

ONERUN 2017-2018 MARKETING RESULTS



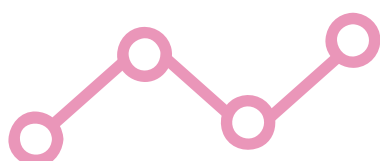
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OVERVIEW

ONERUN 2018 reached 2.3 million people!

Last year ONERUN's stories, messaging and experience reached over 2.3 million people, of which 1.45 million experienced #ONERUN2018 during the month of May. This is up 388% from ONERUN 2017 in terms of impressions and 190% in terms of engagement.



ANNUAL SOCIAL REACH

ONERUN 2018 was experienced by 1.82 million people on social media!

1.22 million people watched over 8,000 participants during #ONERUN2018 on our social media channels. Additionally, we received over 250,000 impressions during our Denise Pelley concert, and 235,000 impressions during our ONERUN kickoff events.



PRESS & PR REACH

We received over 390,000 impressions from press and public relations releases.

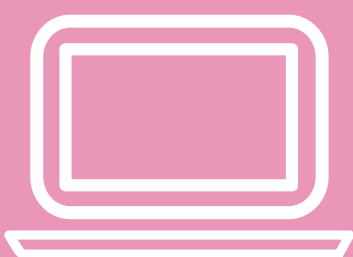
Partnering with local and national press hubs such as the London Free Press and CTV News networks. With their help, ONERUN reached over 390,000 viewers learning more about our story and reading about our journey.



ORGANIC/UNIQUE SITE VISITORS

We hosted over 180,000 visitors to our sponsorship pages last year alone!

We unveiled a newly updated website this year and since its release in October 2017 the site has hosted over 310,000 visitors of which ~72% of them see our sponsor logos during their sessions on the site.



LEARN MORE ABOUT SPONSORSHIP AT ONERUN.CA