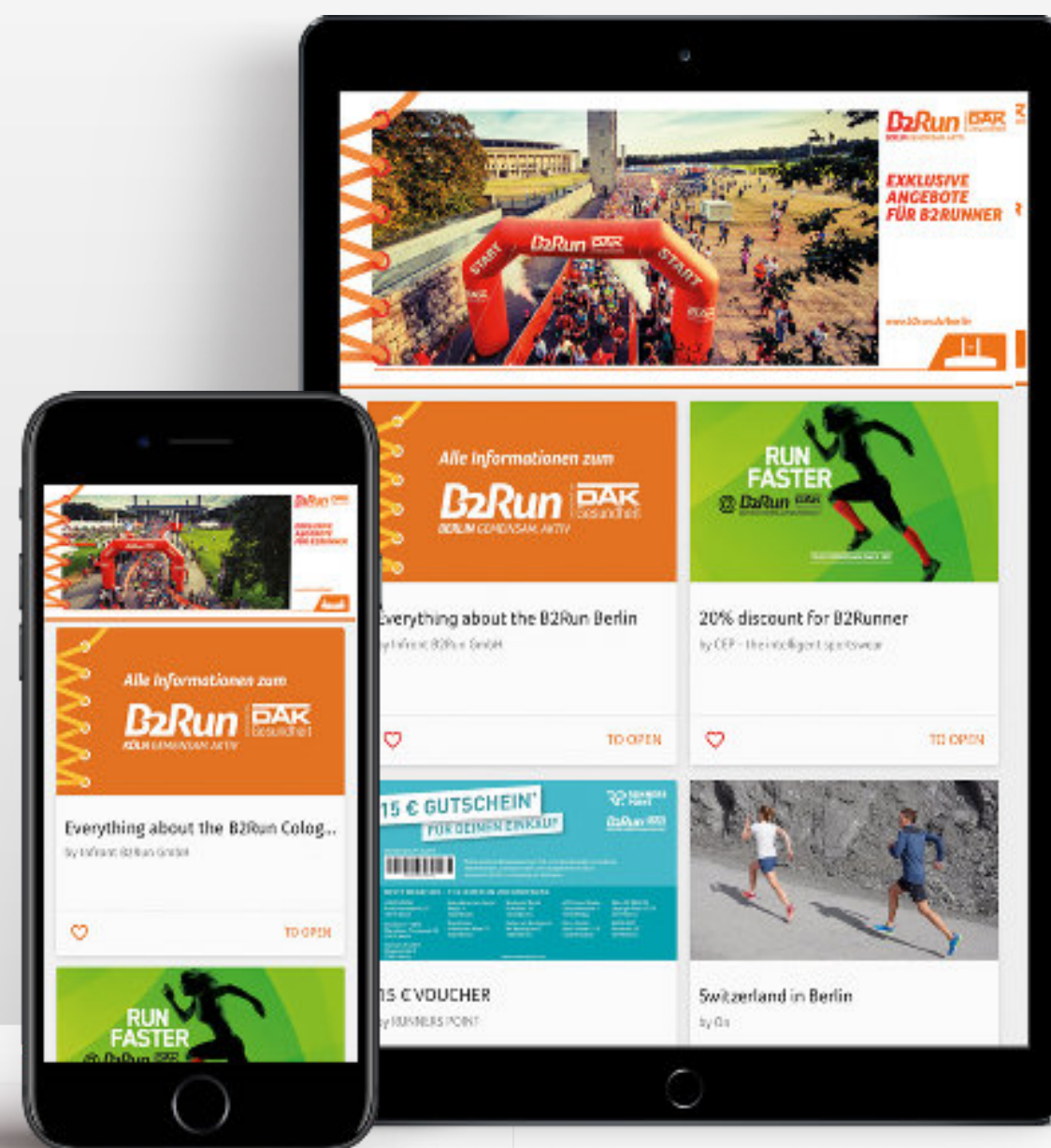


# Best Case

# B2Run

## Run series



## Initial situation

Infront B2Run, a subsidiary of the international sports marketing company Infront Sports & Media AG, organizes and develops Europe's largest corporate running series B2Run. In Germany, more than 195,000 participants from 9,500 companies take part of the B2Run series in 17 cities.

Along with **Infront B2Run**, the **Fanomena GmbH** will realize the digital starter kit **eventbaxx** for all participants at 17 company events for the years 2017, 2018 and 2019. In that way, partners and sponsors can present themselves with interactive content and generate added value for the participants.

## Objective

The common goal of **eventbaxx** and B2Run is to create advantages for all parties - participants, partners, sponsors and the company itself - with the help of the digital starter kit. Thereby, runners should get a quick overview of the most important information about the events. In addition, sponsors can place their offers in a targeted manner and forward them directly to the participants, who in turn can benefit from the added value.

In particular, the goal is to renounce on conventional print media in order to protect the environment. In addition, the range of the races is to be increased and new sponsorship revenues generated by the marketing of the digital starter kit are to be gained.

## Outcome

A total of 17 B2Run races with a digital starter kit was held in 2017. Since the 6110 team captains contacted could forward or share the digital starter kit, the original range was increased by a further 30%.

The interest of the participants is also confirmed by an opening rate of more than 85%. Since the B2Run run series, in cooperation with E. ON, is completely climate-neutral, the additional declared goal of operating sustainable by renouncing on classic print media has also been achieved: 126.8 kg of CO2 and 23,903 sheets of paper have already been saved as part of the run series!

B2Run and eventbaxx — a strong connection to be continued in 2018!

"After a successful test of eventbaxx at our B2Run in Cologne in 2016, we decided to use eventbaxx for all our events of our Germany-wide running series. It is obvious that the tool adds value for our participants and sponsors. Its easy handling plus the evaluation possibilities easily won us over."



**Christian Kösters**  
Associate Director Sales  
Infront B2Run GmbH  
www.b2run.de

## Result

Opening rate of > 85%

OPENING RATE 88.1%



High level of interaction

NUMBER OF OPENINGS

**2.19X**  
per Participant

Sustainable

**126.8** kg CO2 saved

**23903** sheets of paper saved

Increase in reach

PARTICIPANTS REACHED

**+30,36%**  
via the Team Captains