



EVRYO & ROGALSKI DAMASCHIN

„I need someone  
who respects every tree,  
every river and every  
living creature.“



**For 12 years, Oltenia Marathon has brought together hundreds of participants on a trail through the heart of the forest.**

**Since 2023, they have become part of the "Athletes for Nature" community, committing to care for the Earth's needs.**

**The 12th edition strengthens this promise through "Voice of Nature," a call to protect the environment.**



Evryo Group owns the largest network of prosumers in Romania and distributes electricity to a quarter of the country. Its operational area covers 7 counties: Argeș, Dolj, Gorj, Mehedinți, Olt, Teleorman, and Vâlcea.

Evryo annually organizes Oltenia Marathon, an event featuring MTB and Trail Run races for amateur athletes who seek to connect with nature and support various social causes.

In 2024, Oltenia Marathon reached its 12th edition.

# CONTEXT

Launched in 2012, Oltenia Marathon has become a traditional event for mountain running and MTB enthusiasts in Romania.

The event takes place annually in Râmnicu Vâlcea and is organized by Evryo (formerly CEZ Group in Romania), which doubles the registration fees and donates them to the local community.

According to internal research, over 50% of participants return year after year to Oltenia Marathon's mountain trails to stay active and support local social causes through sports.

However, beyond the event's context and the loyal community built over the previous 11 editions, many participants have been, whether consciously or unconsciously, witnesses to a significant change related to the environment: the warmest decade on record (according to a World Meteorological Association Report).

Climate change and extreme weather phenomena, illegal deforestation, loss of biodiversity, and air pollution are threatening natural landscapes in Romania and around the globe.

These ecological challenges endanger running trails and mountain biking routes everywhere, recreational or training areas where people reconnect with nature.

**For the 12th edition, Oltenia Marathon is giving a real voice to nature, highlighting its needs and those of the surrounding environment, and encouraging participating athletes to make a long-term commitment to Nature.**



# CHALLENGES

After 11 years of communication under the identity of CEZ Group in Romania, the 12th edition of Oltenia Marathon marked a significant change: the organizer's name and brand identity were updated.

Just three months after this major change, Oltenia Marathon, now an Evryo event, introduced a completely new approach to its communication campaign.



**Thus, the strategy and tactics implemented in the communication campaign were adapted to address the three major challenges:**

*Maintaining the level of interest and loyalty among participants in the context of the organizer's new identity.*

*Strengthening the Sports for Nature community launched in 2023.*

*Maximizing online impact (visibility, leads). In the context of the organizer's rebranding, the Oltenia Marathon campaign was launched five months later than usual, while still aiming for the annual goal of having 700 participants registered on the event's online platform.*

**The campaign targeted the community of athletes that has formed around Oltenia Marathon over the past 11 editions, as well as sports enthusiasts, runners, and mountain bikers.**



# STRATEGY

**The online communication strategy for Oltenia Marathon focused on three key objectives:**

*Maintaining participant loyalty through the progressive integration of the new organizer brand.*

*Strengthening the Sports for Nature community through new content that amplifies sustainability messages, as well as involving new ambassadors.*

*extending online visibility through tactics with high impact tactics (audio-driven tactics)*

**The campaign aimed to integrate the new Evryo brand identity with the event's sustainability values in a cohesive approach that could easily transition from online (pre-event communication) to offline (event-day communication). Thus, the central pillar of the strategy consisted of a series of voice-driven tactics, gathered under the concept "Voice of Nature."**

# IMPLEMENTATION

Evryo Group, a pioneer in green energy in Romania and an advocate for a sustainable future, places the energy of people and the close connection between technology and nature at the core of its values.

**The "Voice of Nature" concept for the Oltenia Marathon campaign aligns with the brand positioning of the organizer, Evryo Group, and emphasizes the idea that nature has a voice that must be heard. Through a strong message of environmental awareness and protection, the "Voice of Nature" campaign promotes sustainable actions that can be adopted by every athlete, all contributing to the greater good.**

Through the "Voice of Nature" campaign, Oltenia Marathon becomes a symbol of Evryo's commitment to environmental protection, encouraging participants not only to enjoy nature but also to actively contribute to its preservation—a mission broadly adopted by the organizing company through its sustainability and social responsibility initiatives.



# IMPLEMENTATION

Creatively, the voice-driven executions were developed to give nature its own personality and to create a community of real voices that fight for and protect the environment.

Additionally, to increase the campaign's visibility, "Voice of Nature" gained a stronger echo through the testimonials of key figures in the event's history, as well as renowned athletes among the general public.

Following the reinforcement of the values supported by Oltenia Marathon over its 12 years of existence, the campaign continued with three voice-driven executions aimed at increasing impact and creating a humanized connection with the new brand.



#1

***"Voice of Nature," an audio tool designed to make nature's voice heard within the community surrounding the marathon. Athletes were invited to listen to nature and its needs, paying attention to the actions they can take for its benefit and for future generations.***

**From a strategic standpoint, "Voice of Nature" served as a "call to action" for athletes, with the first step being registration for an event that adheres to the principles of green sports. In terms of production, "Voice of Nature" came to life with the help of actress Judith State.**

# IMPLEMENTATION

## #2

**"Voice of the Trees," an audio collection of testimonies about the role of nature in the lives of key figures from the Oltenia Marathon community.**

The testimonials were recorded by key figures from the history of Oltenia Marathon: Evryo employees, volunteers, and past participants. Additionally, to increase the visibility of this initiative, three renowned athletes contributed with their testimonials about their gratitude towards nature: Ana Nesteriuc, performance athlete specializing in the 100m hurdles; Alina Rotaru, performance athlete in the long jump; and Teodora Meleuță, football player.

Marathon participants, as well as the general public present in Zăvoi Park, accessed these audio stories by scanning a QR code on each tree. The stories were collected into a special playlist, which was also promoted online.



Ondrej Safar, Evryo CEO & Oltenia Marathon participant



Corneliu Bodea, Adrem CEO & Oltenia Marathon event partner



Teodora Meleuță, football player, marathon supporter



Alina Rotaru, performance athlete in the long jump, marathon supporter



Ana Nesteriuc, performance athlete specializing in the 100m hurdle

# IMPLEMENTATION

## #3

**The "Voice of Nature" telephone booth, an installation set up in Zăvoi Park—the starting point of Oltenia Marathon.**

Unveiled at the event on August 24-25, the telephone booth was created with the goal of collecting audio messages from event participants. They recorded 167 voice messages about what nature means to them as athletes or participants in Oltenia Marathon.

The voice messages were utilized after the event in an audio collection promoted online.



**"Voice of Nature" remains a central pillar in the communication of Oltenia Marathon by emphasizing sustainability, responsibility, and respect for the environment—values that are also essential to Evryo Group, the event organizer. The advice provided on the website [www.maratonulolteniei.ro](http://www.maratonulolteniei.ro) and on the event's Facebook page highlights the need for environmentally conscious behavior at all times for sports enthusiasts—ranging from the use of eco-friendly transportation and sustainable sports equipment to everyday food choices and encouraging others to adopt eco-friendly habits.**

**In this way, Oltenia Marathon becomes more than just a sporting competition, evolving into an ecological awareness platform. "Voice of Nature" continues to inspire this community, urging all participants to adopt long-term responsible behavior both on the course and in everyday life, thus contributing to the protection of the planet.**

# RESULTS

## TOTAL REACH

*Facebook, Instagram, YouTube*

**1.126.068**

people

## TOTAL IMPRESSIONS

*Facebook, Instagram, YouTube*

**7.889.127**

## TOTAL CLICKS

**80.876**

## TOTAL VIDEO VIEWS

*Facebook, Instagram, YouTube*

**695.492**



## COMPLETE VIEWS RATE

**41,63%**

## VOICE MESSAGES FROM PARTICIPANTS DURING THE EVENT

**167**

**382%**

**INCREASE**

*Maratonul Olteniei  
Facebook page reach*

**596%**

**INCREASE**

*Maratonul Olteniei Facebook  
page posts engagement rate*

## TRAIL RUN ȘI MTB

**719 participants**

## KIDS RACE

**205 participants**

## VOLUNTEERS

**100**

## Almost 40.000 EURO DONATED

to three social causes in the Oltenia community (Râmnicu Vâlcea County Emergency Hospital, Vâlcea 1924 Sports Club, and the Friends of Vâlcea Hospital Association). The funds came from participants' registration fees and were matched and donated by Evryo Group.



THANK YOU