



Strava US PR Brief

Background:

We have tapped a select group of firms to submit proposals to handle US PR for Strava. Your initial challenge is to create an overview of how you would define, implement and manage our US PR strategy to achieve the goals we outline below. Additionally, you should explain the tactics you will use to bring this strategy to life, how your team will partner with us to achieve our business goals and why your team is the team best suited to this task.

Deadline:

Proposals are due by noon on Friday, February 25 to the attention of Andrew Vontz, avontz@strava.com. We will invite a short list of firms to meet with us between Monday, March 7 and Wednesday, March 9 to make our final decision.

About Strava:

Strava is the social network for athletes. Millions of athletes all over the world use Strava to track their performance and connect and compete with each other.

Strava has grown exponentially since its founding in 2009 and is already a global brand. With this growth comes challenges. A successful global brand needs to act locally--a one size fits all solution won't do. At a local level, we need to build meaningful relationships, disrupt, influence and be the first to take advantage of the most impactful opportunities.

Brand Values:

In serving the global community of athletes, Strava is:

Authentic
Motivating
Active
Competitive
Compelling
Innovative
Passionate
Fun

Strategic Priorities:

Growth:

In 2016, Strava seeks to aggressively increase the number of athletes on the platform. To do so, we must diversify the appeal of our brand and attract a broader group of athletes. Crucially, we must do so without washing away the gold dust that has made our brand so appealing to core cyclists and runners.

Authentic growth is a top priority and the marketing team is intently focused on this goal. We view press and media relations as one of the key accelerators of growth, drivers of word-of-mouth, and shapers of our brand identity. The right partner will embrace this challenge, come to the table with new ideas, and push Strava into mainstream publications to reach a broader audience while appropriately leveraging endemic ride and run publications to more deeply engage core athletes.

Running:

Strava is seen very much as a cycling brand. But increasingly, runners are becoming a meaningful and large part of the Strava community. We see a huge opportunity in making strides towards parity in the number of runners and cyclists on Strava.

We seek to aggressively grow the number of runners on Strava, but we understand that we have to stand out in a market crowded with competitors who have already captured and currently serve runners.

PR and media relations will be instrumental in creating opportunities to highlight what makes Strava different and better for runners than our competitors in order to reach a larger audience and drive our growth.

The running community is a discerning one with a contrasting mentality to that of cyclists. The job here is to influence runners in a credible and appealing way. The Strava product already offers runners an array of benefits--these benefits need to be communicated in a way that resonates with an audience where brand awareness is still low.

We seek to make Strava an even more welcoming, encouraging place for women who run. Women represent a significant and growing demographic among runners and PR will help drive key marketing initiatives that will be specific to female runners.

Strava is for every runner who strives to be better and hungers to connect with others on the same path.

The right partner will help Strava:

1. Appeal to a wider demographic of runners while engaging--and not alienating--the core athletes who make our brand great.
2. Create opportunities to showcase the product and community features that separate Strava from our competitors.
3. Harvest our existing community to drive growth on our behalf. Accelerate word-of-mouth acquisition.

Cycling:

At the same time, Strava has tremendous opportunities for growth and deeper engagement amongst US cyclists. The challenge with cycling is four-fold:

1. Find strategies and tactics to more deeply engage our core audience of road cycling enthusiasts.
2. Convey Strava the brand and highlight the value of the Strava product in an inviting but undiluted way that appeals to a broader, more diverse group of cyclists currently unaware of or indifferent to Strava.
3. Expand and dimensionalize our brand presence in the media to reflect the diversity of our community with regard to age, gender, race, ethnicity and types of cyclists (road, gravel, mountain bike, cross, adventure and all points in between) to grow the number of cyclists on Strava.
4. Use press to help unlock the growth potential of nascent markets in certain key geographies.

Influencer outreach:

We are a social technology business, therefore we require a social approach. Working with the traditional media channels is still required. However the biggest wins can come through less obvious outlets. Influence is the key here.

Individuals including bloggers, credible personalities and Strava Pros can provide a tangible boost in our metrics. Highly influential individuals with a relevant social reach are powerful outlets.

The right partner will help us accelerate the breadth and depth of our influencer network to promote Strava in a credible and honest way.

Current PR Status:

Endemic cycling and running publications cover Strava frequently and feed the core audience. Strava appears from time to time in mainstream national publications, but not with the frequency or quality of coverage we desire. Business outlets cover Strava from time to time in depth. While Strava is brimming with real innovation, it doesn't appear frequently in the tech press.

PR Priorities:

In the future, we would like PR to focus on helping Strava to breakthrough in areas where we lag in coverage while maintaining endemic relationships. Where we would like our partner to focus:

75% of effort and emphasis should go towards driving quality coverage in:

1. Mainstream national outlets
2. National health, wellness and lifestyle outlets
3. Business & tech/innovation outlets

25% of effort should focus on strengthening our coverage in endemic cycling and running outlets.

The Role PR Will Play:

Your pitch should address all of the strategic priorities listed above as PR will play an integral role in Strava achieving its goals. The right partner will be innovative, forward-thinking and should routinely bring new but executable ideas to the table that can springboard Strava to ever greater heights. It's important that you are proactive and creative. Well-conceived ideas will always be welcome.

We would expect you to be exceptionally well connected and always developing relationships with key individuals and partners. We would require you to filter opportunities and make expert and insightful recommendations. Strava is always evolving and new news is never in short supply--you would be required to deliver product launches in new and engaging ways in order to cut through.

The Audience:

The audience for our press initiatives is narrower than a broad consumer audience and wider than just elite athletes. Strava isn't in the business of motivating people to get off the couch to exercise. Strava is for active people at all levels of ability and achievement who strive to be better.

Success Looks Like:

The most important metric for success is a positive, enjoyable and productive working relationship. We want a PR partner that feels as passionately about Strava as we do and to feel like a part of our team.

We don't find the calculation of impressions and ad equivalency to be the best approach to measuring success. The goal of this relationship overall is to markedly increase the volume of coverage Strava receives. Of equal importance is the quality of that coverage. We need to appear in the right places, at the right time, in front of the right audiences.

Accordingly, we will produce mutually acceptable but aggressive KPIs based on the strategic priorities outlined above and the coverage Strava receives related to them.