

UTVV

CASE STUDY





CUSTOMER
UTVV

COMPANY
Ultra Trail Vipava Valley

INDUSTRY
Fitness / Running / Events

BUYER PERSONA
Male & Female 35-45 trail runners
living in main European cities.

AUTHOR
Alexander Novicov

Why everything starts
with strong foundation:
brand purpose.



UTVV is an ultra-trail running event based on the border of Italy and Slovenia. The event HQ is based in Ajdovščina, Slovenia.

Boštjan Mikuž is one of the co-founders of the company, who is an open-minded entrepreneur, an ultra-runner himself, and an Alpinist who climbs mountains all over the world.

When we met with Boštjan initially in October 2022 we believed that the brand has a lot of potential, and we both saw an opportunity to articulate and create a meaningful brand purpose and simultaneously rebrand for UTVV 2023.

This year the company organized its 8th edition and it was a great opportunity to reach more people, attract more and better runners (customers), differentiate from other running events, increase conversion rates, boost brand value and create a stronger emotional connection.

We started working with UTVV in November 2022.



UTVV CASE STUDY

BEYOND SCENERY & VIEWS

A lot of events have beautiful and stunning scenery for the event, but that doesn't differentiate a brand as you are competing on something that is not controllable.

Nice logos, brilliant videos and stunning pictures are great and they are much needed but if we want to connect on an emotional level with our current and potential customers, we need to go beyond nice views.

That's why for UTVV we started with the foundation – we started on their brand purpose. The process of creating a meaningful brand purpose starts with the founders and the team.

The first stage is to interview the founders of the company individually and then interview core team members individually as well. The interview process dives deep into each person's beliefs and wants. We learn about their life, their wants and desires. The goal is to dig deep and find what truly inspires and moves them.



Brands that thrive in this world are the ones that have a meaningful brand purpose.



WORKSHOP

Once we finished the interview process, it was time to host a workshop with the whole team.

The purpose of the workshop was to connect the whole team and discover their 'why'.

Every brand story needs to connect on an emotional level and the stories that the team share are what makes the brand more human because they are authentic.

During the workshop we go through two aspects: the brand element and the brand story. The two need to co-exist.

We discovered our core brand archetype, our tone of voice, internal brand values and team stories.



“

We have been working with Alexander and Way Boutique team for half a year now – we started from the rebranding to the intense preparational months before the event. Their hardworking, reliability, and creative attitude counts a lot when you want your brand to grow and expand beyond what you have ever thought possible. Grateful and happy to be working with such an amazing team of open-minded people.”



ANJA MIKUŠ
MARKETING MANAGER

STORY DEVELOPMENT

When we completed the interview process and the workshop in Slovenia, we started working on the story development, brand tagline and visual identity.

We articulated UTVV brand's story that represented what they stand for.

This is their story ...

To challenge our minds, our bodies, and our spirits, means we push our boundaries of what we can achieve as individuals. A commitment to an ultra-marathon race means a commitment to go to the next level.

The next level of resilience and adventure. To go to the next level, it requires us to overcome a series of increasingly difficult challenges. The biggest one is complacency.

It stops us from exploring new trails, experiencing new adventures, and most importantly, it robs us from our own human potential.

At UTVV, we want to challenge your boundaries so that you can explore your potential. For us, the miracle is not the finish line, it's the starting line. It's the courage to start a journey to the unknown.

Our dedicated crew, our giving volunteers, our compassionate community, and our rich history of Vipava Valley in Slovenia is what makes our race incomparable.

We want to challenge you to become bigger than running.

We want to challenge you to push your own limits.

Find the warrior within you to take on this adventure and live a more fulfilling and adventurous life.

You can rewrite your future by deciding to challenge yourself today.

**CHALLENGE YOURSELF
UTVV**



BRAND TAGLINE

Our brand tagline encapsulates our brand story:
Challenge Yourself.

This is what UTVV stands for, this is what they keep
doing every year and this is what they aspire to do.

To go a bit deeper UTVV wants their 'warriors'
(runners) to Challenge themselves so they can push
their own limits and become bigger than running.

CHALLENGE YOURSELF



“The start was like a trip in the unknown,
but the final result is staggering and totally on
point. We managed to write our own bible.”



OŽBEJ MARC
CO-FOUNDER

LOGO DESIGN

The next step was to redesign the logo.

We designed a new logo with different variations. Our new logos goal was to showcase our brand story.

The goal behind this design was for people to subconsciously feel our story (Challenge Yourself) and to feel the greenery and scenery that Vipava Valley in Slovenia has to offer.





UTVV
SLOVENIA



UTVV SLOVENIA



UTVV
SLOVENIA



UTVV



BRAND GUIDELINES

Once we created a new logo we designed Brand Guidelines with detailed explanation of every detail.



CONTENTS

- 01/ BRAND STORY
- 02/ BRAND TAGLINE
- 03/ BRAND IDENTITY
- 04/ BRAND ARCHETYPE
- 05/ BRAND PROMISE
- 06/ BRAND VALUES
- 07/ TONE OF VOICE
- 08/ THE THREE WHY'S
- 09/ TYPOGRAPHY
- 10/ IMAGES/PHOTOSHOOTS
- 11/ ASSETS
- 12/ SOCIAL MEDIA POSTS

UTVV CHALLENGE YOURSELF

BRAND GUIDELINE



UTVV CHALLENGE YOURSELF

BRAND GUIDELINE

BRAND STORY

To challenge our minds, our bodies and our spirits means we push our boundaries of what we can achieve as individuals.

A commitment to an ultra-marathon race means a commitment to go to the next level.

The next level of resilience and adventure.

To go to the next level, it requires us to overcome a series of increasingly difficult levels of challenges. The biggest one is complacency. It stops us from exploring new trails, experiencing new adventures and most importantly it robs us from our own human potential.

LOGO SIZING

UTVV logos have a minimum width. The logos should not go below these sizes in order to preserve both legibility and flexibility.

UTVV SLOVENIA

120px

UTVV

40px

UTVV
CHALLENGE YOURSELF

80px

UTVV

40px

UTVV CHALLENGE YOURSELF

BRAND GUIDELINE



With great branding,
it's easier to sell.
Show don't tell.



EXECUTION

Once everything was in place, we started creating/ designing all elements for the event including:

- Technical t-Shirts
- Merch Hoodies & t-shirts
- Headbands & trucker caps
- Plates & beach flags
- Finishers wall & roll-ups
- Arch banners for finish line & merch
- Start bib & bib envelope
- Endless banners
- Race Guide



TONE OF VOICE

Our tone of voice should be daring, exciting and fearless (The Explorer). We should encourage people to dare, to push themselves. When writing copy and creating adverts we need to mix it with a brave and honest tone (The Hero). We want to encourage people to become their own heroes. To challenge themselves.

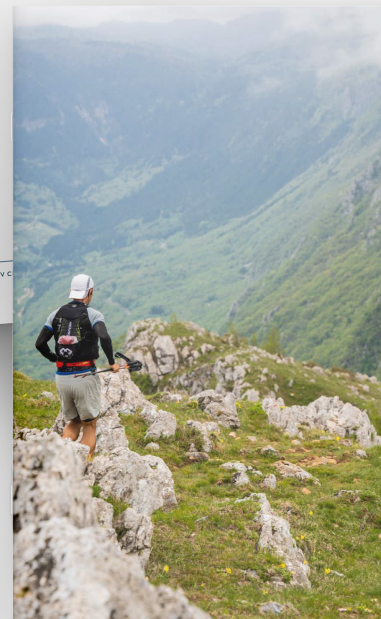
Inconsistency puts consumers off, because they don't know what they're dealing with. So you should use a consistent style of language across your marketing materials, your terms and conditions, your receipts and invoices or your contracts for new employees. Every piece of written communication is an opportunity to reinforce your brand.

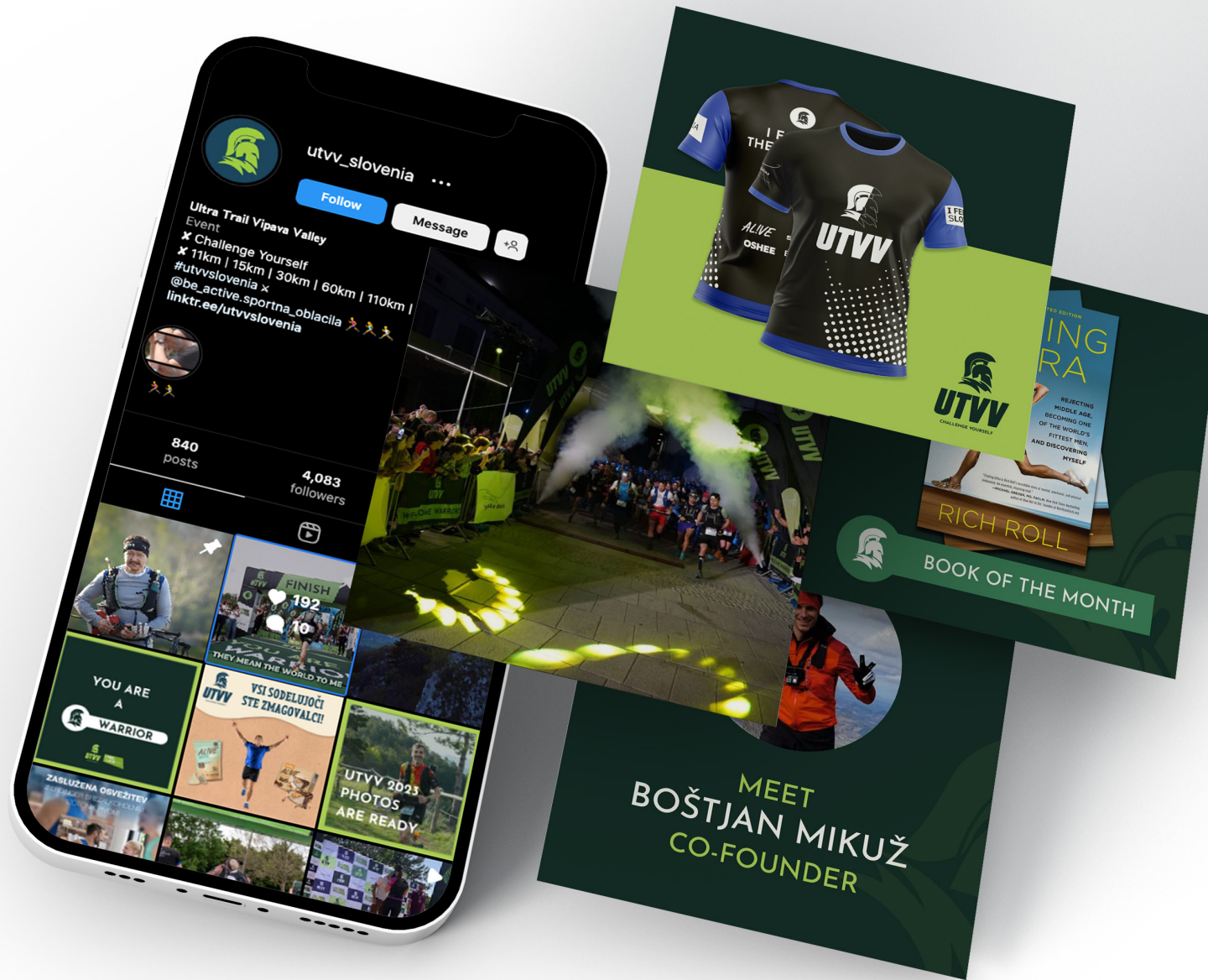


UTVV CHALLENGE YOURSELF

CLEAR SPACE

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breathe.









CUT OFF TIMES AND TRANSITIONS

The runners must arrive/start from the checkpoint and arrive at the finish within the cut-off time.

If runners arrive/start from the checkpoint after the time limit, they are automatically disqualified, and the organizer arranges transport for the runners to the finish. The runners are also disqualified if they do not arrive at the finish before the time limit.

The last runner on the trail is the "sweeper", who ensures that no runner falls behind. The sweeper accompanies the runner to the next checkpoint if necessary.

	EMPEROR	CENTURION	GLADIATOR	LEGIONAR	ASTERIX	CASTRA CITY RUN
Distance	170 km	110 km	60 km	30 km	15 km	10 km
Elevation	6400 m +/-	4500 m +/-	2400 m +/-	1631 m +/-	190 m +/-	300 m +/-
START	Ajdovščina 05. 05. 2023 18:45 (Friday)	Ajdovščina 05. 05. 2023 22:30 (Friday)	Ajdovščina 06. 05. 2023 09:00 (Saturday)	Ajdovščina 06. 05. 2023 09:00 (Saturday)	Ajdovščina 06. 05. 2023 16:00 (Saturday)	Ajdovščina 05. 05. 2023 16:30 (Friday)
CUT OFF TIMES						
Vipava	15 hours (46 km) 06. 05. 2023 08:00 (Saturday)	15 hours (46 km) 06. 05. 2023 11:30 (Saturday)	15 hours (46 km) 06. 05. 2023 20:00 (Saturday)	/	/	/
Renče	33 hours (123 km) 07. 05. 2023 04:00 (Sunday)	/	/	/	/	/
Branik	41 hours (192 km) 07. 05. 2023 12:00 (Sunday)	/	/	/	/	/
Bohjuje	/	24 hours (85 km) 06. 05. 2023 22:30 (Saturday)	/	/	/	/
Ajdovščina (finish)	46 hours 07. 05. 2023 17:00 (Sunday)	30 hours 07. 05. 2023 04:30 (Sunday)	16 hours 06. 05. 2023 23:00 (Saturday)	NO CUT OFF TIMES	NO CUT OFF TIMES	NO CUT OFF TIMES
TRANSITION						
Otlica (59 km)	1st bag	1st bag				
Renče (123 km)	2nd bag					

TRANSITION BAGS
Transition bags will be transferred to the life base stations - Otlica and Renče. Emperor has 2 transition bags. Centurion has 1 transition bag.



BIB GUIDE

COURSE NAME

NAME

COUNTRY FLAG

EMERGENCY NUMBER

COURSE PROFILE

TIME LIMITS

AID STATIONS & BAG TRANSITION

FRONT





UTVV CASE STUDY





I FEEL
SLOVENIA

Vipavska dolina
Aktivna. Vse leto.
Active All yearround

8TH EDITION • 5-7 MAY 2023 • SLOVENIA

EMPEROR
170k / 6400vM

CENTURION
110k / 4500vM

GLADIATOR
60k / 2400vM

LEGIONAR
30k / 1620vM

ASTERIX
15k / 190vM

CASTRASITY RUN
10k / 300vM

OBELIX HIKE
& WINE
11k / 100vM

Register at
www.ultratrail.si



CHALLENGE YOURSELF



FEEL
LOVENI



I FOUND
THE WARRIOR
WITHIN

Vipavski
A kivi...
Active. Al...



I FOUND
THE WARRIOR
WITHIN

ALIVE SCARPA
USTED LADINGER



UTVV CASE STUDY







FINISH



I FEEL SLOVENIA

I FEEL SLOVENIA

Vipavska dolina
Aktivna. Vse leto.
Active. All year round.

Vipavska dolina
Aktivna. Vse leto.
Active. All year round.

amisp

I FEEL SLOVENIA



YOU ARE A WARRIOR



CONTENT MARKETING

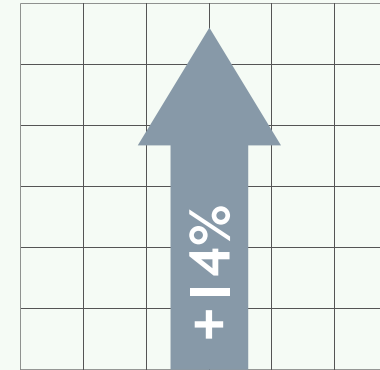
Once we finished our brand story and brand guidelines, we started working on our content strategy.

The goal was to inspire runners to connect and engage with us on all our social media channels.

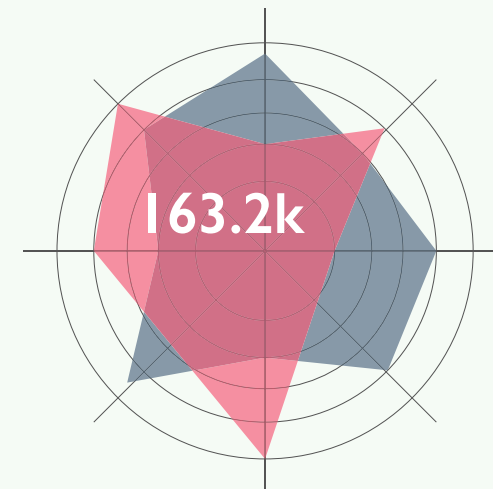
We created a comprehensive strategy to attract runners to follow us, engage with us, share our content and ultimately register for the race.

We managed to grow UTVV's social presence by 14% which is 240% above average.

We reached 163.2k people – which is 65% above average.

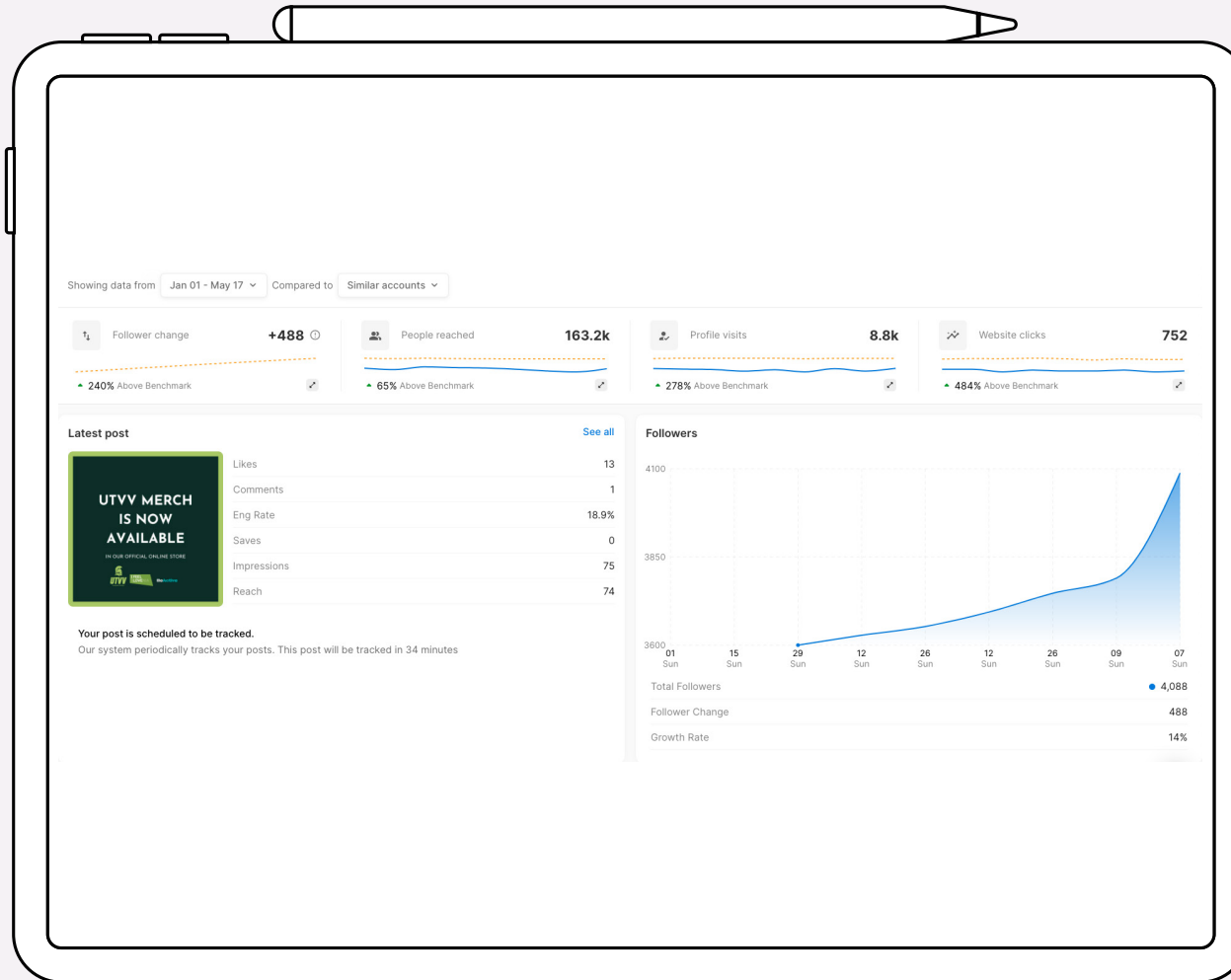


SOCIAL PRESENCE



SOCIAL REACH

CONTENT MARKETING



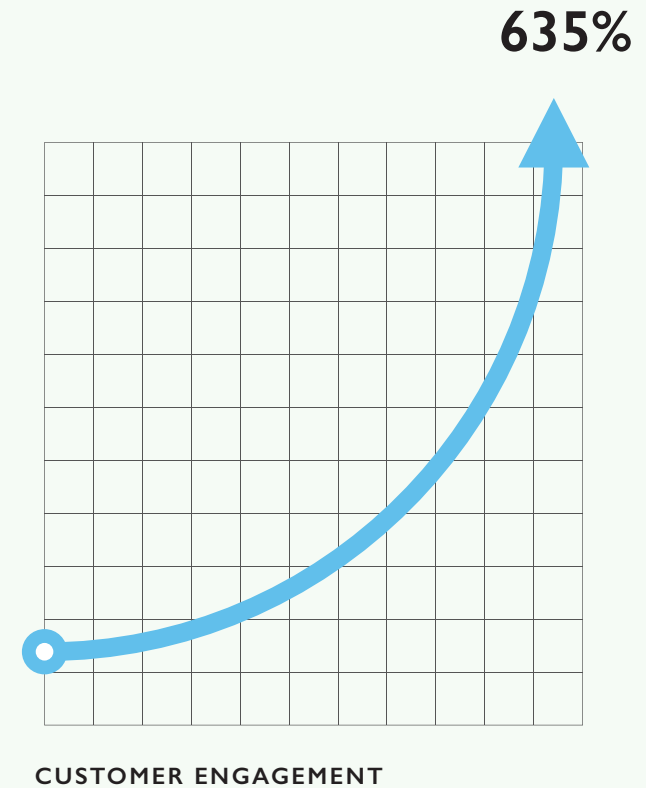
CONTENT INSIGHTS & ENGAGEMENT

When we work on a content strategy we gather as much data as possible. The best way to gather insights and data is to speak to actual clients.

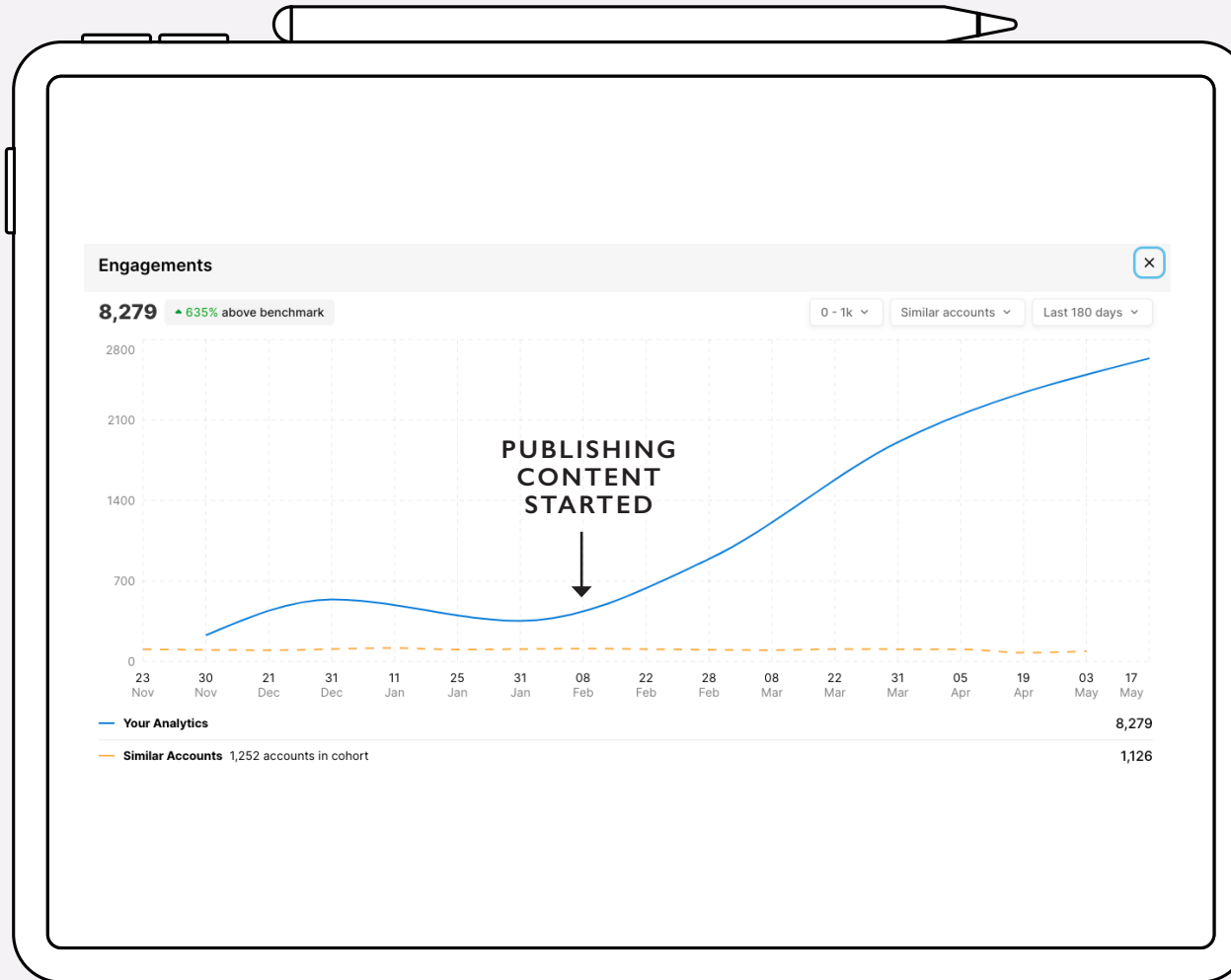
We interviewed runners that knew UTVV as a brand to understand more about how they think and what was their opinion about the brand.

We also interviewed runners that didn't know the brand to understand how they think and what are they looking for when they book an ultra-running event.

Based on insights that we gathered we continued creating engaging content. This resulted in 635% increase in engagement!



CONTENT INSIGHTS & ENGAGEMENT



DAILY RECAP VIDEOS/ HIGHLIGHTS OF THE DAY

During the three-day event the Way Boutique production team travelled to Slovenia to shoot.

Our objective was to publish daily recap videos and shoot footage for upcoming months.

We shot, edited and published three videos during the event.

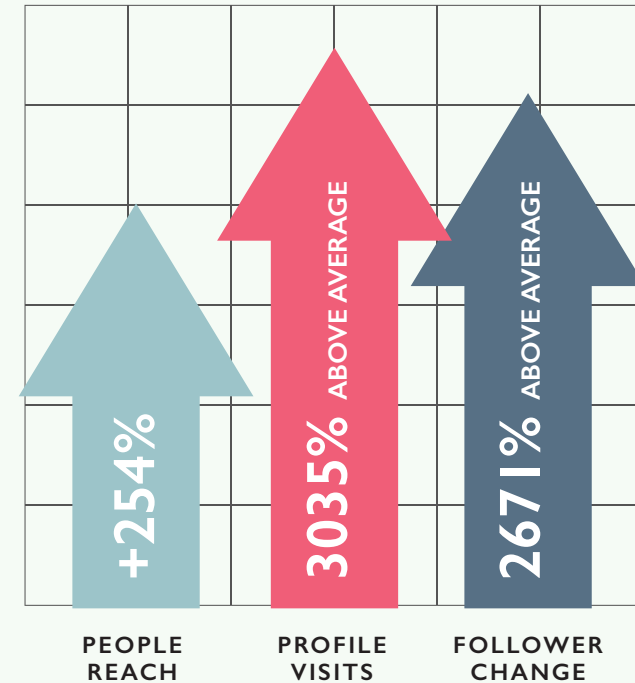
Results:

People Reached:
19.3k / 254% increase

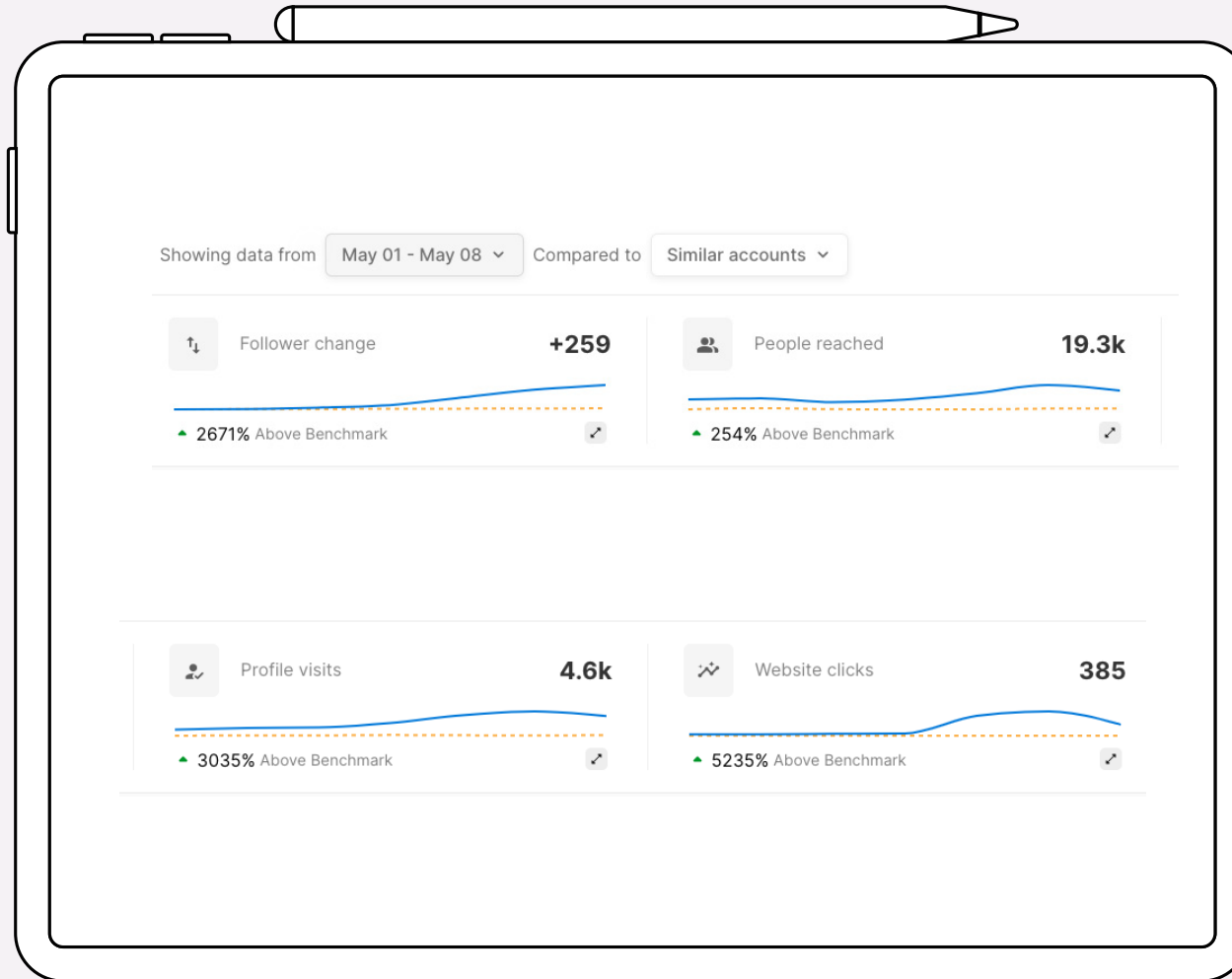
Follower Change:
2671% increase above average

Profile Visits:
4,6k / 3035% increase above average

[CLICK TO VIEW THE VIDEOS](#)



CONTENT INSIGHTS & ENGAGEMENT

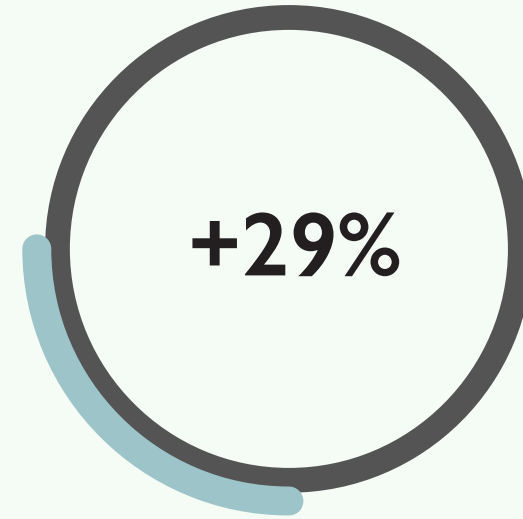




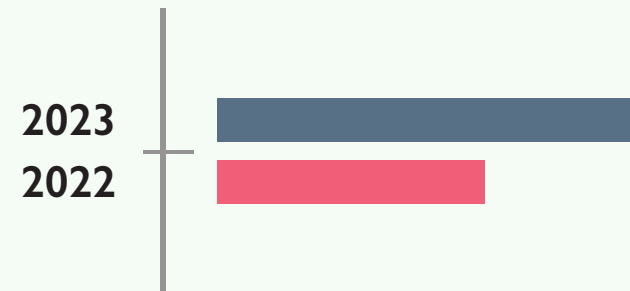
SALES GROWTH

There was a 29% increase in sales compared to last year's registration.

Sales growth doesn't just happen because of a rebrand or a brand story. It happens as a chain reaction to many factors including having a great product, having happy runners that attended previous events and many other factors.



SALES GROWTH



NUMBER OF REGISTERED RUNNERS

BRAND GROWTH

Sales figures tell a story, but it's not the whole story.

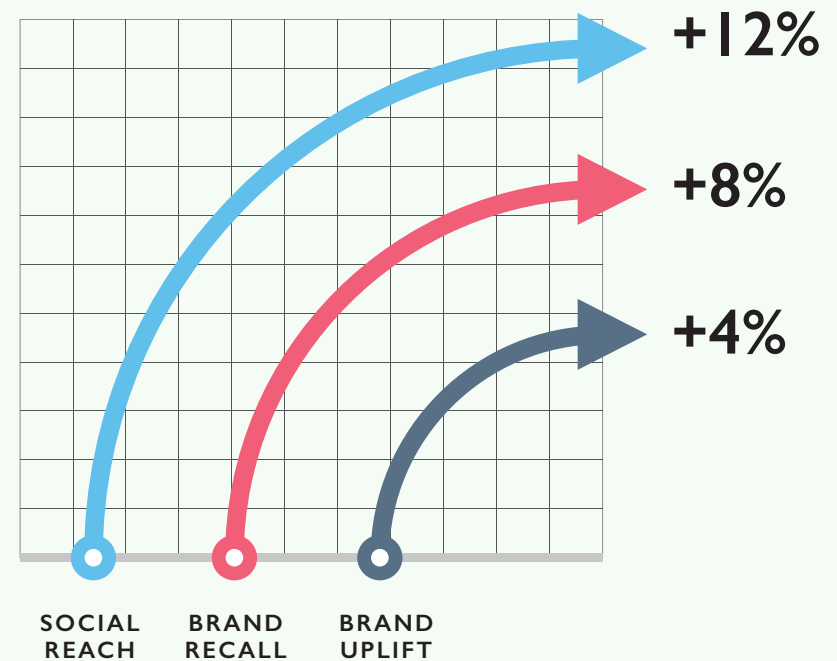
That's why it's important to measure brand value and brand health.

A brand health data gives us a wealth of new data and insights that help us grow UTVV.

We measured UTVV's brand health with the following data:

- Net Promoter Score (NPS)
- Purchase Intent
- Unprompted Brand Recall
- Promoted Brand Recall (preference in category)
- Brand uplift
- Social reach
- Brand equity
- Brand loyalty

We've increased brand uplift by 4%, social reach by 12% and unprompted brand recall by 8%.



“ Since the beginning, Alexander had a different approach, and I felt in my gut that cooperation would be different, that we are going into unknown/ unfamiliar territory. I like such approaches because, in the end, you can truly expect different, better outcomes instead of following the old paths and waiting for improvement. For such approaches, there are no instant bypasses or short hints, it requires work on yourself and the team and all need to be transferred to the project...like in everyday fulfilled life. Working with Alexander and his Way Agency brought new, fresh air and a dozen of excellent ideas, truly appreciated. ”



BOŠTJAN MIKUŠ
CO-FOUNDER

THANK YOU

I would like to thank all the UTVV team for trusting us and everyone at Way Boutique that made it happen, including:

- Paul Buckley
- Michael Edwards
- Gigi
- Genevieve Jones

Thank you

Alex

Alexander Novicov





GET IN TOUCH

If you would like to create a meaningful and purpose driven brand, get in touch with us today:

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