



ON Content Marketing Plan

Abby, Brynn, Sophie, Zac

Company History

On was founded in 2010 in Zurich by Olivier Bernhard, David Allemann, and Caspar Coppetti, aiming to revolutionize running with a unique cushioning system. Bernhard, a former professional athlete, began experimenting with pieces of garden hose attached to shoe soles, leading to the development of their signature CloudTec technology, designed to provide soft landings and explosive takeoffs. The brand quickly gained recognition and has expanded globally, offering a range of performance and lifestyle footwear.





Mission

Inspired by athletes. Powered by Swiss engineering. Move with us, and Dream On.

Opportunity

As demand grows for activewear that embraces movement as a lifestyle, not a competition, On stands out by redefining the space with Swiss engineered apparel and footwear that blend performance, comfort, and sustainability. Unlike traditional athleisure brands, On takes a holistic approach, supporting mindful motion, outdoor exploration, and everyday versatility. With innovation and environmental responsibility at its core, On has the opportunity to lead a new era where movement is driven by quality and meaning, not medals.

Objectives

- Establish On as the premium sustainable alternative in activewear by increasing brand awareness by **20%** and driving a **15%** increase in traffic to sustainability-related content within **6 months**.
- Grow apparel sales by **30%** to elevate clothing to equal footing with footwear within the next **10 months**.
- Launch the OnLifestyle Campaign to deepen brand engagement by increasing app engagement by **25%**, app downloads by **20%**, and generating **15k+** user-generated content posts within **6 months**.

Market Research

AGE: 52

HOME: MIAMI, FL

INTERESTS: SUBURBAN DAD/EMPTY-NESTER, TRAVELING, HEALTHY AND ACTIVE LIFESTYLE, WORK-LIFE BALANCE, VALUES HIGH-QUALITY AND SUSTAINABLE PRODUCTS

WHY ON?

- Versatility and comfort of their shoes and apparel (recently discovered)
- High quality fabric and wide color selection
- Functional for working out and everyday athleisure



* Gathered real market research from Abby's dad, Luke Johnson, who is an avid and loyal consumer of On which informed our target consumer

Digital Target Consumer

Ages 25 to 55 years old, style conscious and sustainability driven individuals who prioritize movement in their daily lives. They are active but not competitive, and they value mental health, wellness, and environmental responsibility. They seek everyday clothing that is both comfortable and stylish, especially in the form of athleisure wear that supports their on-the-go lifestyle.

Insights that led to this targeting:

- **Values mindful movement over competitive fitness:** high intensity workouts → workouts for mental clarity and stress relief
- **Prioritization of sustainability:** ethically made, eco conscious, and durable
- **Desire for a brand that is high quality, multi-functional, and stylish**

AGE: 38

HOMETOWN: Houston, TX

OCCUPATION: Tech Sales Executive

INCOME: 150K/year

INTERESTS: morning/evening walks or runs, listening to podcasts about wellness, parenting, or business, clean eating, volunteering at local school events, prioritizing family life

FAVORITE BRANDS: Patagonia, Allbirds, Peloton, Vuori, Whole Foods



Meet Mark Taylor

Brand Strategy

For style conscious and sustainability driven individuals aged 25 to 55 who value wellness, movement, and environmental responsibility, **On** is the only brand in activewear that is Swiss engineered and designed to support a lifestyle, not just a workout.



Brand Voice

RECOMMENDED BRAND VOICE: CALM, MOTIVATIONAL, MODERN, AUTHENTIC, MINIMALIST

tone: CALM AND INVITING WHILE FOCUSING ON PURPOSEFUL MOVEMENT AND LIVING WELL

MESSAGING: SUSTAINABILITY MATTERS, MOVEMENT OVER COMPETITION, SWISS ENGINEERED, DESIGNED FOR EVERYDAY LIFE

Existing Digital Presence

INSTAGRAM (@ON)

- Visually curated, showcasing elite athletes, celebrity partnerships, and sleek product shots
 - Room to humanize the brand more with UGC, everyday runners, and styled apparel content that goes beyond just performance

TIKTOK

- Still growing. Content skews more experimental with no true voice.

ON APP

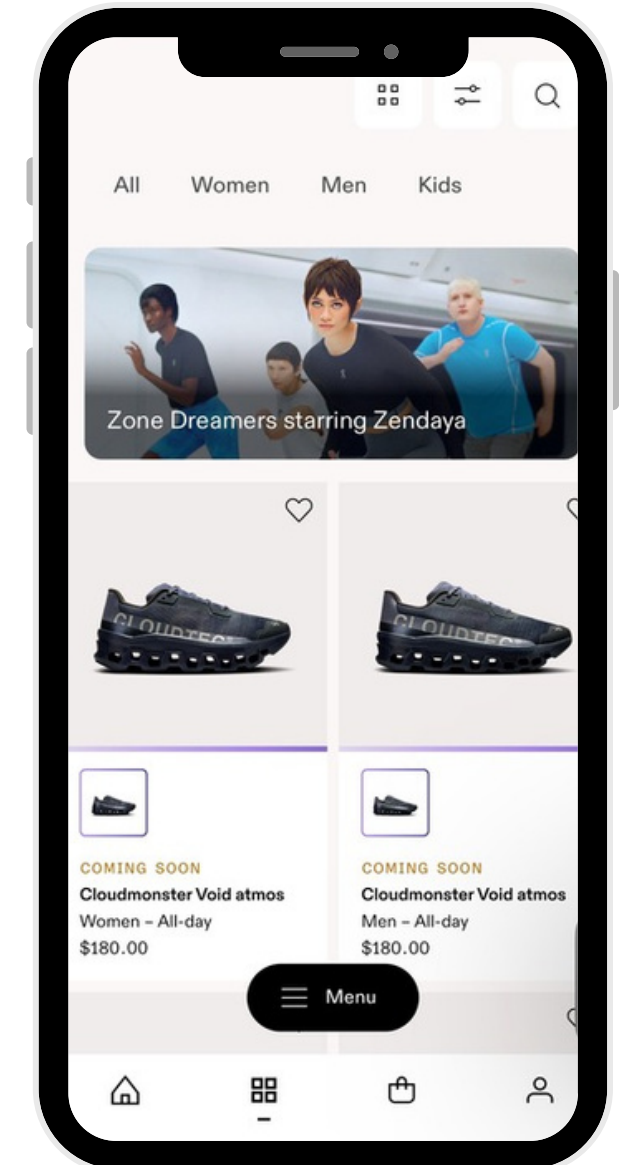
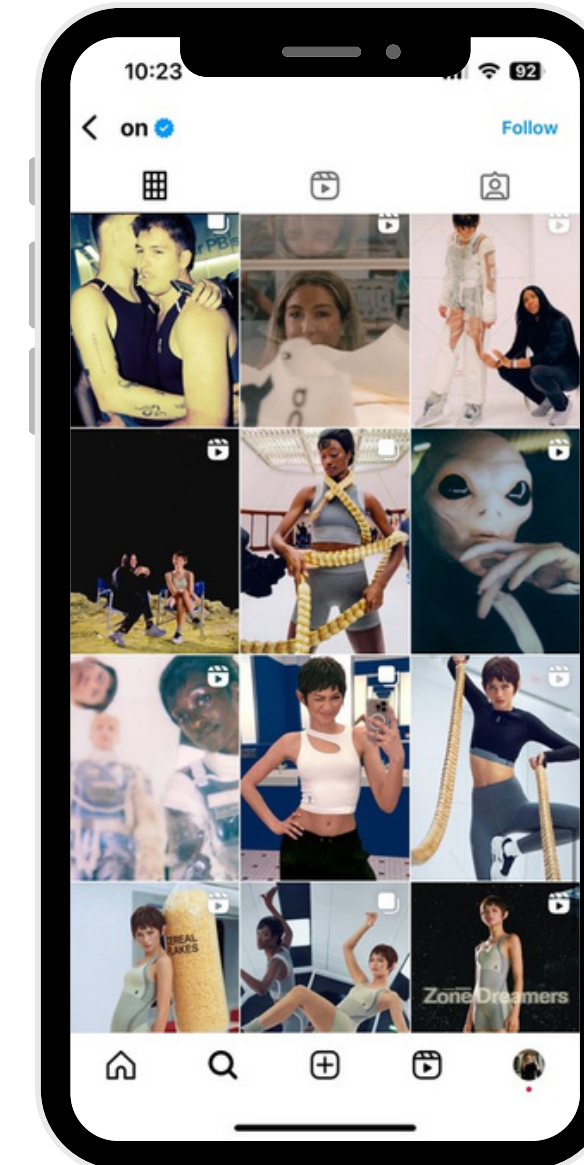
- Product-focused, clean, minimalist space for browsing and buying footwear/apparel

BLOGS/EDITORIAL

- ON has blog-style content sprinkled throughout product pages
 - Occasional features on ambassadors or design innovations, but **underused**

PINTEREST

- Lightly used, **missed opportunity**



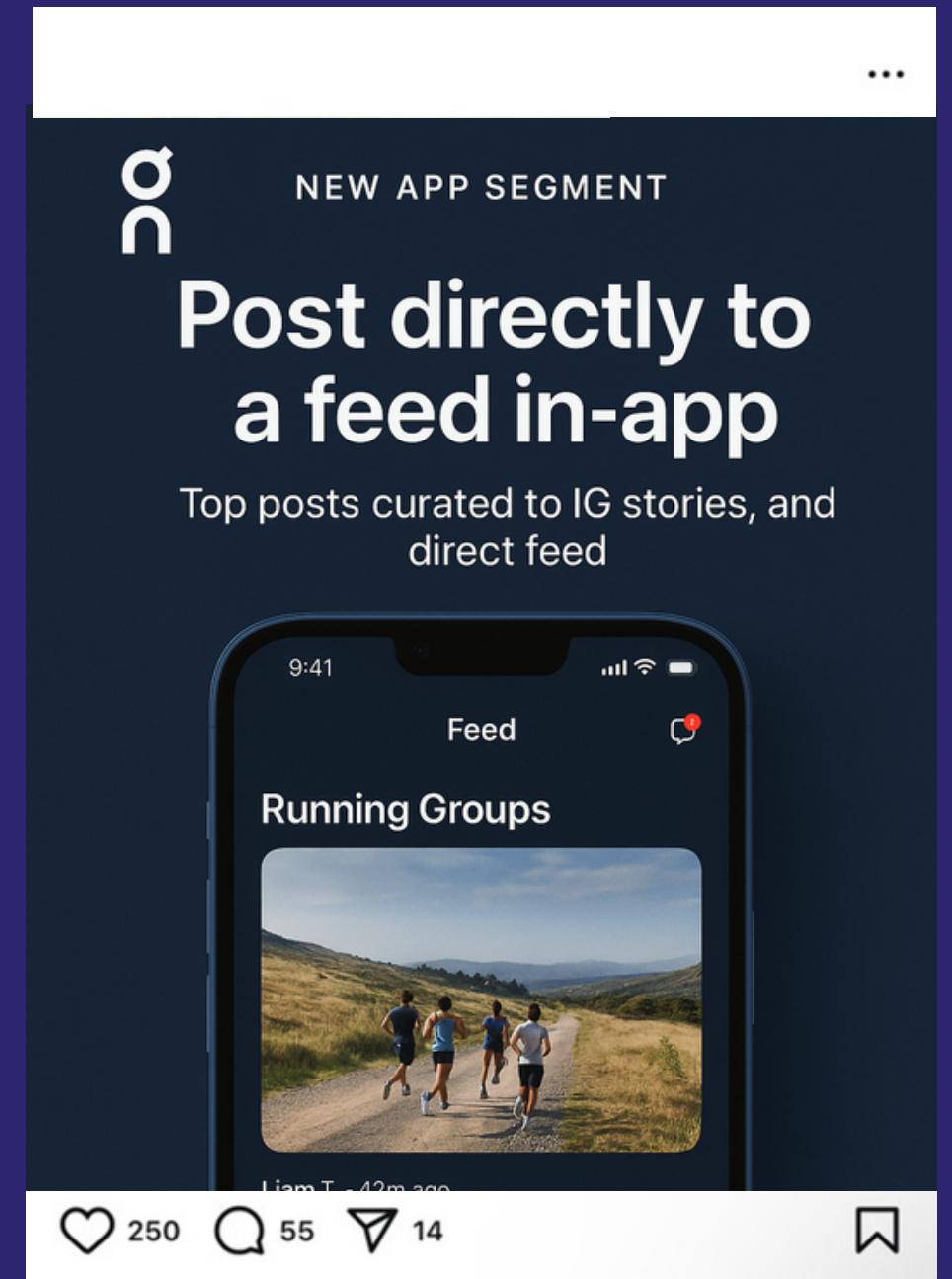
Content Creation

1. UGC: ONLIFESTYLE CAMPAIGN - SYNC UP

- Users can directly post to a feed in-app, top posts curated to IG stories, and direct feed
- Running Groups, Tracking Progress, Recovery Sessions, Event Integration, etc.
- #ONLifestyle #SYNCUP

2. INSTAGRAM: VISUAL STORYTELLING HUB

- Showcase lifestyle/performance content - morning runs to coffee shops, city to trail transitions
- Runner Takeovers: Weekly IG stories from global ON runners.
- Video Content: IG, TikTok, etc.
 - Styling tips, Outfit transitions, "What I wore for my 5K"



Content Creation

3. BLOGS

- Style + Performance Profiles
- “What to wear + how it’s made” guides
- Pairing fashion with fabric sourcing stories
- Informational Gear Drops - Focusing on everyday wear, not just performance

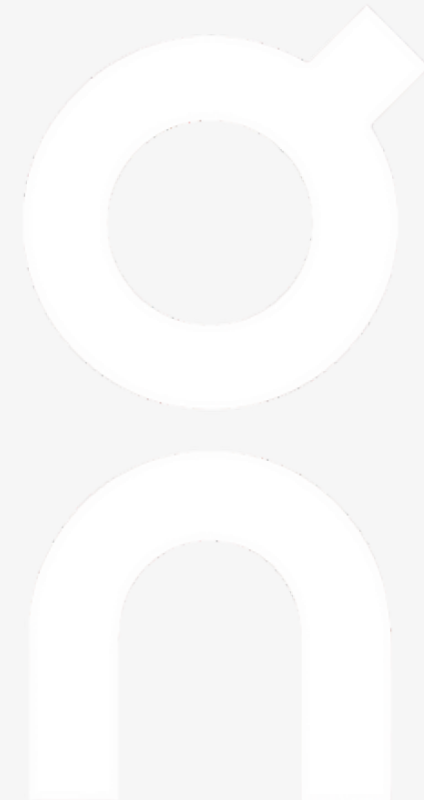
4. EXPERIENTIAL MARKETING: POP-UP RECOVERY BOOTHS

- Host quarterly 5Ks, Half-Marathons, and one full Marathon annually
- Booth Features:
 - Recovery Lounge: Stretching areas, Rolling materials
 - Sustainable/wellness snack and beverage partners
 - Offer reusable ON-branded bottles or tote bags with QR codes linking to the app

5. PINTEREST

- Users are planners, visual thinkers, etc.
- Push #ONLifestyle campaign
- Style-led boards, training Inso, and travel/run gear packing for ON apparel





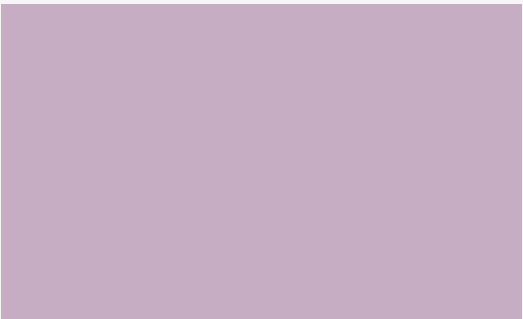
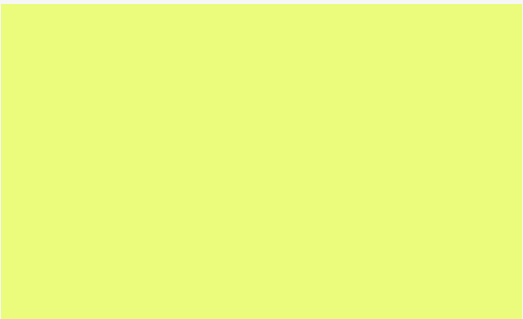
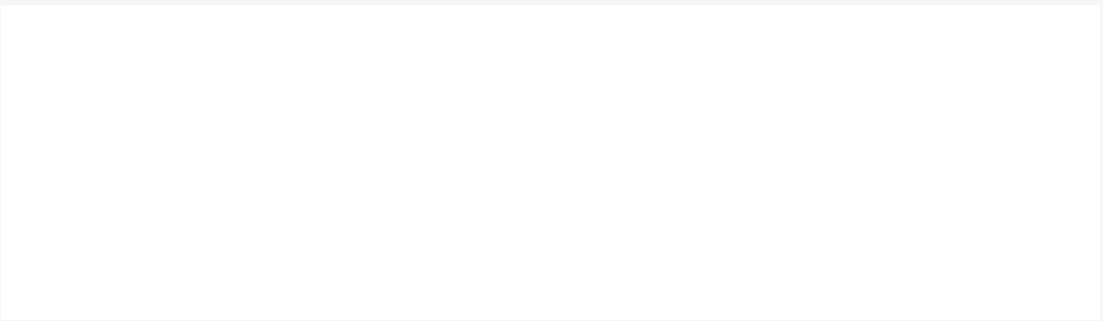
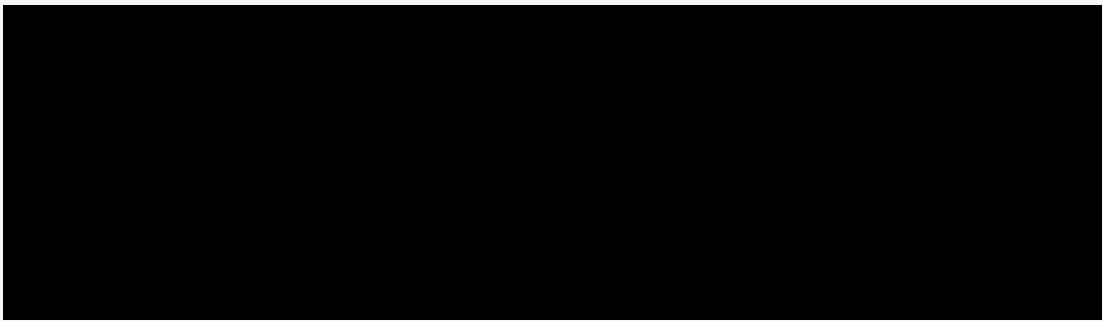
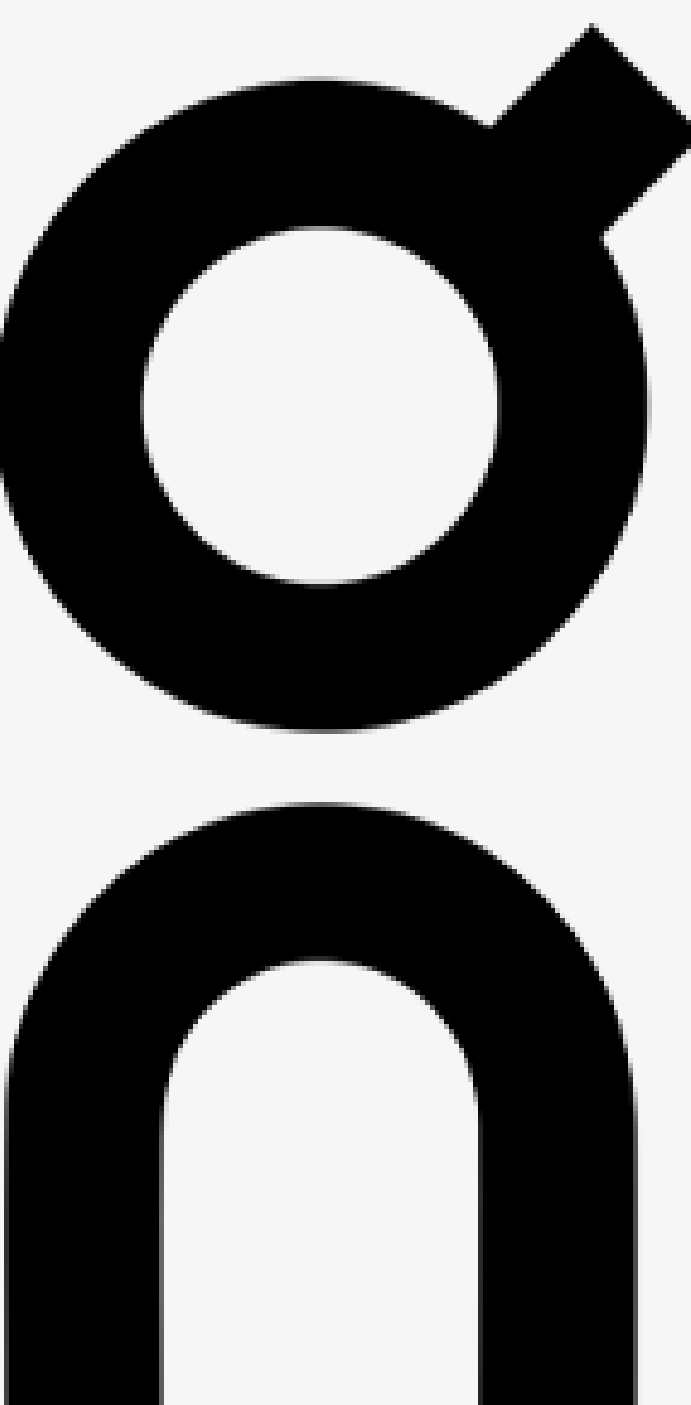
Jam Grotesque

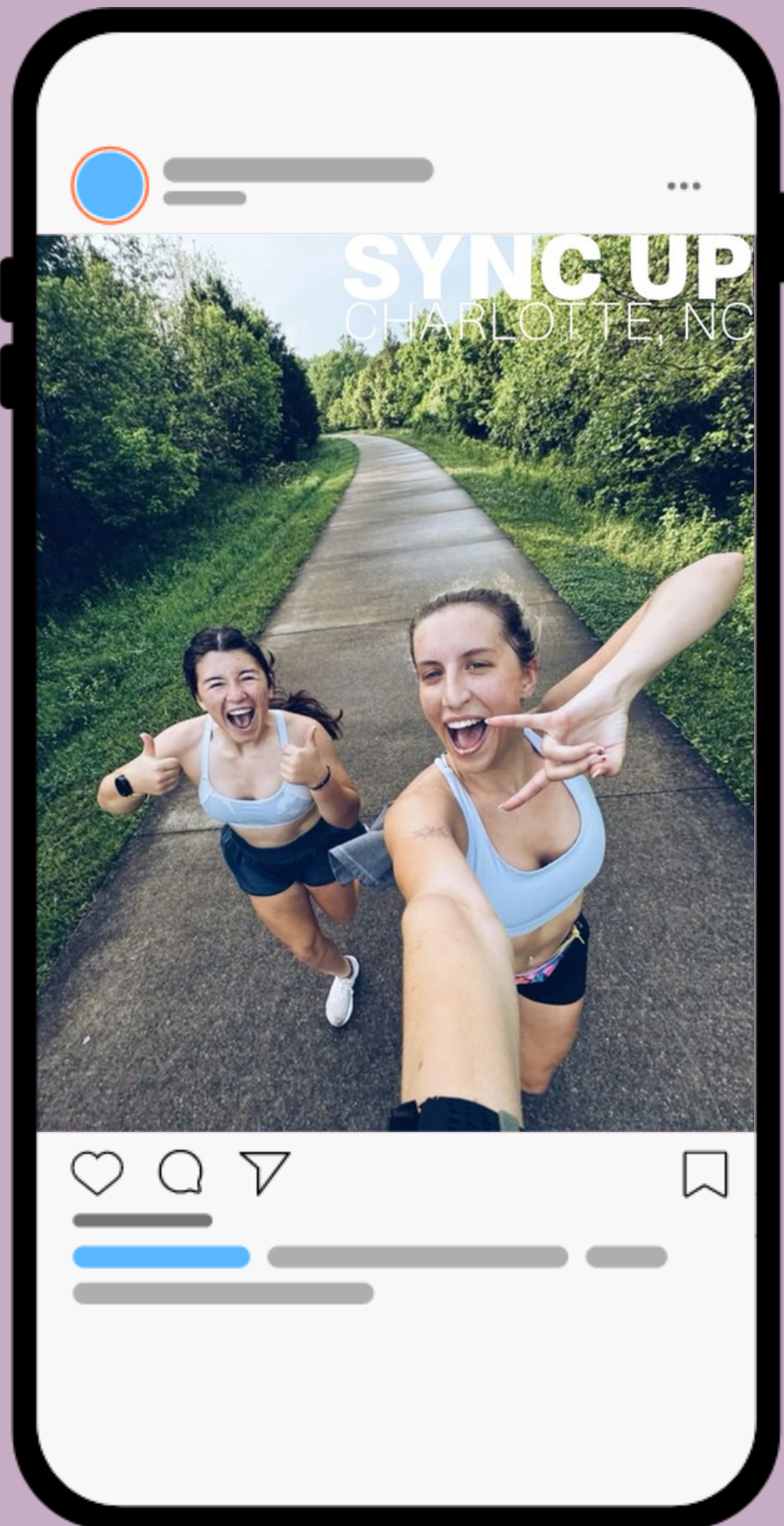
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IBM Plex Mono

This is the secondary font

Black and White are their main colors
Below are accent colors





SYNC UP

CAPTION:

 #SyncUpCharlotte

 #OnRunning #OnLifestyle

#InMotionTogether

A group of five young women posing on a tennis court. One woman is sitting on the ground with a tennis racket, another is crouching, and three are standing. They are wearing athletic wear and sunglasses. The background shows a tennis court with a net and trees. The image is framed by a black border with rounded corners.



 #OnCourtStyle #OnLifestyle #SyncUpSquad

ON: BLOG

Not Just for the Finish Line: How Movement Shapes the Everyday

While ON may have started with footwear, our apparel line is designed with the same Swiss precision, and built for more than just your training schedule.

Think elevated basics you can sweat in, stretch in, and live in.

Here are a few ON pieces that are redefining what performance wear looks like:

- The Active Shorts – Lightweight, breathable, and sweatready but stylish enough for your post run coffee stop.
- The Weather Jacket – Designed to handle unpredictable conditions while still feeling light and sleek.
- The Essentials T Shirt – A soft, structured fit that works for warmups and winding down.

Every thread is engineered with movement in mind. And yes, sustainability too. Most of our apparel uses recycled materials and production processes that reduce environmental impact. So you can feel good in your gear, and about your gear.



*This is an AI generated theoretical booth, we gave AI a detailed description of our booth and it visualized it for us



RECOVERY BOOTH AT RUNNING EVENTS

Partners:

NOOMA – Organic electrolyte sports drinks with simple ingredients

LÄRABAR – Minimal ingredient energy bars made from fruits and nuts

Harmless Harvest – Organic coconut water in eco friendly packaging



Analytics

Content	Metric	Explanation
Sync Up	Number of app downloads	We are looking to grow our engagment with our mobile app, so we will track the number of app downloads between a certain time period
Sync Up	Number of UGC posts on the app	Tracked by the sync up hashtag, we want to get users to share their On experience and also utilize this content on our socials. The more posts people make, the more effective the campaign was
Blog	Click Thru Rate (CTR)	We will include hyperlinks on the blog posts, with specific tracking urls to see how many product purchases come from customers reading our blog posts
Blog	Average Session Duration	We want to see if people are actually engaging with our blog content, so we will track how long they stay on the page to see if they are actually reading it
Recovery Booth/Wellness Partnerships	Shared Posts Engagement	We will track the number of likes and comments on our shared partnership posts compared to our regular posts to see if there is a correltion between collabs and increased engagement
Recovery Booth/Wellness Partnerships	QR Code Scan Rate	QR codes in the recovery goodie bags, we will track how many people scan them and download the app

Next Steps

- PUSH FOR MORE USER GENERATED CONTENT TO MAKE BRAND FEEL MORE PERSONABLE TO FIT EVERYDAY LIFESTYLE
- HIGHLIGHT APPAREL LINES ON BLOG, APP, SOCIAL MEDIA
- INCORPORATE MORE SUSTAINABLE MESSAGING INTO CONTENT
- STRIVE FOR GREATER IN APP USAGE, DOWNLOADS, AND PURCHASES



THANK YOU