



ANA INFLUENCER MARKETING & ACTIVATION CONFERENCE

DEC 9, 2020



WHO WE ARE

Spartan is the global leader in endurance sports and an experiential wellness brand.

We're a portfolio of companies that create transformational experiences, products, and content to help people, companies and teams tear down boundaries and expand what they believe to be possible.

On a mission to change 100M lives.





300+ EVENTS

The 2020 season was in full swing



45 COUNTRIES

Until March 2020 we had trail races, mountain biking races, obstacle course races and workout tours planned across six continents



2M+ PARTICIPANTS

Each year, we welcome more than a million participants to our start lines, 2020 was set to be our highest participant record

15M+ STRONG COMMUNITY

250

**SPARTAN
PROS**

2,000

**SPARTAN
COACHES**

50,000

**BEST
CUSTOMERS**

250

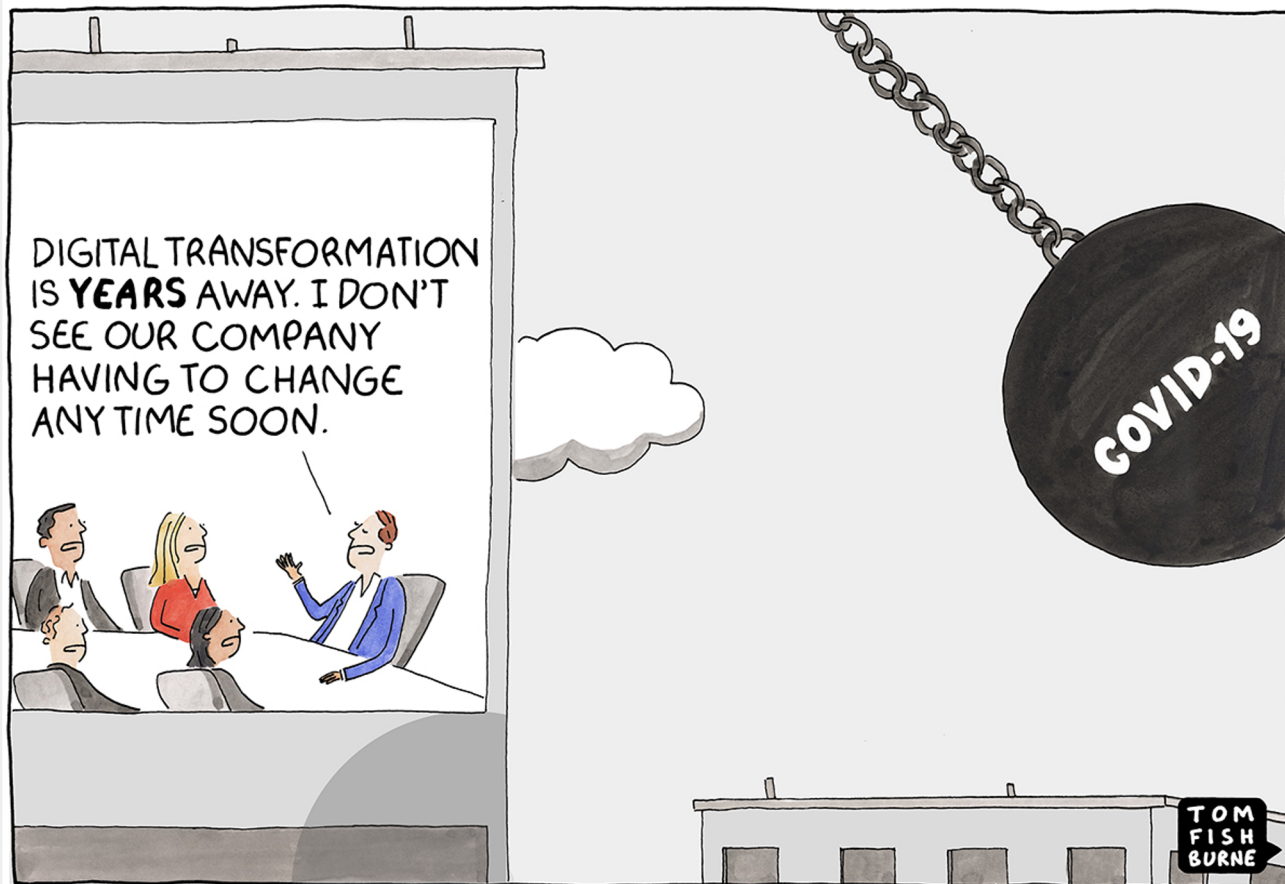
**BRAND
AMBASSADORS**

500

**STREET TEAM
MEMBERS**



UNTIL COVID HIT ...



© marketoonist.com

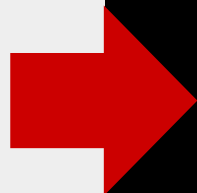


THE PIVOT

FROM...

**EVENT
BASED
COMPANY**

PRE-COVID BUSINESS MODEL



...TO

**CONTENT
& FITNESS
PLATFORM**

COVID 19 BUSINESS REQUIREMENT

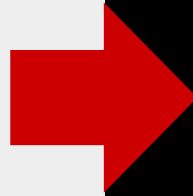


THE OTHER PIVOT

FROM...

**RACE
COMPANY**

PRE-COVID BUSINESS MODEL



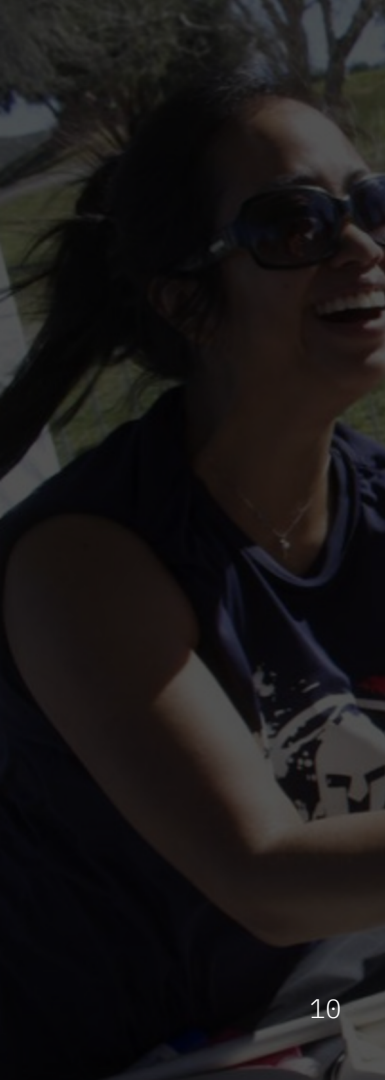
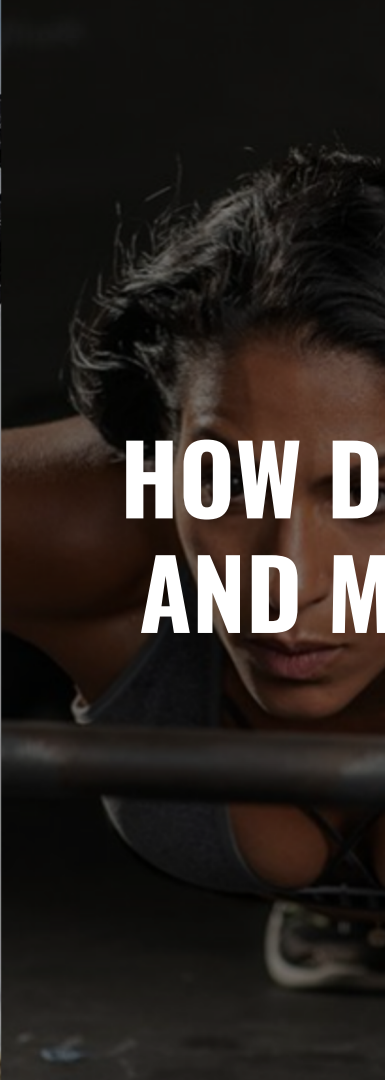
...TO

**MINDSET
COMPANY**

COVID 19 BUSINESS REQUIREMENT



UNBREAKABLE.



HOW DO WE GO BIGGER AND MUCH BROADER?



**ADJUSTING THE WAY OUR BRAND
CONNECTS WITH CONSUMERS TO
OWN THE BROADER SPACE OF
TOUGH CULTURE.**



INFLUENCE VERSUS INFLUENCERS



HIRING A TEAM OF BA'S TO MAKE OUR ADS AND CONTENT MORE INFLUENTIAL

We hired a group of passionate BA's across the tough fitness communities of Crossfit, Endurance Sports, Functional Fitness, MMA, and OCR to help make our marketing more appealing and thumb stopping.

These ads have proven to be 4X more effective than our top evergreen performers from 2019 and 2020.

And the content created gets more engagement than our in house made creatives.





EMPOWERING CREATORS TO MAKE AND DISTRIBUTE ON OUR BEHALF

We looked outside of our own community and created episodic content with some of the toughest figures in tough culture.

C.T. Fletcher meets up with UNBREAKABLE people from all walks of life at the Iron Addicts gym to swap stories, training tips, and unpack what makes them and others unbreakable.

☰ YouTube



DON'T BREAK with CT Fletcher

148,209 views · Premiered Apr 27, 2020



0



SHARE



SAVE



Spartan Race
89.3K subscribers

SUBSCRIBE

TOGETHER we are Spartan. [#beunbreakable](#)

Follow us:

SHOW MORE



ENGINEERING OUR OWN PRODUCTS TO BE MORE INFLUENTIAL

With media getting more expensive and more competitive, we looked at how to make our own products fundamentally more social friendly and more shareable.

24 Athletes holed up at a farm in the mountains of Vermont. Five days of grueling physical and mental challenges. Limits will be tested, tempers will flare and one athlete – the fittest of them all – will take home \$100,000.

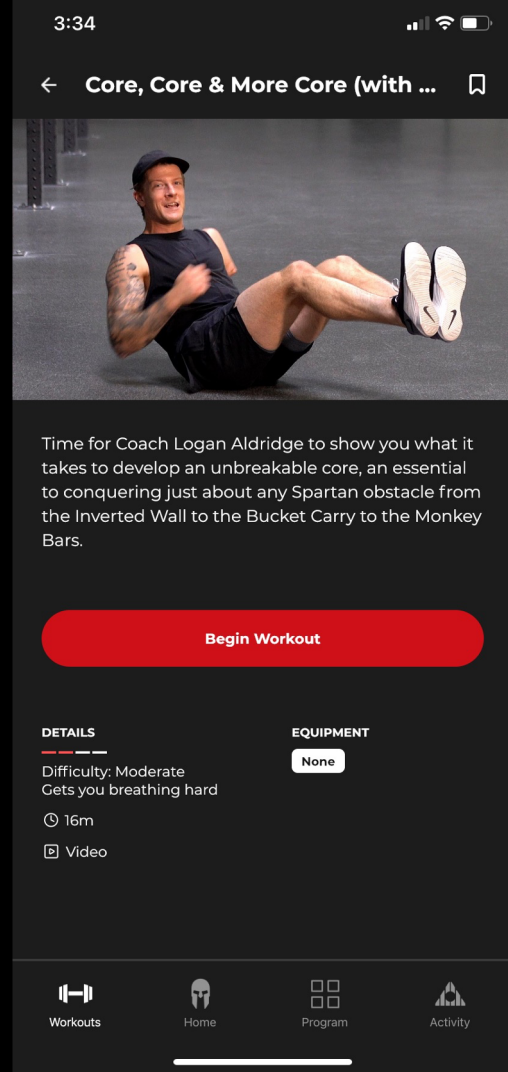




CREATING SERVICES THAT UTILIZE INFLUENTIAL PEOPLE IN SPORT AND TRAINING.

A shift away from our homespun training service to SpartanFit.

A personal training app featuring some of the biggest names in the tough fitness space including Gabe Snow, Meg Reardon, Lala Duncan, Trevor Franklin, Logan Aldridge, Jacob Heppner, Chris Hinshaw and many more.





HARNESSING THE POWER OF OUR COMMUNITY AND MOST INFLUENTIAL CUSTOMERS

We've challenged our community to create tough fitness, racing and extreme wellness content for their personal channels and Spartan owned channels.

This UGC style content, created by these local heros has proven to be 3X more effective at driving views, clicks and engagement than our highly produced brand content.



Spartan ✓

Sponsored · 🌐



2021 season is now open! Experience victory with Spartan obstacle course races: fun, fulfilling, and made to reveal ...[See More](#)



RACE.SPARTAN.COM

FIND YOUR RACE 🇺🇸🔥

20+ confirmed races

SHOP NOW



BUILD FOR INFLUENCE

**PASSIONATE PEOPLE
EMPOWER CREATORS
SOCIAL PRODUCTS
SERVICES THAT INSPIRE
HARNESS COMMUNITY**

AROO!!!!!!



UNBREAKABLE.