



COLOURWORKS

# OLD MUTUAL TWO OCEANS MARATHON

2014 CAMPAIGN OUTLINE

26 JUNE 2013

# THE WAY FORWARD

COLOURWORKS WAS TASKED WITH DRAFTING  
A CREATIVE PROPOSAL OUTLINE FOR THE  
OLD MUTUAL TWO OCEANS MARATHON 2014





## THE WAY FORWARD

Cape Town has been selected as World Design Capital 2014 (WDC2014). As part of this year-long event, projects that offer tangible evidence of how design can improve lives will be nurtured and promoted.

World Design Capital 2014 is about more than just creative recognition. The spotlight on The Mother City will result in more investments across all sectors by international and local investors. This ultimately results in economic growth and job creation which will benefit all South Africans.

# THE WAY FORWARD

World Design Capital Cape Town 2014 are proud promoters of the Old Mutual Two Oceans Marathon.

Considering the international attention that will come with World Design Capital Cape Town 2014 (WDC Cape Town 2014), we feel it will be beneficial to align the activities of the world's most beautiful marathon with the marketing concept behind the world's most creative city.



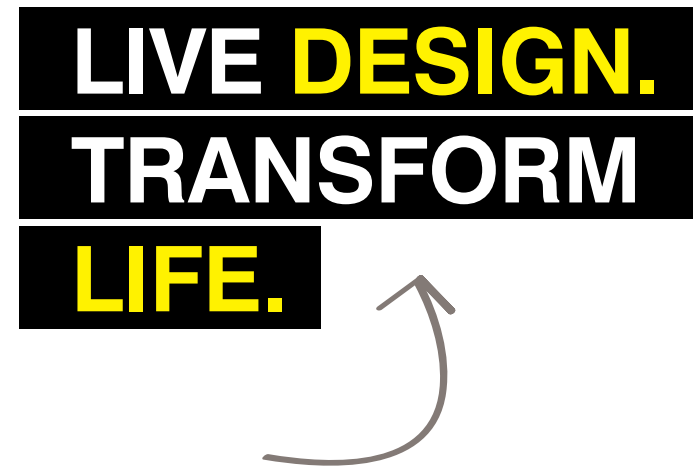


# MAKING THE CONNECTION

# CAMPAIGN THEME

We would use the campaign strapline to align the marathon with WDC Cape Town 2014.

However, the campaign still needs to embody the passion, commitment and achievement that goes hand in hand with participating in the Old Mutual Two Oceans Marathon.

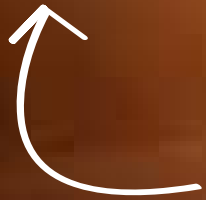


World Design Capital Cape Town 2014  
campaign strapline

## CAMPAIGN THEME

OLD MUTUAL  
TWO OCEANS  
MARATHON

# DESIGNED TORUN



Our bodies are incredibly designed. With commitment, dedication and inspiration and we can all do great things. This concept celebrates our body's perfect design and physical capabilities. By running, we live this design and transform our lives.



## CAMPAIGN THEME

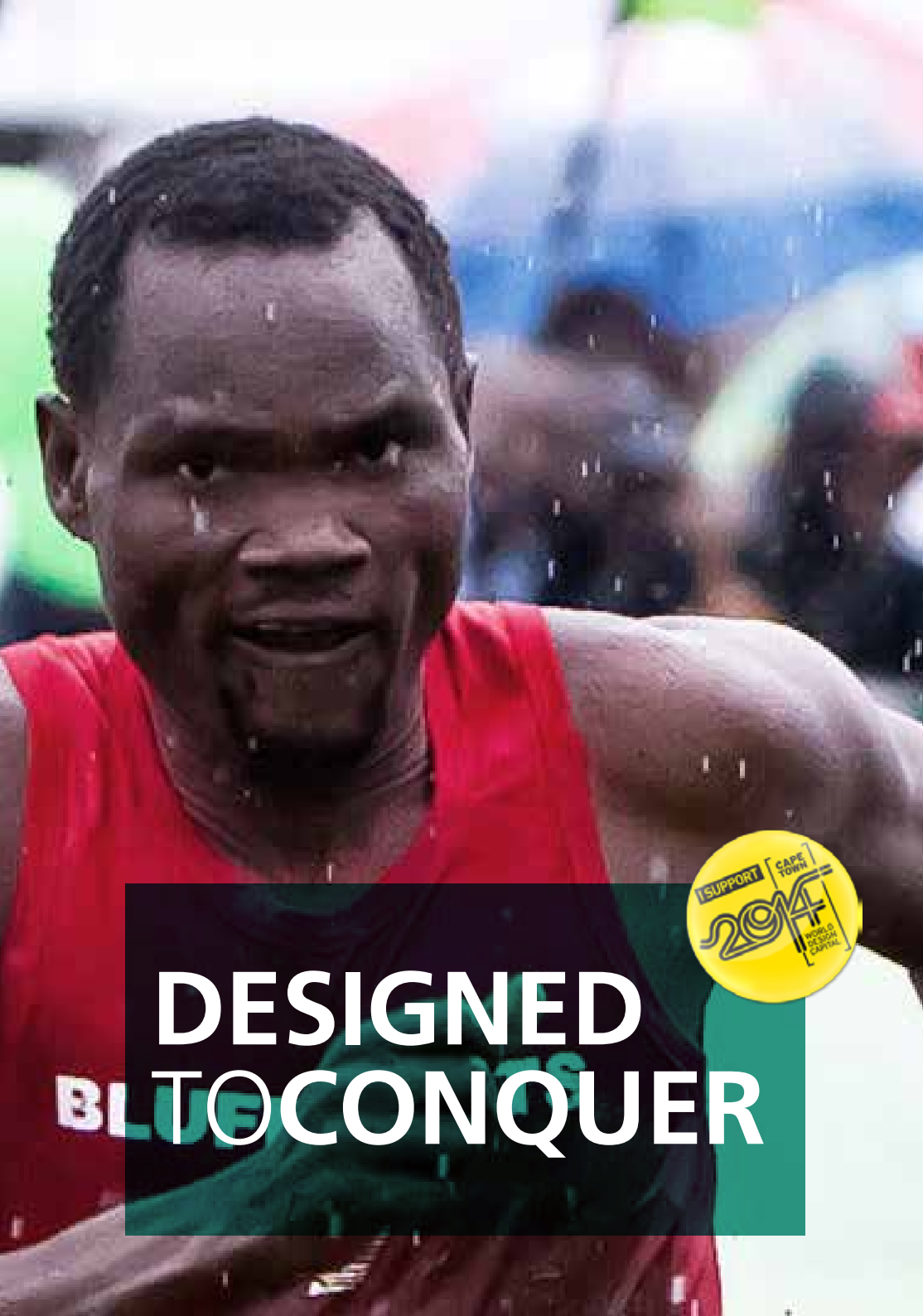
Variations on the “DESIGNED TO...” theme could be used throughout the campaign.

Whether you cross the line or line the way, the world’s most beautiful marathon is

# DESIGNED TO INSPIRE







**DESIGNED  
TO CONQUER**



**DESIGNED  
TO TRIUMPH**



**DESIGNED  
TO EXCITE**



**DESIGNED  
TO SHARE**

# BRINGING IT TOGETHER



## GREAT SPONSORS

# DESIGNED TORUN FOR MORE THAN YOURSELF



The “Designed to Run” campaign also aligns itself with Old Mutual’s “More than Yourself” campaign. By combining the two straplines we create a unified approach that speaks to both initiatives.

WDC2014 focus will be on projects that bridge historic divides, **reconnect the city in structure and in spirit**, rebuild social and economic inclusion, and reposition Cape Town for a sustainable future.

We believe that the Two Oceans Marathon route is not only beautiful, but designed to run. And this event connects and uplifts the spirits of all participants. They passionate about running but they also want to make a difference in communities. WDC2014 and “More than yourself” have similar goals and by linking the two through the Two Oceans Marathon we believe there will be a greater benefit for all.



**CREATING** HYPE


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# IN THE SPORTLIGHT

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Interviews with runners, participating in the “More than yourself” campaign and those involved with WDC2014 but also running the marathon could be used as a platform to promote both the marathon as well as the wider initiatives of WDC2014.

These are just a few ideas of how we could align the Old Mutual Two Oceans Marathon with WDC2014.



Creative initiatives that give something back to the community would be used in the lead up to the marathon as well as throughout the event.

**CREATING** HYPE

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**LET YOUR**

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**IMAGINATION**

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**RUN**

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This initiative would involve adidas supplying 1000 pairs of white trainers.

Celebrities, runners and local artists would be invited to create a design on the trainer. The trainers would be displayed during the event and auctioned off afterwards to raise money for communities in need.



# CREATING HYPE



The shoes would be displayed at the Expo.





OLDMUTUAL



OLDMUTUAL

TWO OCEANS  
MARATHON



DESIGNED  
TO UNITE

# END | THANK YOU

#### Disclaimer

Concepts and information contained within this proposal remain the property of Colourworks.

This proposal is not intended to be the final and complete expression of Colourworks and Old Mutual Two Oceans Marathon's intent regarding the services described in this proposal. Colourworks' agreement to provide services or partner with Old Mutual Two Oceans Marathon for services described in this proposal would be effected only when Colourworks and Old Mutual Two Oceans Marathon execute a final, definitive agreement for these services. Colourworks reserves the right to use the client's name, credentials and work produced for the client in an appropriate and acceptable manner for its own standard marketing promotions. This quotation is valid for 30 days.