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## IN THE PHILIPPINES, SITE CONNECTS RUNNERS AND BRANDS FOR PROMOTIONS AND FREEBIES



**Finisher.me is a social network in the Philippines that helps brands connect with runners for exclusive freebies and promotions.**

For sports brands, growing competition has made reaching target consumers in a cost-effective way increasingly challenging. Aiming to give brands an alternative to costly event sponsorships and other traditional approaches, [Finisher.me](#) is a social network in the Philippines that helps brands connect with runners for exclusive freebies and promotions. Now in beta, Finisher.me is a social networking website for running enthusiasts in the Philippines. Runners get involved simply by signing up with a unique user name and photo, before going on to promote their Finisher.me page online and wearing their user name on race bibs. Finisher.me's partner brands — including Thermos — then award exclusive bags of freebies to those participants after each race. Using the social network, those brands can also continually promote themselves online between events. Offering brands a highly targeted way to reach and reward target consumers, Finisher.me is ripe for emulation in other sports niches and locales. Time to help make sports marketing in your area more lucrative for everyone? Spotted by: Kristoffer Jan Del Rosario

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