

Katy Sputo

Professor Ophir Leheavy

PUR 6934

19 October 2017

Internet and Social Media Kit: Hoka One One

**Blog: Are You The Master Of Your Run?**

Every day we receive stories from our fans about how their Hoka shoes have influenced their life and changed their running. We have heard from men and women, new runners training for their first 5K and veteran runners training for their seventh Boston Marathon. We hear stories from young runners at the peak of their running careers and older runners who are still finding success. Over the past few years, we have highlighted these stories through our [Humans of Hoka](#) and [Women Who Fly](#) campaigns. These stories are what keeps us moving as a brand day in and day out. They are what motivates us to come into the office and continue to work on bold, new and innovative products.

We hear from runners how their Hoka shoes provide more comfort, stability and shock absorption than any other shoe they have tried before, all in a lightweight package. With Hoka shoes having more cushioning than other running shoes from other brands, many remark that the extra-cushioning is gentle on the joints and feels marshmallow-like, [a concept we have taken and literally run with in our campaigns](#). Runners have also set new personal record times, thanks in part to the rocker profile design of the shoes that propel runners forward.

One of the largest growing sections of the running community is within the masters runners category, runners 40 years and older. In 2016, 50% of all marathon finishers in the

United States fell into the masters runners category. This proves that age is just a number; you can be a runner no matter your age! As more runners age and continue to run longer into life, having footwear that supports the body is important. We want to continue to be there for you every step of your run. We want to continue to hear your stories. We want to share in your accomplishments and see your achievements at races and competitions. Now we have the opportunity to do it first-hand.

We will be at the [USA Track and Field National Club Cross Country Championships](#) on December 9<sup>th</sup> in Lexington, KY. During the race weekend, we will host a series of speakers who will share their experiences as masters runners. We invite you to join us as a competitor or spectator at one of the race weekend events. We cannot wait to meet you and maybe there will be a special appearance from our marshmallow man, *Sweet Cushion*, himself! If you unable to join us in person, we will live stream the races and speaker panels on [our Facebook page](#).

Whether you can join us in December or not, we encourage masters runners to submit their Hoka and running stories for a chance to be featured on our *Master Your Run* blog and our Facebook page. The submission box is below and if we choose your story, you will win a free pair of Hoka's! We cannot wait to read your story.

Now go lace up those Hoka's and go *Master Your Run*. It's Time to Fly!

Facebook:



[Youtube Video- HOKA ONE ONE Presents Master Your Run: Mark Sorrentino](#)

“I came to the Hoka brand after I got back into running and it was pretty clear, pretty quickly that I was having a number of injuries. That my feet were constantly sore and I really felt that I needed a maximum cushion shoe. So, after doing some research and finding that’s exactly what the Hoka brand brought to running, I tried my first pair and loved them. Subsequent to that I have bought numerous different pairs.” –Mark Sorrentino, Masters Runner

Meet Mark. Mark is a 51-year-old masters runner who began running again after taking a break for 20 years. He loves his Hoka’s so much he even named his horse after us!

This is his story.

**Twitter:**




Master Your Run no matter your age. Let your story be heard! Check out [hokaoneone.com/masteryourrun](https://hokaoneone.com/masteryourrun). #hokaoneone

**Instagram:**



Do you have your own Hoka success story? If you are a masters runner (40 years and older) submit your running story for a chance to be featured on our new Master Your Run blog. If we use your story, you will win a free pair of Hoka's on us! Check out [hokaoneone.com/masteryourrun](https://hokaoneone.com/masteryourrun) for more information! #timetofly #hokaoneone #masteryourrun


Mock-ups:

**Hoka One One**  
Sponsored Like Page

"I came to the Hoka brand after I got back into running and it was pretty clear, pretty quickly that I was having a number of injuries. That my feet were constantly sore and I really felt that I needed a maximum cushion shoe. So, after doing some research and finding that's exactly what the Hoka brand brought to running, I tried my first pair and loved them. Subsequent to that I have bought numerous different pairs." -Mark Sorrentino, Masters Runner

Meet Mark. Mark is a 51-year-old masters runner who began running again after taking a break for 20 years. He loves his Hoka's so much he even named his horse after us!

This is his story.



523 51 Comments 20 Shares

Like Comment Share

**HOKA ONE ONE** @HOKAONEONE · 

Master Your Run no matter your age. Let your story be heard! Check out [hokaoneone.com/masteryourrun](https://hokaoneone.com/masteryourrun). #hokaoneone




10 23

Promoted

Instagram

HOKA ONE ONE Hoka One One Sponsored



Learn More

♥ 1.1K likes

Hoka One One Do you have your own Hoka success story? If you are a masters runner (40 years and older) submit your running story for a cha ... more

The image is a screenshot of an Instagram post. At the top, the word 'Instagram' is written in its signature font. Below that, the post is identified as being from 'HOKA ONE ONE' and is marked as 'Sponsored'. The main content is a video thumbnail showing a man, Mark Sorrentino, wearing sunglasses and a white Hoka One One t-shirt, sitting at a wooden table outdoors. The video title 'MASTER YOUR RUN' and the name 'MARK SORRENTINO' are overlaid on the image. Below the video, there is a 'Learn More' link with a right-pointing arrow. Underneath the link are icons for likes (a heart) and comments (a speech bubble). The post has received 1.1K likes. The caption begins with 'Hoka One One Do you have your own Hoka success story? If you are a masters runner (40 years and older) submit your running story for a cha ... more'.