

Justice League Run Penang

Summary

Description		Details
Total Number of Runner during Justice League Run Penang		3220
Total visitors at Gurney Paragon Mall during Justice League Weekend		229,000
Total number of reach for social media by oneFM & FlyFM	Webpage highlighting Justice League Run Penang	2447 view
	Instagram	16172 likes
	Facebook	79132 reached
Justice League Run Penang Facebook	Total Page Likes	8533
	Total page reach	100, 613
George Town, Penang Facebook posting	Total post reach	496,730
	Total post like	9527

Date: 30 August 2015

Time: 6.00am - 12.00pm

Venue: Esplanade, Penang

Route: 3km & 8km

Fee: RM100

Supported by: Penang State Government

Organiser: Penang Global Tourism

Programming partner: ActifeStyle

Sponsors & Partners: Tourism Malaysia, FlyFm, oneFM, BSN, Gurney Paragon Mall, Penang Hop On Hop Off, Penang Amazing World Studios

Licensing agent & Licensee: Pacific Licensing Studio, DC Comics Super Heroes & I2 Promotions

Supported by Penang State Government and organised by Penang Global Tourism with ActifeStyle as programming partner, Justice League Run was held in Penang on 30 August 2015. The run is the first in Malaysia and was not held at the capital city of the country as compare to the other countries such as Philippines, Taiwan, and Singapore. This is also an event for everyone during August holiday season as well as part of branding exercise for Visit Penang Year 2015.

Taking example of annual fun run in Penang such as Delta Eco Night Run and Rock to Rock Run by Hard Rock which recorded 1700 runners and 2500 runners this year, Justice League Run Penang are the largest number of registration fun run in Penang for 2015. Justice League Run Penang faced a intense competition in August 2015 as the spending power of Malaysian fun runners are not high, they tend to join only one event that happen on the same period of time. There are a total of 7 fun runs is happening in Malaysia:

No.	Fun Run	Date	Distance	Fee (RM)
1.	Larian Sehati Sejiwa - Kuala Lumpur	23 Aug 2015	10km, 5km, & 3km	20 - 45
2.	Save the Bornean Elephant Charity Run 2015 - Kota Kinabalu	23 Aug 2015	11km	60 - 100

3.	Helping Steps Charity Run 2015 - Shah Alam	29 Aug 2015	5km	25
4.	DELTA Eco Night Run 2015 - Youth Park, Penang	30 Aug 2015	8km & 3.5km	45
5.	Electric Run 2015 - Selangor Turf Club	30 Aug 2015	5 km	88
6.	Justice League Run Singapore	30 Aug 2015	5km	\$50 - 70
7.	Johor Run @ Johor Bahru 2015	31 Aug 2015	4km	20



Number of runners & visitors

Justice League Run Penang successfully recorded a number of **3220** registrants on 30 August 2015, and as well **229,000** visitors at Gurney Paragon Mall (GPM) during Justice League Weekend in Penang from 27 - 31 Aug 2015.

Income: Sponsorship & Sales

As a support to the event, Penang Global Tourism received sponsorship of RM50, 000 from BSN, RM8, 000 from Tourism Malaysia and RM2, 000 from Gurney Paragon Mall.

The breakdown for the collected registrant fees is as below:

Detail	Amount
Per Person Per ticket	RM100.00
3220 participants (3220 x RM100)	RM322,000
Howei charges (6%)	(RM19,320)
Refund for 3 participants	(RM294.40)
Nett income	302,385.60

Justice League Weekend in Penang

Justice League Weekend in Penang was organised to utilize the copyright fee of RM350,000 and to build up the excitement before and after the run. The weekend is for non-runner, targeting the public by working together with other parties such as Gurney Paragon Mall, Penang Hop on Hop off (HOHO) & Penang Amazing World Studio to fill up Penang as Justice League Weekend in Penang.

The target audiences for Justice League Weekend are:

- Family and friends
- Teenagers
- DC Comics Fans
- Children
- Non-runners

Below are the programmes happening during the long weekend:

Super Heroes Treat at Gurney Paragon Mall

- A. Race Entry Pack Collection Point
- B. Exclusive retail promotions at Gurney Paragon Mall by wearing Superhero Tshirt
- C. Special Car Parking Rates for Super Heroes (Park & Ride to the Penang Esplanade)
- D. The One Academy Paper Model Exhibition
- E. Penang Amazing World Studios Trick Art Display
- F. DC Comics Super Heroes Cosplay Showcase
- G. DC Comics Wayang Kulit Exhibition
- H. DC Comics Collectibles Exhibition
- I. Card acquisition and spending campaign by BSN



229,000 visitors were recorded at Gurney Paragon Mall (GPM) during Justice League Weekend in Penang from 27 - 31 Aug 2015. Comparison of the number of visitors for 2014 & 2015 at GPM are as below:

2014		2015	
Wed, 27 Aug 2014	23,000	Thurs, 27 Aug 2015	27,000
Thurs, 28 Aug 2014	23,000	Fri, 28 Aug 2015	33,000
Fri, 29 Aug 2014	29,000	Sat, 29 Aug 2015	50,000
Sat, 30 Aug 2014	42,000	Sun, 30 Aug 2015	60,000
Sun, 31 Aug 2014	62,000	Mon, 31 Aug 2015	59,000

Super Heroes ride around Penang

- A. Special discounts on HOHO 24-hour ticket
- B. Free Shuttle for Super Heroes

To encourage more runners to Park & Ride during the event days, free shuttle buses were provided for the public from Gurney Paragon Mall to Convent Light Street. In addition to the HOHO bus we engaged 2 Rapid Penang to increase the frequency as below:

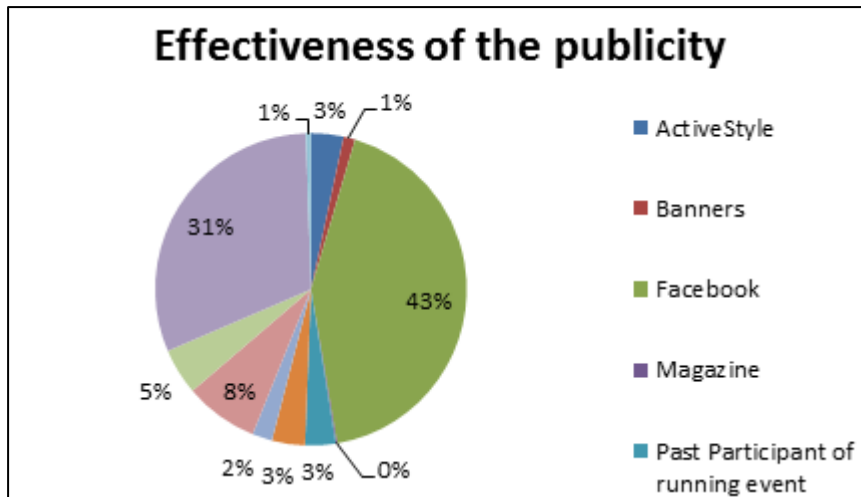
<u>GPM - Convent Light Street</u>	<u>Convent Light Street - GPM</u>
5.30am	10.30am
6.00am	10.45am
6.15am	11.15am
6.30am	11.30am
7.00am	11.45am
7.15am	12.15pm
7.30am	12.30am
	12.45pm

For the shuttle service, we managed to record a number of 180 people took the bus service to Esplanade, and there is only 26 car by the runners parked at Gurney Paragon Mall.



Justice League Run Penang Facebook analysis

Justice League Run Penang Facebook was created to promote the event on social media basis. Based on the registration pattern online, 43% of runners interested to participant the run after encounter the publicity through Facebook publicity.



Summary of the Justice League Run Penang Facebook are as per below:

- Total Page Likes: 8533
- Total Page reach: 100, 613

George Town, Penang's Facebook has posted a photo album of Justice League Run Penang, and up to 30 August 2015, it managed to record:

- 496,730 people reached
- 9527 likes



Effectiveness of radio advertising by FlyFm, oneFM

We engaged FlyFM & oneFM as the Official Radio Stations for Justice League Run Penang. The exposures are as below:

- 30 sec recorded sales promo on both FlyFm & oneFM - Total 56 spots for both stations
- Liveline - Total 42 spots for both stations

Analysis for the radios is as below:

	FlyFm	oneFM
Ranking	No 2 English Radio Station in Malaysia : 440000 listener per week	No 2 Chinese Radio Station in Malaysia : 900,000 listener per week
Social media platform	80%	60%
Facebook	258,262++ Page likes	614,300 page likes
Twitter	179,391++ Followers	8,427++ Followers
Instagram	18,684++ Followers	23,055++ Followers
Youtube	32,989++ Subscribers	10,738++ Followers
Line	267,913++ Followers	345,000++ Followers
Weibo		49,562++ Followers
Online Streaming		
Unique users average in a month	711,288	517,359
Listening hours average in a month	2,899,864	1,841,187

Below are the number of post created by flyFM & oneFM on their social medias to promote Justice League Run Penang and Justice League Weekend in Penang:

	FlyFM	oneFM
Webpage highlighting Justice League Run Penang	1446 view	1001 view
Instagram	17 post by flyfm958 & cowbear Total likes: 4410	13 post by onefmyin, onefmnicholas & onefm881 Total likes: 11762
Facebook	1 post 18283 reached	3 post 60849 reached

Example of posting by FlyFM & oneFM:



flyfm958

324 likes

2w

flyfm958 When heroes bump into each other.. #justiceleaguerunpenang #nofilter

Add a comment...

...



flyfm958

Penang Esplanade (Padang Kota L...

375 likes

2w

flyfm958 Our rides... #justiceleaguerunpenang

Add a comment...

...



oneFM Published by Fly Ang 1st August 2018 · Edited · 9h

oneFM Nicholas OneFM Wayne OneFM William oneFM Ryan One FM Yo 浩浩 各位为北港DC英雄了 (??)

这个星期天我们《正义联盟前传英雄之路》Justice League Run Penang 开跑呢！好期待吧~

ps: 那位蝙蝠侠大侠子，你可以再再拍一点照片系

Tag Photo Add Location Edit

Video Comment Share

one FM, Daniel Sun, Pate Sun, Alex Poon and 2,387 others like this

28 photos

Evelyn Lee 那“Superman”飞起来真棒？

Like Reply Message 2:3 August 20 at 3:50pm

one FM 总 还不嘛，飞不起来

Like Reply 2:9 August 20 at 3:41pm

View more replies

王耀强 内电我 真个

Like Reply Message 2:9 August 20 at 3:50pm

one FM 我们总像“蝙蝠侠”吗？你像谁？

Like Reply 2:8 August 20 at 3:40pm

View more replies

Alexander Kyle Wayne 孩子真像蝙蝠侠~ 这是

像极了个蝙蝠~ 哈哈

Like Reply Message 2:9 August 20 at 3:50pm

David Chiu 那有那末点像吗？怎么

胖了那么多？

Like Reply Message 2:1 August 20 at 4:50pm

Adrian Ng 那 2 Wayne，你们没拍个像！你

们没拍个像！你

Write a comment...

...



onefmyin

Penang Esplan...

FOLLOWING

579 likes

4w

onefmyin 回乡工作是最开心的事儿，这和首长拍照耶！首长好配合刚刚还躲进电话亭换装超人！||||| @onefms81 @flyfm958 #PENANG @onefmscholes @cowbeer @funrun

onefmswilliam 为什么你们跑步的姿势同步的！！！！

onefmyin 因为我们是一家人！样！子！拍照...

Add a comment...

...

Boost Post