

On Running launches global running series 'On Track Nights'

What it is:

Swiss sportswear brand On Running is launching a global running event series, 'On Track Nights'. Open to the public, it will host semi-professional runners alongside local athletes at events aimed to champion a "community-focused, festival-feel approach to racing". The launch follows the opening of the brand's first UK flagship on Regent Street, London, in February. The high-tech store has a floor dedicated to community, including space for workouts and events, and a pop-up bar.

Why does this matter?

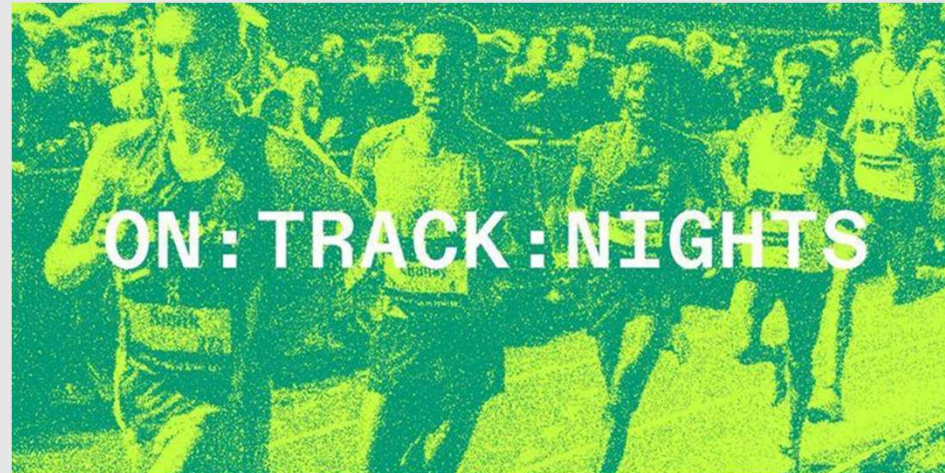
Expanding beyond a core retail offer enables brands to build engagement and grow revenue.

Strategic implications?

Extended ecosystems that offer services beyond shopping will encourage loyalty and repeat spend.

STEPIC drivers / Winning Strategies:

Lean in or branch out
 Elevated store concepts
 Loyalty reinvented



"Local athletes will stand on the start line shoulder to shoulder with world-class talent. And we're planning on offering a spectacular experience for everyone attending"

Chris Becker, On Track Nights Europe project lead

