



Publix®

FORT LAUDERDALE A1A MARATHON

1/2 MARATHON | 5K | KID'S RACE

2024 Marathon, Health Expo, and Integrated Shopper Marketing Campaign



Coupons • Digital • FSI • Shelf Flags • Product Sampling at Events.

Lifestyle & Demographics: Healthy lifestyle and fitness oriented; middle/upper-middle class; Gender: 58.5% female / 41.5% male split; Core age range 30 - 55 years (Median age 46); Average HH Income: \$120K; Education: 100% high school grad, 85% college grad; 40% post college degree grad; Ethnicity breakdown: 75% Caucasian; 15% Hispanic; 5% African American; 5% other; Geographic Location: all 50 states; 33 countries represented; 75% of total A1A audience is from Florida.

Publix® Shopper Marketing:

- **PUBLIX:** Dedicated brand coupon tear pad and shelf talker in 305+ South Florida stores (56% market share). News America handling all in-store components.
- **Dedicated FSI:** 1 million circ. FSI distributed in the tri-county newspapers with coupon / ad for brand.

Event Participation: 23,000+ participants

- **Health & Fitness Expo:** 2-day pre-event Race Expo at the Broward County Convention Center, open to the public, up to 11,000 product samples (wet or dry) / literature, dedicated and staffed 10' x 10' booth.
- **Race Event:** Dedicated branded tent with sampling (wet or dry) and literature distribution at Finish Line to approximately 12,000 racers and spectators. Brand ID also on race barricades, finish line and event shirts.

Online and Mobile Ads:

- **Online:** Active.com and Facebook banner & ad campaigns March 2023 – February 2024. Brand ID & URL link on the www.a1amarathon.com sponsor page w/brand info & URL hyperlink; opportunity to distribute online coupons.

Reporting: Full brand recap following event with photos.

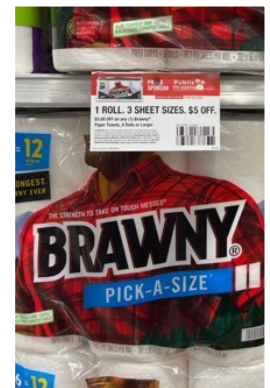
Participation Cost

\$28,000

Key Dates

- **Commitment:** October 1, 2023 (category exclusive)
- **In-Store Shopper Marketing:** January - February 2024
- **Race Days:** Feb. 17-18, 2024 / **Health Expo:** Feb. 15-16, 2024

Contact your CoOptions representative or Darlene Genander at (919) 249-7386 or dgenander@cooptions.com



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