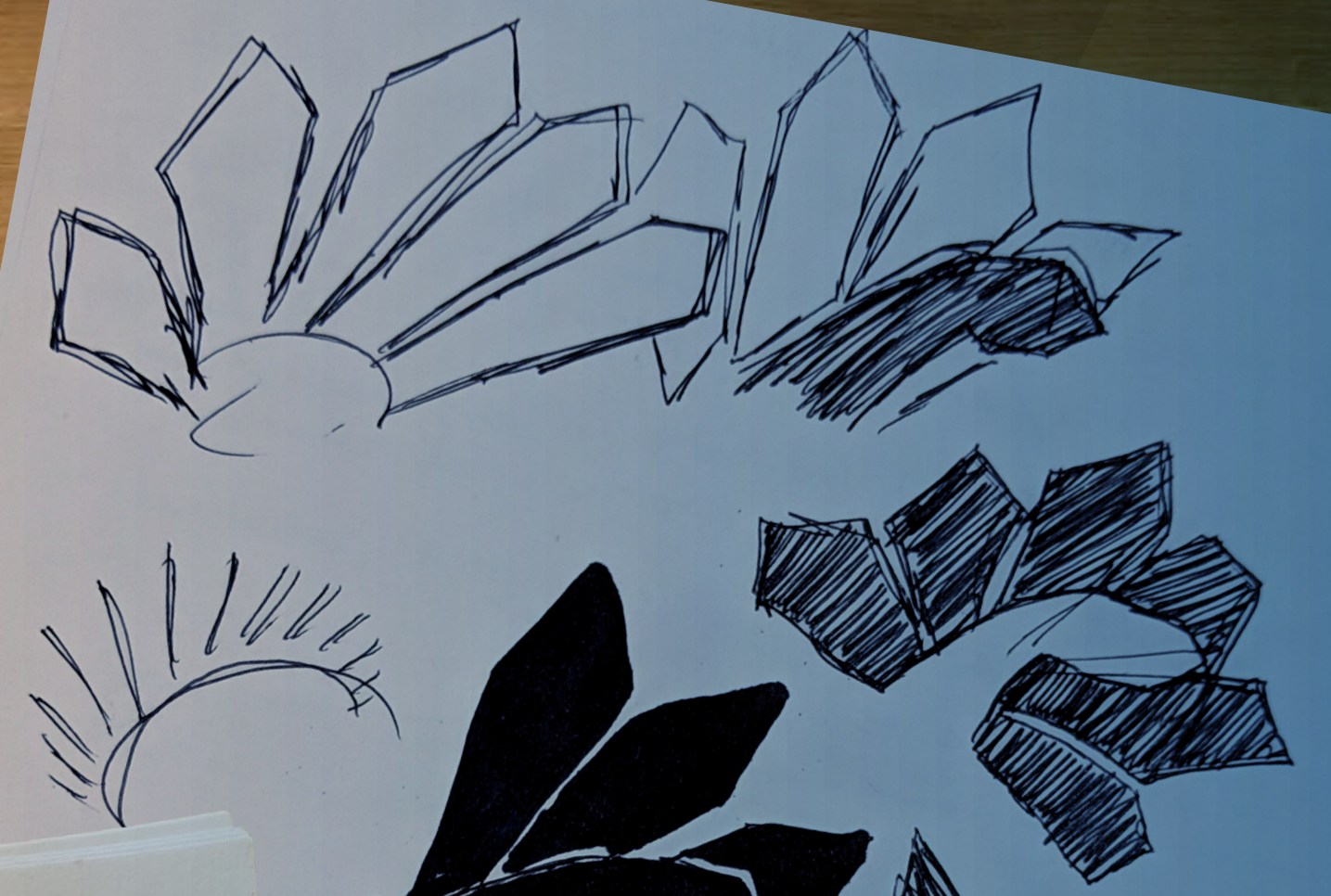
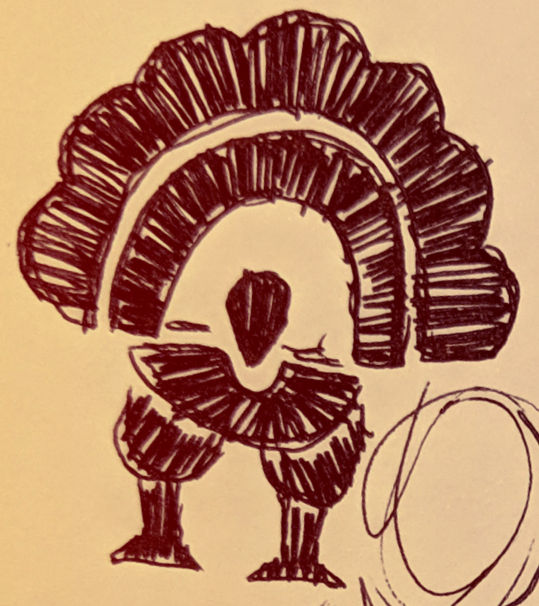


BROOKS
GHOST OR LAUNCH

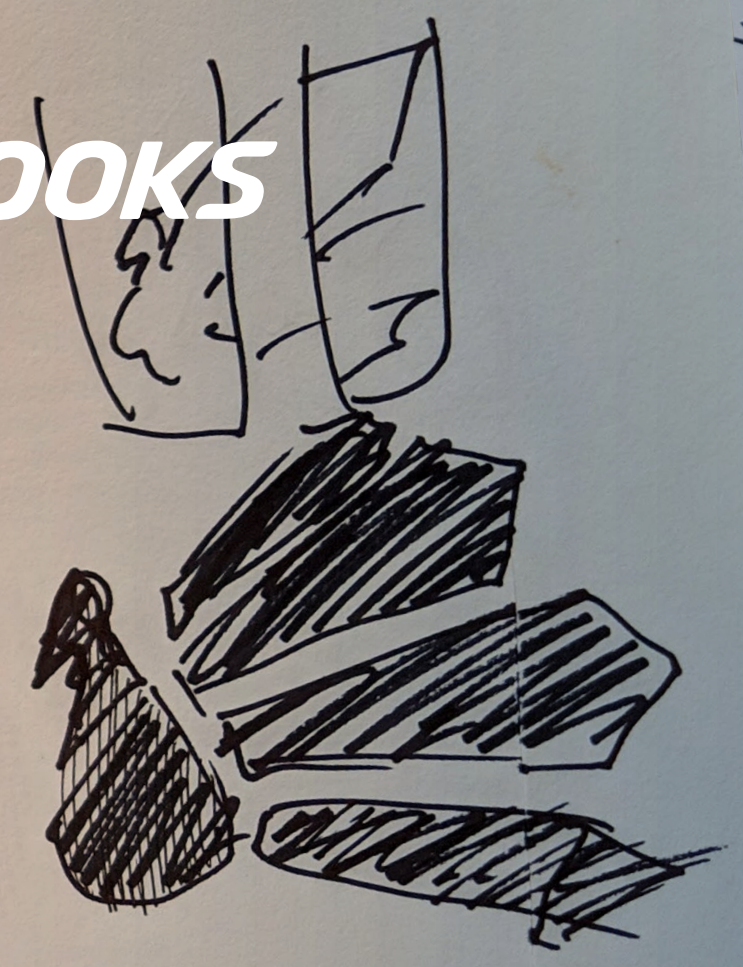


THE GOBBLER

10/1/18 FINAL

FLEET FEET

BROOKS



SETTING THE TABLE

The **Turkey Trot** is a time-honored tradition in every running family and boasts **one of the highest rates of participation** for every level of runner. This iconic and annual road race event coincides with a season that embodies gratitude, family, community, and tradition.



RECIPE FOR SUCCESS

Mike Jones, operating partner of Fleet Feet Asheville, approached the Fleet Feet Store Support Team with a request for help: he needed a logo for the **first race** he would ever direct,

THE INAUGURAL

SOUTH ASHEVILLE TURKEY TROT

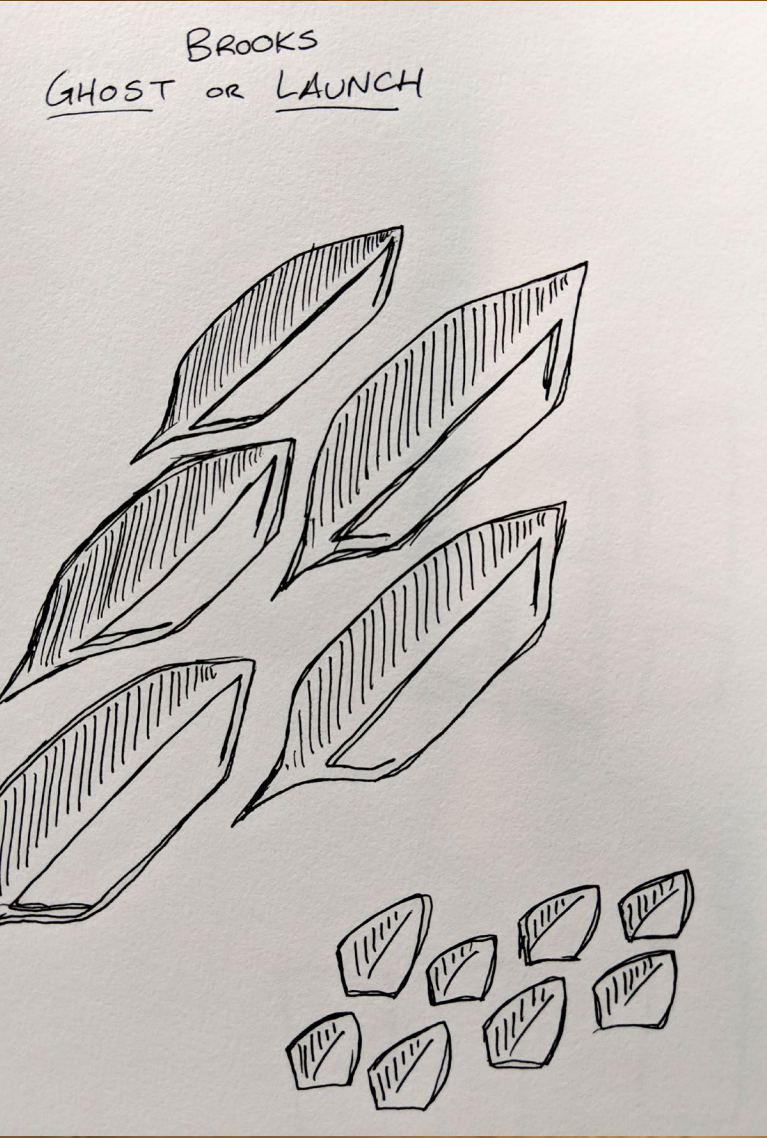
HOKEY
Silly
CARTOONISH



**CLEAN
MODERN
COOL**

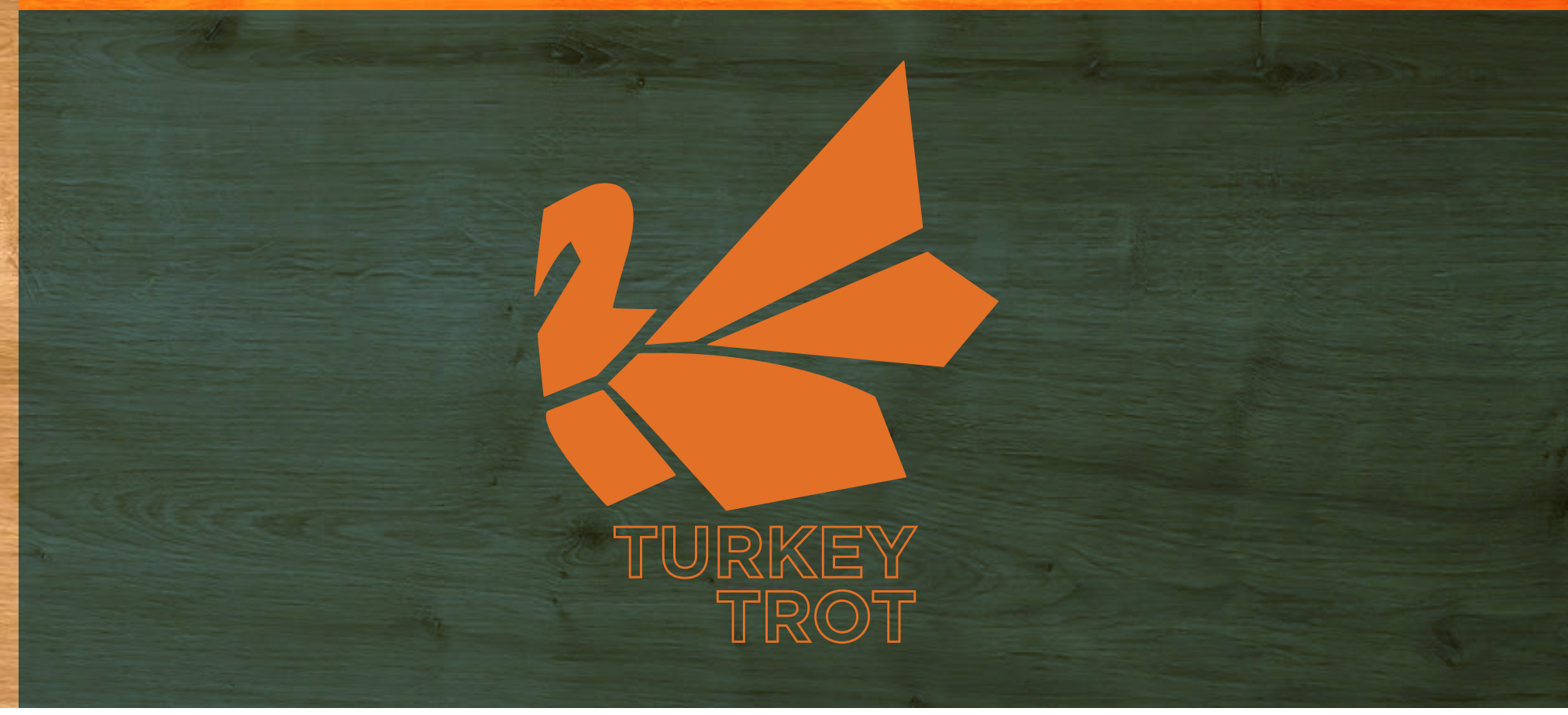
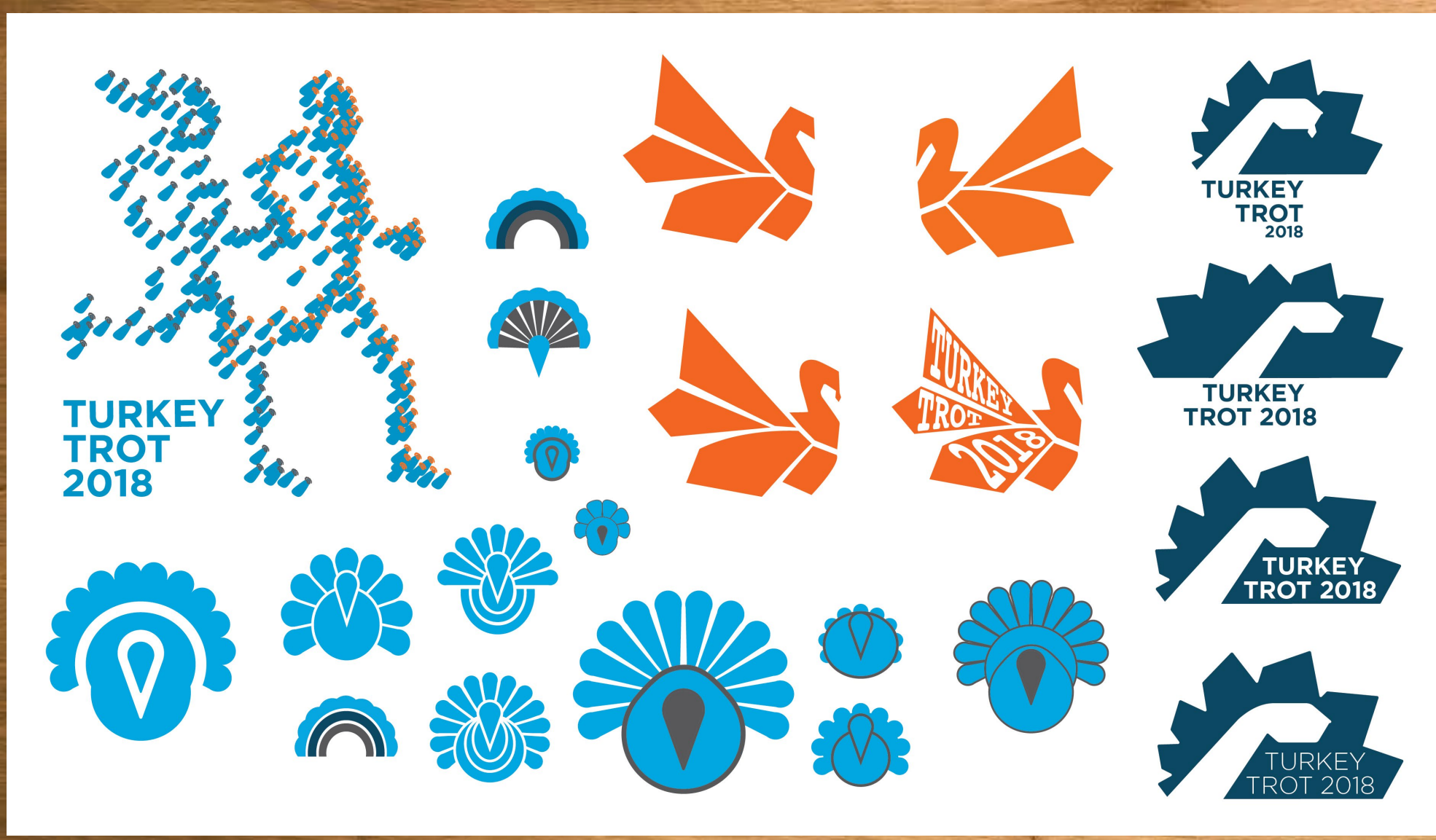
THE TEAM SAW AN
OPPORTUNITY
Stand out from the Turkey Trot
crowd by creating something
recognizable but still sleek.





ADDING THE TRIMMINGS

After multiple sketches and styles, the team landed on Turkey Trot logo to use for the South Asheville race:



EXPLORING A NEW TRADITION

From there, two things happened: the 2018 South Asheville Turkey Trot launched to great success, and the teams at both Fleet Feet and Brooks realized there was the potential to take this logo and do more with it with more consumers and stores.

2018 SOUTH ASHEVILLE TURKEY TROT



SST ART DEPARTMENT BROOKS SMU MOOD BOARD



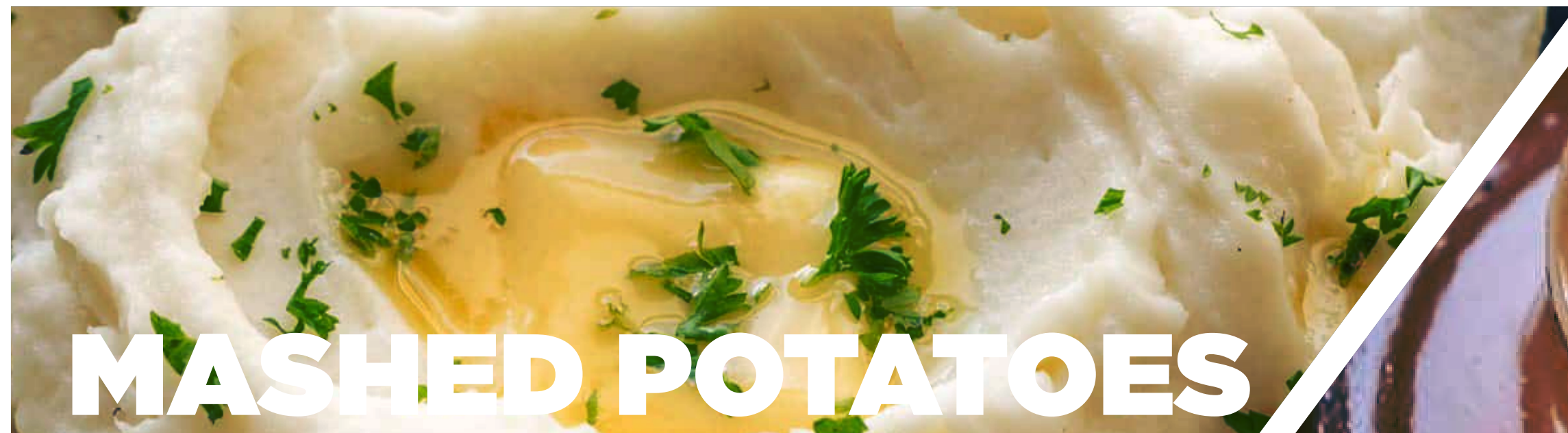
IF YOU THINK ABOUT IT,
THANKSGIVING IS THE ULTIMATE COLLAB



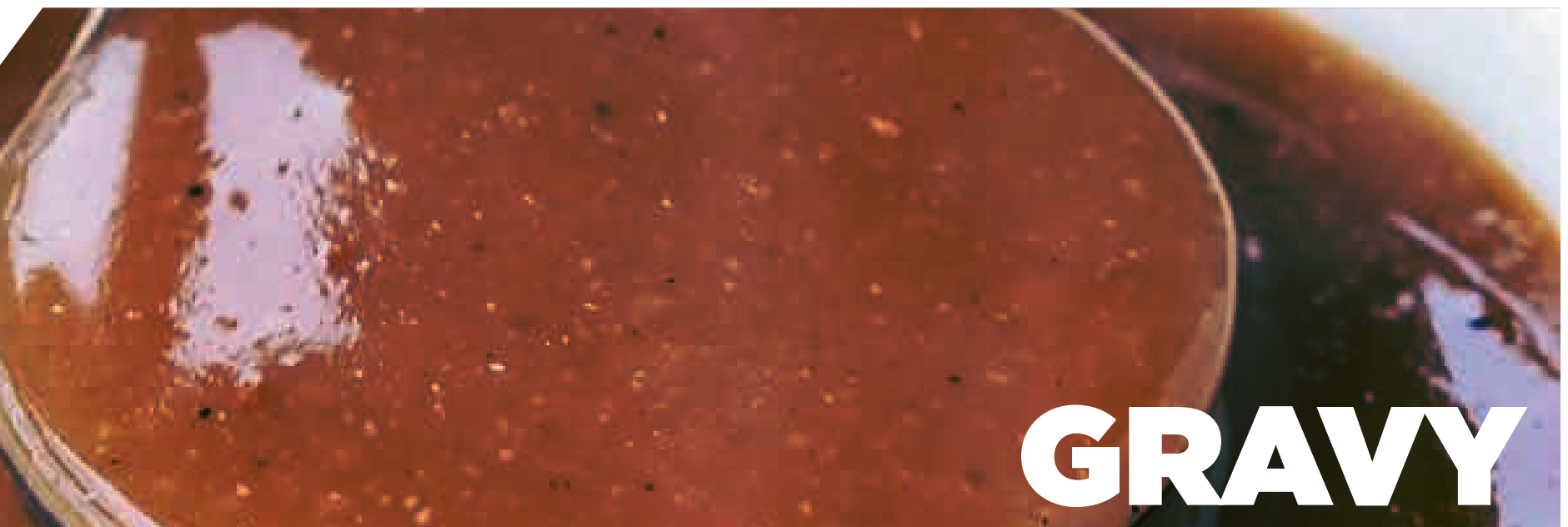
TURKEY



STUFFING



MASHED POTATOES



GRAVY



FOOTBALL



FRIENDS & FAMILY

YET THERE IS NO COLLAB BETWEEN
RUNNING BRANDS ON THIS POPULAR DAY.

UNTIL NOW

DINNER IS SERVED

INTRODUCING THE GOBBLER

FLEET FEET™ X BROOKS

GHOST 12 SMU
FALL 2019



Brooks returned with a new shoe designed using the assets created **in-house** at Fleet Feet Store Support Team. After several rounds of **collaboration**, we created something unique to offer customers **this fall**.

**The above is prototype. Final version and coloring may differ.*

6 | THE GOBBLER | BROOKS X FLEET FEET EXCLUSIVE SMU, FALL 2019



THE GOBBLER

FLEET FEET  BROOKS 



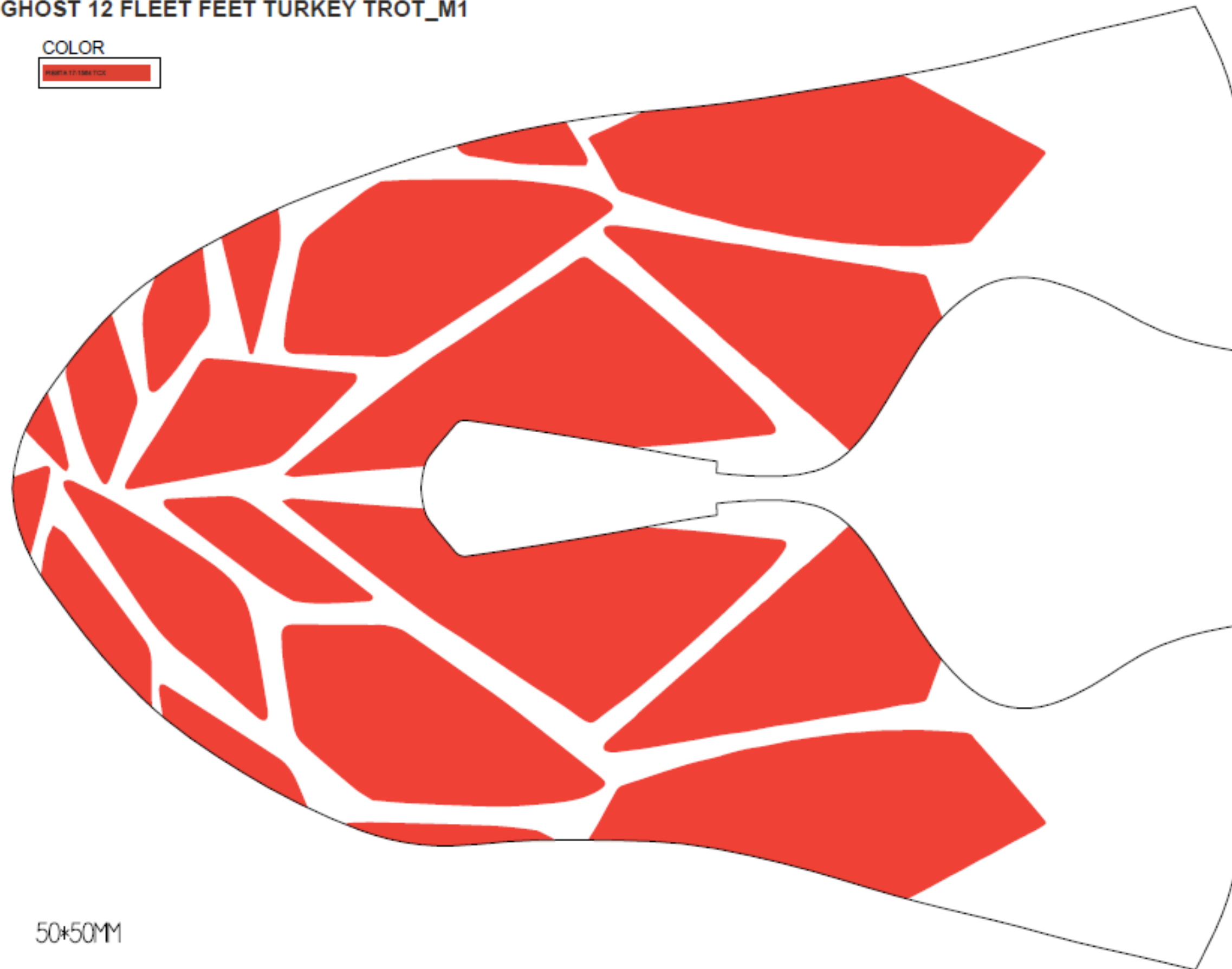
**The above is prototype.
Final version and coloring may differ.*



DETAILING

GHOST 12 FLEET FEET TURKEY TROT_M1

COLOR
PAPER/WHITE



50*50MM



COLORS:





GOBBLE UP THE MILES



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MARKETING SUPPORT

Matching race materials to the Gobbler design

Turkey Trot artwork to create race tshirts, promo materials, ads, etc.

Digital / social assets: enplugins, Instagram stories and posts

In-store assets: flyers / POP



ORDER DETAILS

SIZE RUNS

STYLE NUMBER	DESCRIPTION	7	7.5	8	8.5	9	9.5	10	10.5	11	11.5	12	12.5	13	TOT
1103161D873	FLEET FEET TURKEY TROT					1	1	1	2	2	2	1	1	1	12
1203051B873	FLEET FEET TURKEY TROT	1	1	2	3	3	2	2	1	1					16

SPECS

MODEL: GHOST 12
INTRO DATE: 11/1/19
ORDER DUE DATE: 4/19/19
SIZE RANGE M: 7-13, 14, 15
SIZE RANGE W: 5-12

RETAIL PRICE: \$130
DEALER COST: \$71.50
DISTRIBUTION: FLEET FEET EXCLUSIVE
NOTES: DUAL GENDER

ORDER TODAY!

CONTACT YOUR LOCAL
BROOKS REP

QUESTIONS?

CONTACT DAVE PATTERSON
DAVE.PATTERSON@BROOKSRUNNING.COM



THE GOBBLER

FLEET  FEET   BROOKS