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x

STRAVA

WHY a sports campaign?

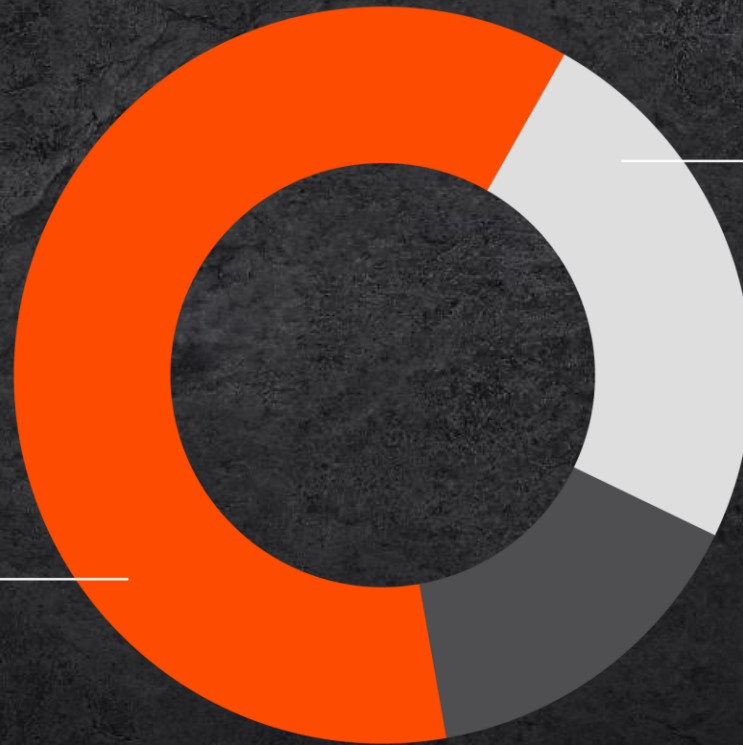
- Nothing connects people quite like sports and various forms of recreation. Especially Slovenians.
- This is also shown by the statistics for Slovenians aged 16 and over.

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61 % of us

regularly engage in sports
or recreational physical
activities.



**24 % of
population**

wishes to become
more active.

WE ARE A NATION WITH A STRONG
DESIRE TO MOVE.

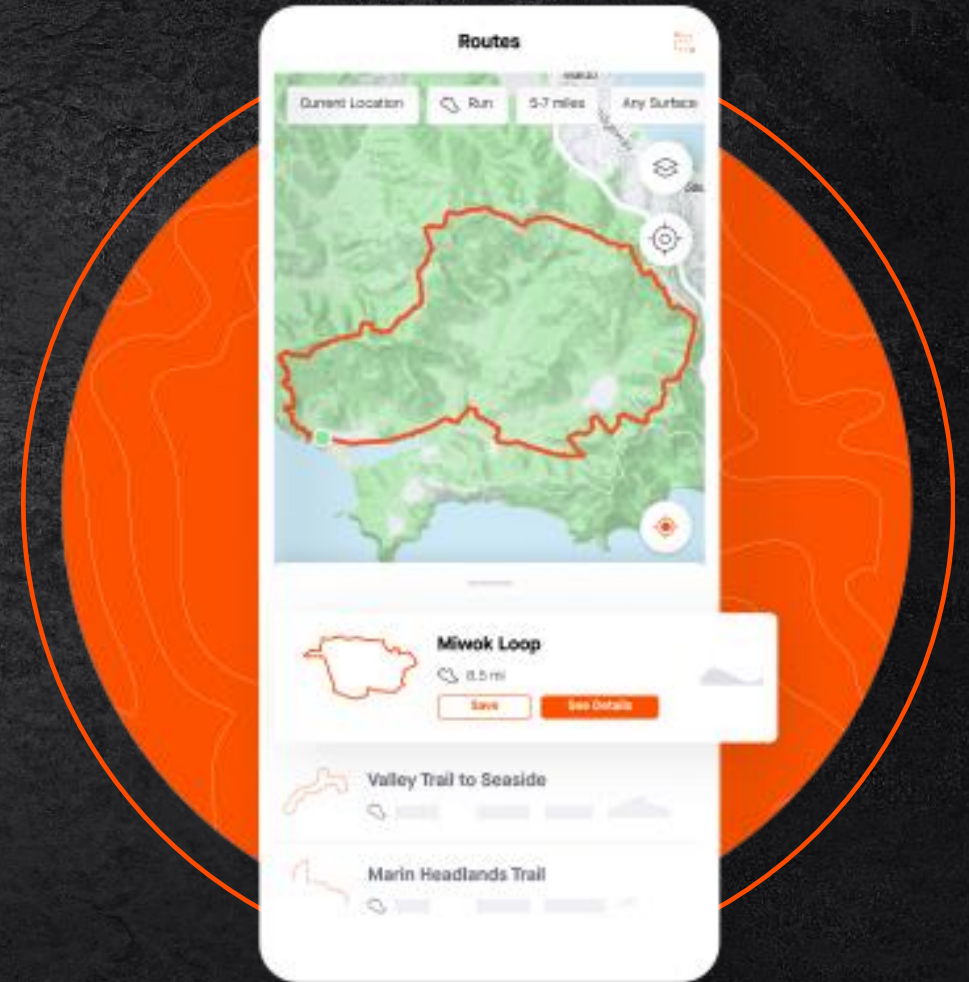


✓ We approach professional-competitive and recreational goals with equal enthusiasm. Therefore, it's not surprising that we achieve so many accomplishments and podium finishes - **we simply enjoy sports.**



why STRAVA?

- ✓ Strava is the most widely used application or social network that connects **professional athletes and recreational enthusiasts**.
- ✓ It stimulates passion for sport, enables progress and daily motivation.



/ 100+ millions
of users from all over the world

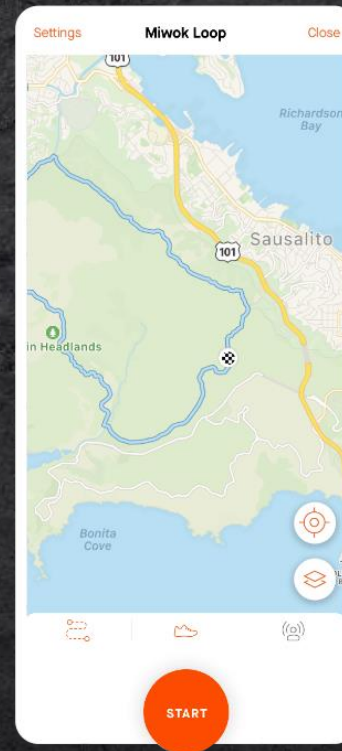
/ 7+ billion activities

out of which 2.5 billion were in the last 18 months*

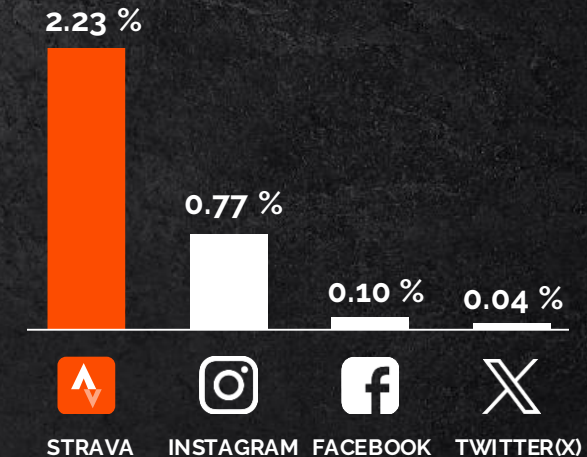
*data from July 2023

/ strong community

professionals and experts - more than 2500 professional athletes use powerful Strava tools for uploading efforts, training, and winning medals



/ 2x higher user engagement
(interaction) than most social networks**



average % of user interaction with posted content

Traits and trends

Strava research 2024

76%

of Gen Z women are runners.

Gen Z is the largest share of new athletes on Strava as they approach being a third of Strava registered users.

96%

of Strava athletes take part in more than one sport. Our users lead diverse and varied active lives.

93%

of Strava athletes are focused on health as a reason for being active.

72%

of Gen Z athletes cite “socializing with friends” as a reason to work out.

2x

Gen Z women on Strava are growing 2x compared to 2023.

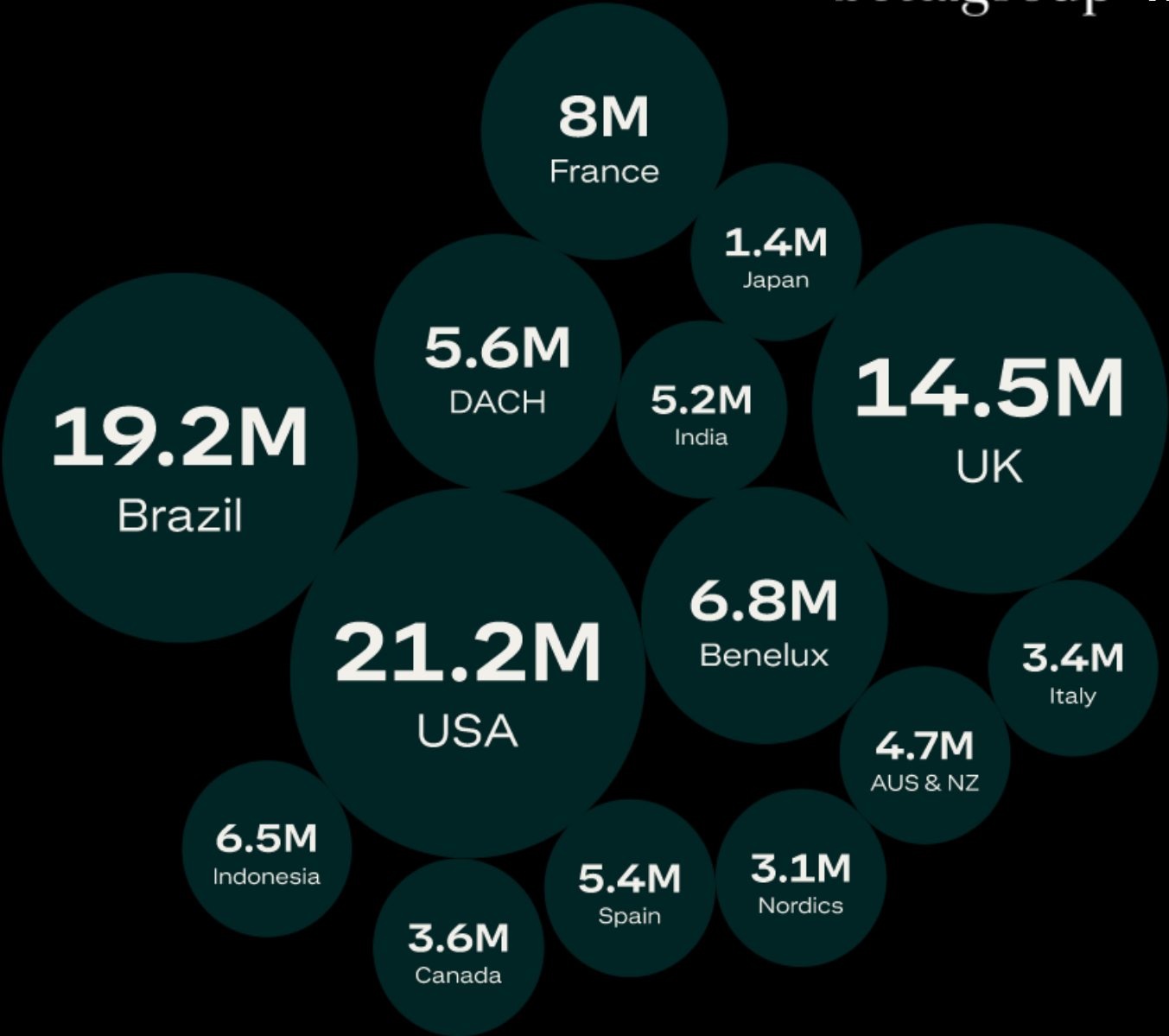


About our audience

150M
USERS

185
COUNTRIES

12BN
ACTIVITIES UPLOADED



Number of users

Notable traits

87%

More likely to buy the premium version of products

52%

More likely to buy from brands they see advertised

200%

More likely to be defined as trend-setters

215%

More likely to have purchased sports clothing online recently

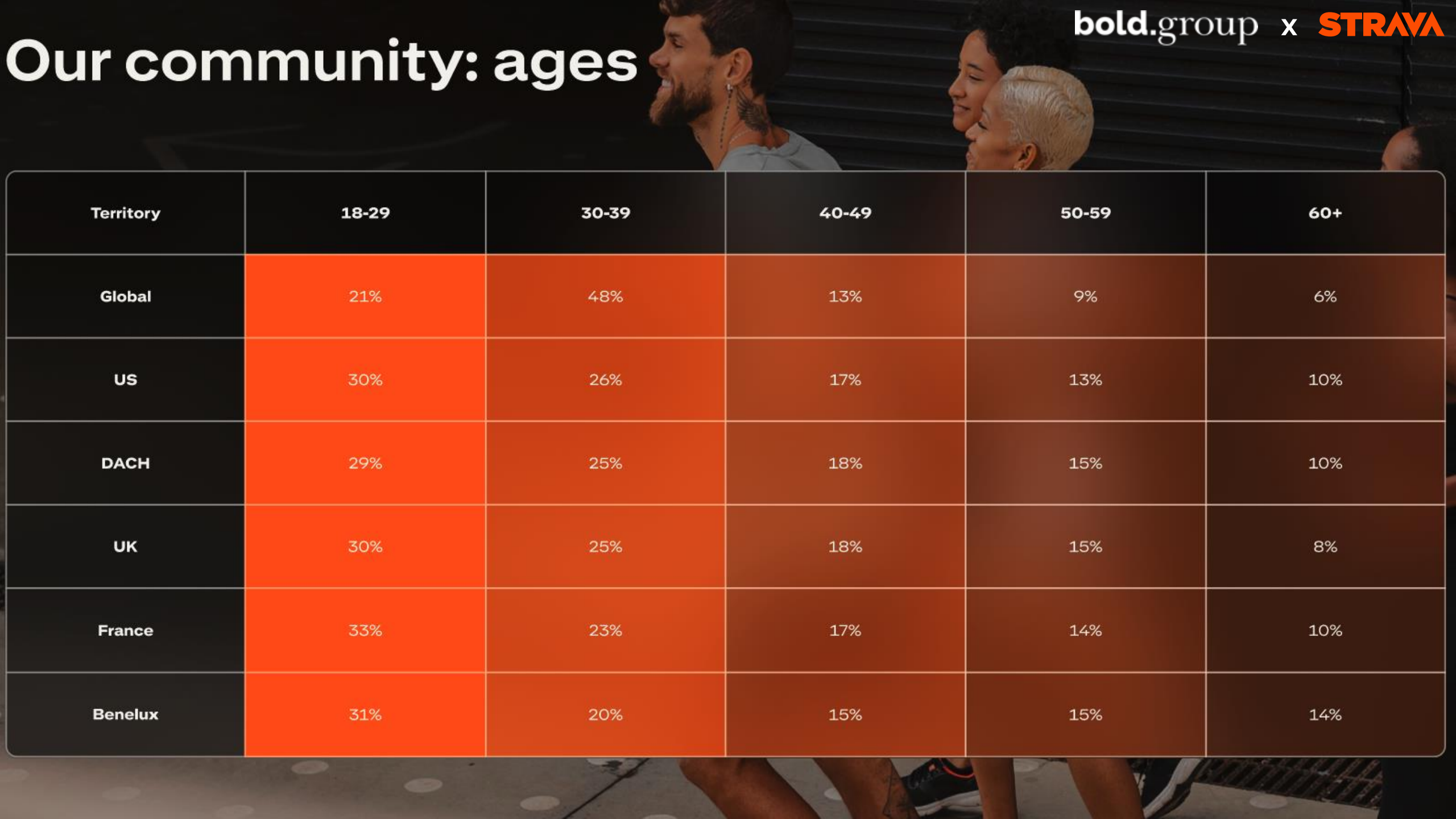
94%

More likely to be in the highest income segment

218%

More likely to buy products to access the community around them





Our community: ages

Territory	18-29	30-39	40-49	50-59	60+
Global	21%	48%	13%	9%	6%
US	30%	26%	17%	13%	10%
DACH	29%	25%	18%	15%	10%
UK	30%	25%	18%	15%	8%
France	33%	23%	17%	14%	10%
Benelux	31%	20%	15%	15%	14%

Slovenia AND STRAVA

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Strava is the most widely used sports social network in the world and in Slovenia - Kudos!

* In Slovenia, we have more than 200 clubs on Strava, with 23 of them having over 1000 followers.

* Users by country:
Slovenia: 240.000
Croatia: 298.000
Serbia: 160.000

Club Name	slovenija	Sport Type	Club Type	
4k	4000 km in 2020 Vrhnik, Vrhnik, Slovenia	17601 members	Cycling	Club
2024	At least 2024 km (🏃) in 2024 Slovenia	16630 members	Cycling	Club
STRAVA SLOVENIJA	Ljubljana, Ljubljana, Slovenia	6461 members	Cycling	Club
Strava Photo Club	Slovenia	5492 members	Multisport	Club
Fans of Primož Roglič	Slovenia	4448 members	Cycling	Club
Tadej Pogačar Fan Club	Kranj, Kranj City, Slovenia	3452 members	Cycling	Club
PRIPRAVE	Slovenia	2711 members	Multisport	Club

why **YOUR BRAND?**

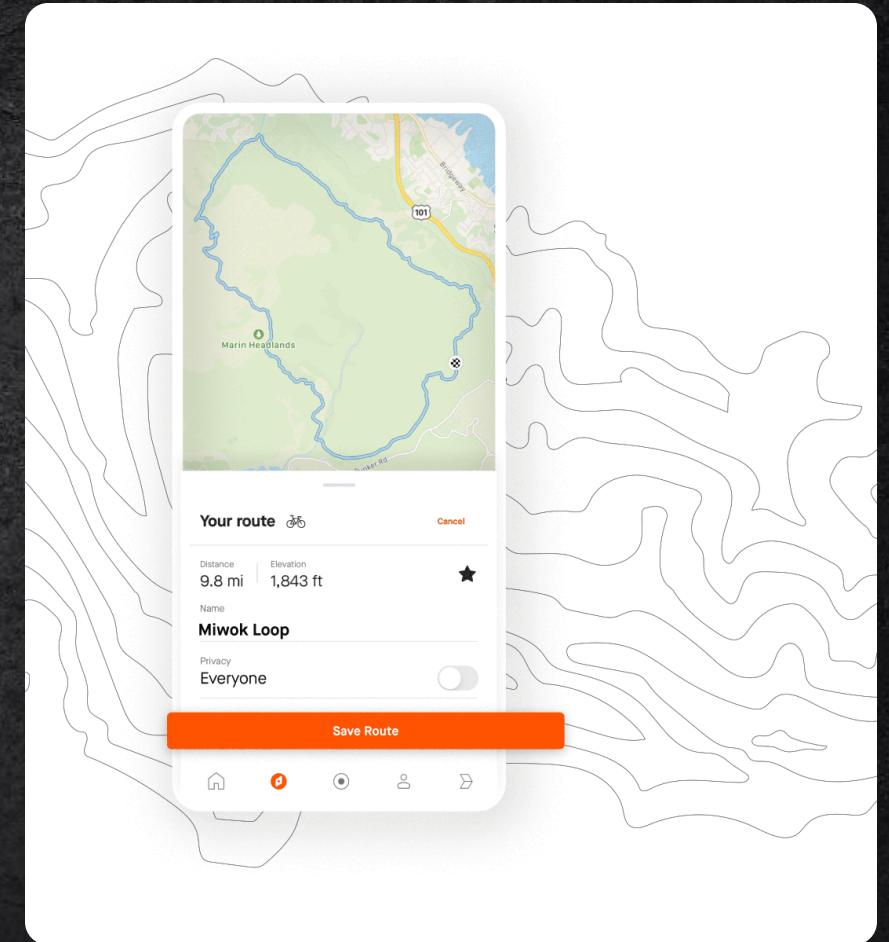
BECAUSE SPORT IS

- * a significant part of your identity
- * Because sports-related products are intended for sporting activities, they are part of your assortment
- * the connecting thread between your internal and external stakeholders

WHAT CAN you do on Strava?

✓ Strava allows you to create your own club: a space for sharing content with users, increasing brand visibility, and building an authentic, long-term digital community.

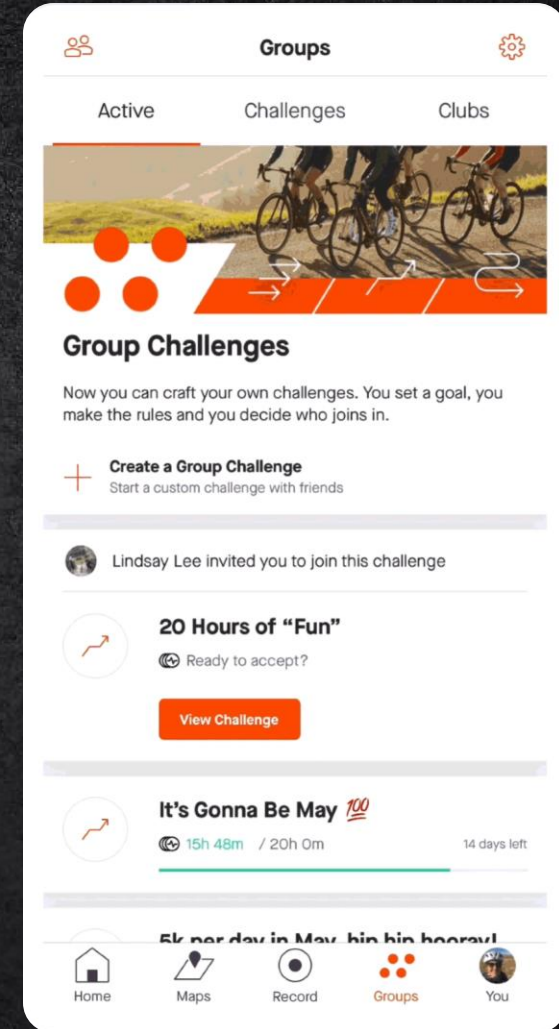
✓ We will describe clubs and challenges to you further on.



Strava club

IT ENABLES YOU:

- * sponsored challenges
- * activating ambassadors and
- * an effective channel for direct daily interaction with people



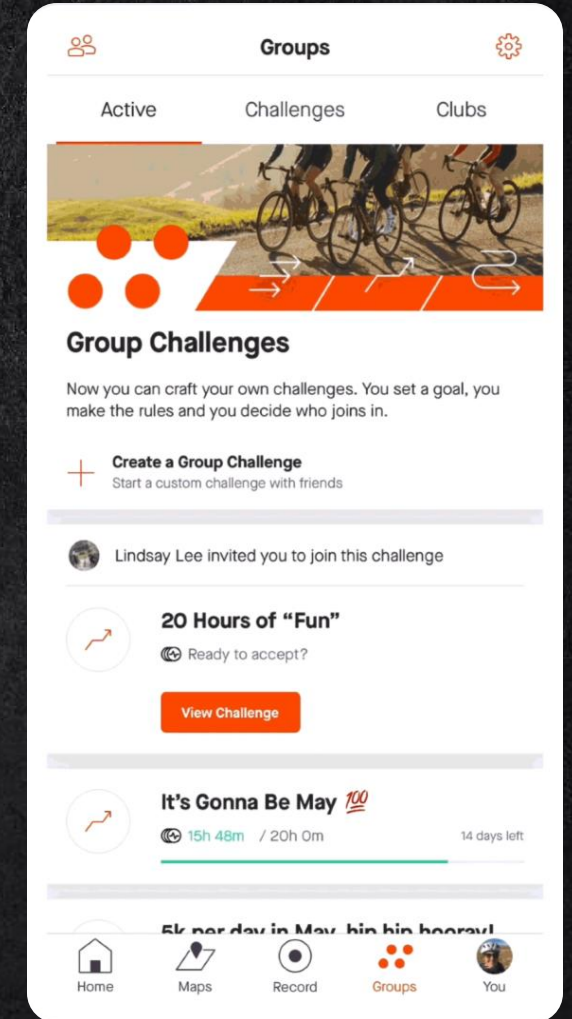
mechanical

COMMUNICATION STRATEGIES

1. STRAVA CLUB or your profile

✓ Clubs are the heart of communication on Strava. You can compare them to a 'Page' on Facebook. They allow you to directly connect with your audience and build an **authentic, engaged, and valuable community**.

✓ A brand or company can open its own club and publish content in it. Users join upon approval by the administrator. They can then send **posts** and **completed challenges** to the club, or **together tally up completed kilometers and activities**."



/ CONTENT ON STRAVA

It's simple: the content must be related to sports, your sporting activities, and the products you present to your target audience through the content.

KEY POINTS

Communicate

If you don't engage with your community, they won't engage with you either.

Identify ambassadors

Sharing content about the latest adventures, trainings, and tips from your ambassadors builds brand love.



3. ORGANIZATION OF „CHALLENGES“

✓ Strava challenges have grown into an **extremely popular** alternative to mass and expensive events and competitions. ✨ ✨

✓ Each **challenge encourages** participants to achieve a specific distance, elevation gain, or time. Completing each challenge earns the user a **virtual badge or trophy**. You can also add your own rewards and incentives. 





brand **opportunity**



- / On Strava, we can organize numerous challenges as a pleasant way to encourage people to do even more to achieve their goals.
- / Challenges often **vary in length** - they can last **a day, a week, or a month.**

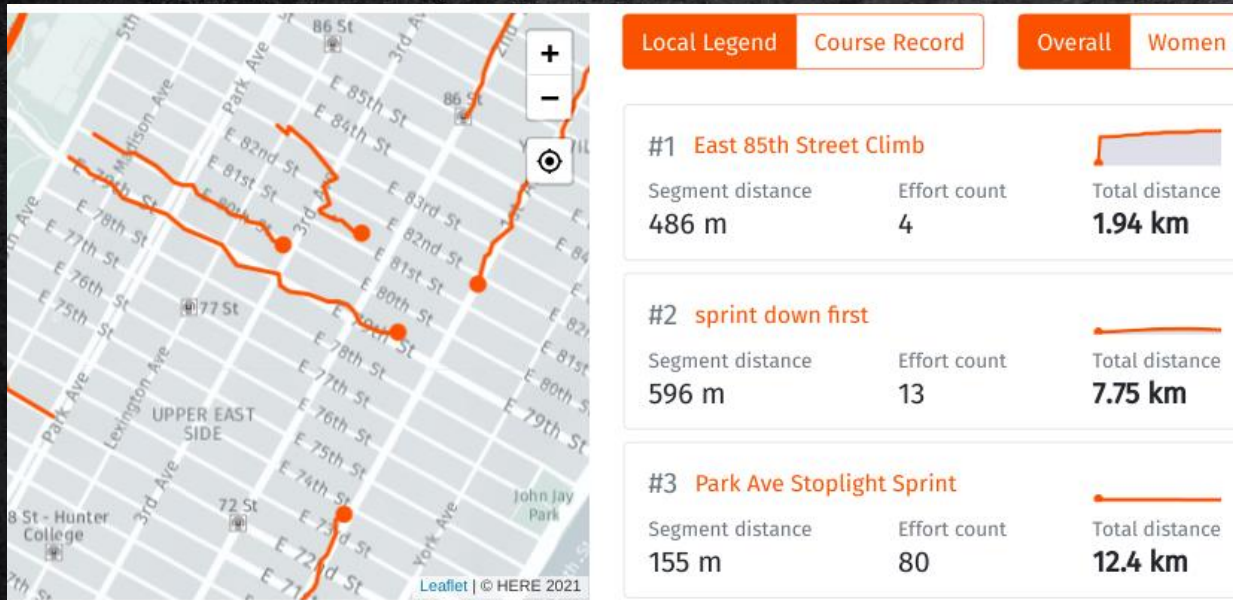
Why

TO TAKE PART IN CHALLENGES?

Because this is the ultimate desire of every brand - **to engage the target audience** to the extent that they take a step further from ordinary interactions such as 'just' clicking and sharing content. By doing so, we become part of the lives and meaning of the target audience.

4. SEGMENTS

/ Segments are sections of roads or paths created by members where athletes can compare times. Segments are a unique feature of Strava that brands have not fully utilized (yet).



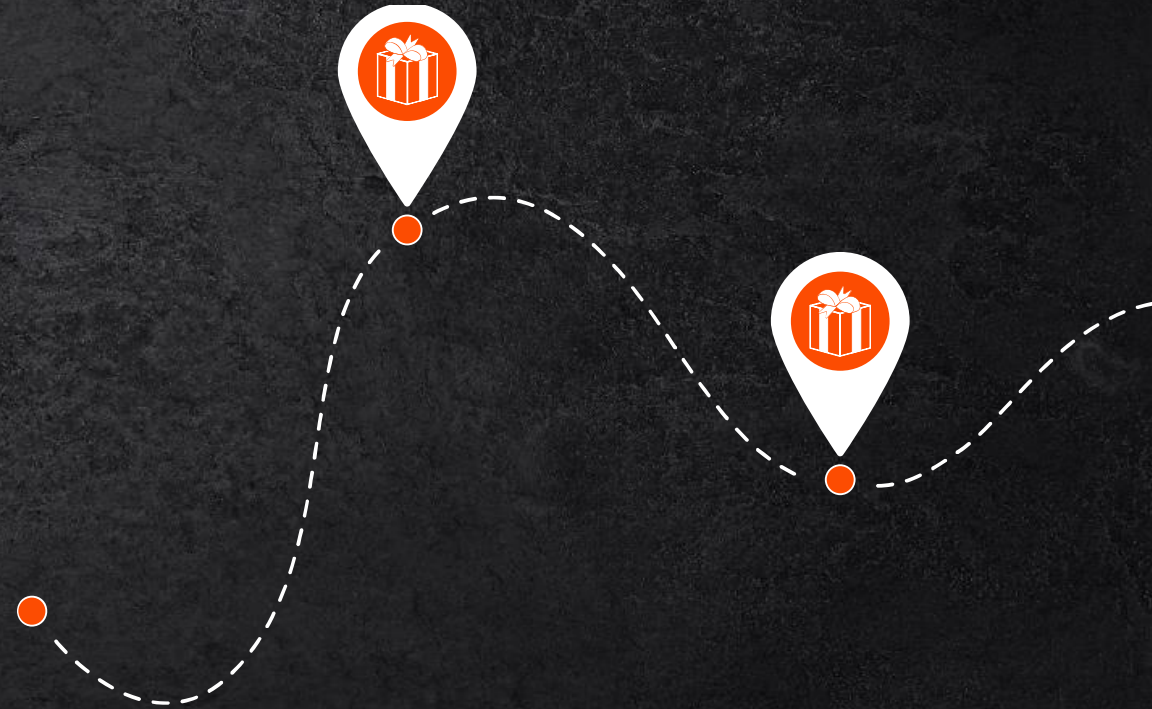


Opportunity for a brand



/ When a user completes a segment, they can participate in an organized competition or enter a prize draw.

/ We always display **offers from your brand** and special opportunities for purchase or sign-up for the service. We provide segment participants with **special promotions and personalized items**.



COMMUNICATION outside of Strava

* The communication strategy encompasses a range of channels outside of Strava, with the goal of building your club. Communication is educational and aimed at encouraging individuals to participate in challenges and physical activity in general.

* **INFLUENCERS / OFFLINE EVENTS /
COLLABORATION WITH ASSOCIATIONS AND
CLUBS / INTEGRATION WITH OTHER SOCIAL
MEDIA PLATFORMS / ADVERTISING / LANDING
PAGE**



EXAMPLES OF GOOD PRACTICES GLOBALLY

/ Škoda We Love Cycling

The Škoda initiative "We Love Cycling" brought together content about cycling. In collaboration with Strava, they focused on promoting events like the Tour de France and the UCI World Championships.

In the first challenge of 2023, the "Green Jersey Challenge," they aimed to attract a wide audience by cycling 20 km and offered attractive prizes such as bike frames and jerseys.

The second challenge, "Let's Celebrate Big," coincided with the UCI World Championships in Glasgow and involved various cycling gear, requiring 100 minutes of activity.

Prizes included smartwatches and a trip to a training camp with Alberto Contador's team.



EXAMPLES OF GOOD PRACTICES GLOBALLY

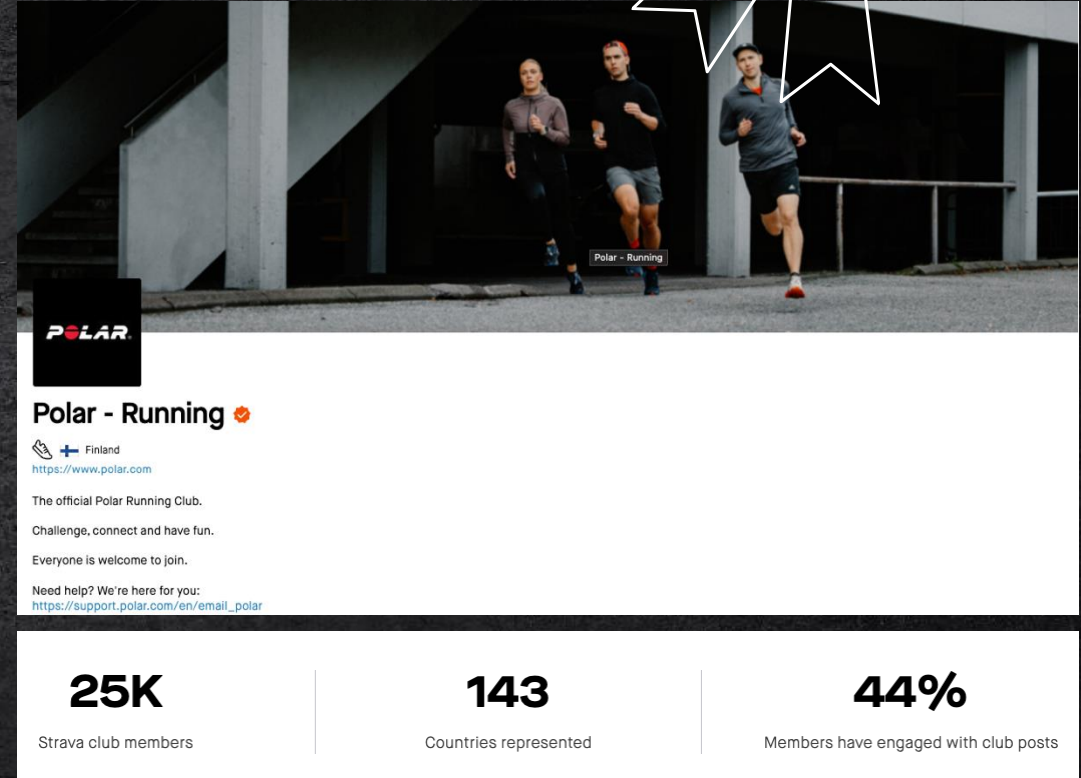
/ Polar

The Finnish manufacturer started its Strava club in June 2017, promoted through Polar.com and Instagram.

Polar consistently publishes content such as running tips and inspirational photos, attracting over 75,000 likes and comments, with 44% member engagement.

Using the club platform, they promoted a new integration with Strava Live Segments, allowing real-time achievement tracking. The V800 and V650 devices support this functionality, increasing community satisfaction.

The club now has over 25,000 members from 143 countries, representing a valuable and diverse audience.





CONNECTING WITH ASSOCIATIONS AND CLUBS

Communication on Strava is just right for collaborating with various content and external participants, as **it connects your brand with sports** in a non-invasive manner - you're not just "transparent," but a sincere and active supporter of sports.



ADVERTISING

A 360-degree approach is crucial, and new communication will effectively **build on your company's identity.**



LANDING PAGE

A landing page differs from a "regular" website in that it has only one key objective - conversion. In our case, the conversion is **acquiring contacts and registering new followers in the Strava club.**



OFFLINE EVENTS

Live events are an added bonus in promoting activities. With events, we are **in direct contact with the target audience** and offer them **personalized offerings.**



CONNECTING WITH OTHER SOCIAL MEDIA PLATFORMS

The campaign on Strava enables connection with all **existing social media platforms** where your audience is present. Directing and specific messaging will only further enhance brand recall.



INFLUENCERS

Influencers and/or ambassadors are **central drivers of well-being and participants** in all our activities.

Thanks

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x

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