunday at 1 PM EST, Tough Mudder will be featured on the MSNBC series "Wounded: The Battle Back Home." This half-hour segment chronicles wounded veteran "Big Sarge" and his experience taking on Tahoe Fall 2013. Tune in to support Big Sarge, Wounded Warrior Project, and all of the amazing people in Mudder Nation. Hoo-

Rah.**Link:** http://www.facebook.com/1606451896_10202278113826696**Site:** facebook.com **Author:** Matthew Parks

“ **RT @ToughMudder: Random Acts Challenge One: EVEREST**
<http://t.co/aNOX6IUy7z> #toughmudder2014 #tmchallengeaccepted
<http://t.co/lbpldFDBut>

Link: <http://twitter.com/AmyBeintner/status/422023542146736128>**Site:** twitter.com **Author:** Amy Kathryn Beintner (Klout 44)**TOPIC: 2****Reebok Is Winning the Obstacle Sponsorship Race**

Obstacle racing is where the consumer comment action is and Reebok, the title sponsor of Spartan Race, seems to be the only brand in the conversation. That said, even Reebok's penetration is light - Channel Signal documented only 191 mentions of the brand by consumers in January.

By comparison, Nike had 261, but they were mostly Nike+ training result comments. Similarly, adidas registered 290, all in reference to their Boston Marathon clothing sponsorship.

KEY INSIGHTS

Brands in the running market need to do more to leverage the enthusiasm of the obstacle race market. Other events have sponsorships, but those sponsors are not doing what is necessary to get consumers talking. Given that the events seem better at social media marketing than the brands themselves, sponsors might start by looking to the events for guidance.

KEY QUOTES

“ **just signed up for the Reebok Spartan race upstate w my bestie.. I'm a little too excited =D**

Link: <http://twitter.com/PrincesSeenbeen/status/418967973802430464>**Site:** twitter.com **Author:** SeenBeen (Klout 35)

“ **So who's interested in doing the Reebok Spartan Race with me in August?!? <http://www.spartanrace.com>**

Link: http://www.facebook.com/330408700249_10152119672885250**Site:** facebook.com **Author:** Christea Falkenburg

“ **I just uploaded "Reebok Spartan Race - Sacramento Beast" to Vimeo: <http://t.co/1aReQAHJc>**

Link: <http://twitter.com/scollinsphoto/status/421028521285541891>**Site:** twitter.com **Author:** Sean Collins (Klout 18)

“ **Ragnar training day one. I just ran 3.13 mi with Nike+. <http://t.co/YUtdZLi4YA> #nikeplus**


Link: <http://twitter.com/ahuggable/status/418865414165516290>**Site:** twitter.com **Author:** Alli Huggins (Klout 24)

“ **Adidas unveils official 2014 Boston Marathon jacket with "Boston Runs As One" on back collar #BostonBetter <http://t.co/S7V66ZIKqC>**

Link: <http://twitter.com/BosBttr/status/422837428273950720>

Site: twitter.com **Author:** #BostonBetter (Klout 11)

Top Influencers

TOP 10 AUTHORS	 KLOUT SCORE
Huffington Post	99.0
Los Angeles Times	98.0
The Independent	98.0
Wall Street Journal	98.0
The New Yorker	97.0
ABC News	97.0
Yahoo	97.0
NBC News	97.0
USA TODAY	96.0
The Times of London	96.0
Overall Average *	26.7

* This average represents all consumers with Klout scores who posted in this primary category.

KEY QUOTES

“ How running a Tough Mudder taught me to trust again

<http://t.co/8hOVe4zgAE>

Link: <http://twitter.com/HuffingtonPost/status/425139397152227329>

Site: twitter.com **Author:** Huffington Post (Klout 99)

“ Boston Marathon bombing survivors welcome "miraculous" baby girl

<http://t.co/tZ6dikQPF3>

Link: <http://twitter.com/HuffingtonPost/status/419131304291360768>

Site: twitter.com **Author:** Huffington Post (Klout 99)

“ Federal prosecutors will seek the death penalty for Dzhokhar Tsarnaev in the Boston Marathon bombing case






Link: <http://twitter.com/latimes/status/428971832008777729>

Site: twitter.com **Author:** Los Angeles Times (Klout 98)




Channel Signal tracks influence via a metric service called Klout, which measures one's number of followers and how often one's content is re-shared. The influencer chart above shows some of the most important voices to talk about running events in January. The top voices were all big media companies, mostly talking about the decision by federal prosecutors to seek the death penalty against Boston Marathon bomber Dzhokhar Tsarnaev.

Category Report

WHAT You Get:

-  A **large dataset** of consumer opinions
-  **Comparative analysis** of the top brands
-  The trending consumer **headlines**
-  Names and quotes from **key influencers**
-  A **monthly strategy call**

WHY It Matters:

-  See what's trending to **capitalize on opportunities**
-  Know about **product performance** before competitors
-  Get an **unbiased view** of consumer opinions

WHAT It Costs:

-  **Please call for details.**

What Is Channel Signal?

We collect and filter large amounts of consumer opinions and then analyze and provide insight into issues that are critical to brands, retailers, event organizers, associations and analysts.



Other Reports

Product Review Reports (\$1,000/mo.)

An analysis of consumer product reviews from your e-commerce partners. We break out your top positively and negatively reviewed products and detail unifying themes.



Brand Reports (\$1,500/mo.)

An analysis of your brand performance. We highlight the total volume, breakout the headlines, back them up with consumer quotes and reveal the top influencers.



Senior Management Reports (\$5,000/mo.)

A comprehensive review of everything consumers say about your company, including products, marketing initiatives and event sponsorships. Presented with headlines and analysis on each critical topic. Includes a Consumer Review Report.



Special Reports (Cost determined by scope)

A report based on your needs. It might be a competitor analysis, a review of a new product launch, or an analysis of consumer opinion on an event sponsorship.



Learn more at www.channelsignal.com or (435) 640-5933