



run

*A campaign in one character.*

01	The Idea
02	The Dot
03	Why .run Works
04	The Executions
05	Poster — .run
06	Poster — just .run
07	Poster — .run anyway
08	Poster — .run from it
09	Poster — .run towards it
10	Formats
11	Summary

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# The shortest *ad ever* written.

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Most campaigns need a headline,  
a body, a logo, a tagline.

*.run needs none of those things.*

It is a domain extension that became  
a verb. A full stop that became a start.  
A piece of code that became a feeling.

Anyone who sees it either gets it  
immediately – or goes looking.

*Both responses are the campaign working.*



# run

---

4 characters.

One idea.

01

As punctuation

---



*A full stop.*

*End of sentence.*

*End of excuses.*

02

As domain

---

# .run

*The TLD.*

*The address.*

*Where you go.*

03

As instruction

---

# .run

*Execute.*

*A command line.*

*A life directive.*

# Four characters. No *explanation*. Total recall.

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- **Ambiguity is the asset**

It reads as code. As verb. As address. As command. The audience fills the gap – and what they fill it with is personal.

- **The dot does the work**

Without the dot it is just "run." With it, the entire internet infrastructure becomes the medium.

- **No brand required**

.run appears anywhere – a wall, a shoe, a bib – and it points back to shala.run without stating it.

- **It survives context**

Outdoor. Digital. Print. Whispered. It works at every scale and in every format.

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`.run`

shala.run

01

The statement.  
Alone. Complete.

`just .run`

shala.run

02

Permission. The  
barrier removed.

`.run anyway`

shala.run

03

Defiance. Despite  
everything.

`.run from it`

shala.run

04

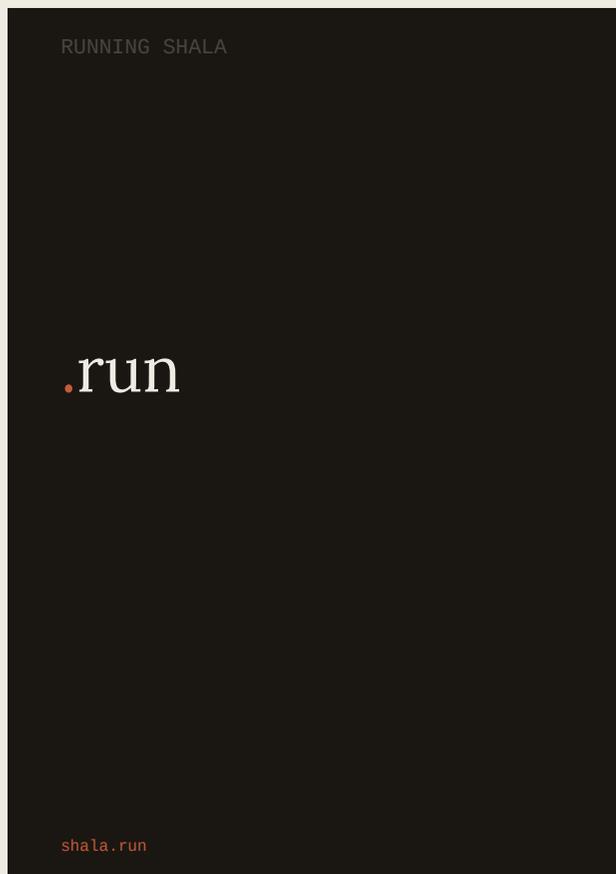
Honesty. No  
judgement.

`.run towards`

shala.run

05

Intention. The other  
direction.



.run

shala.run



BG



TYPE



ACCENT

*Alone. A full stop and a start.*

*No qualifier. No context.*

*Just the command.*



just  
.run

shala.run



BG

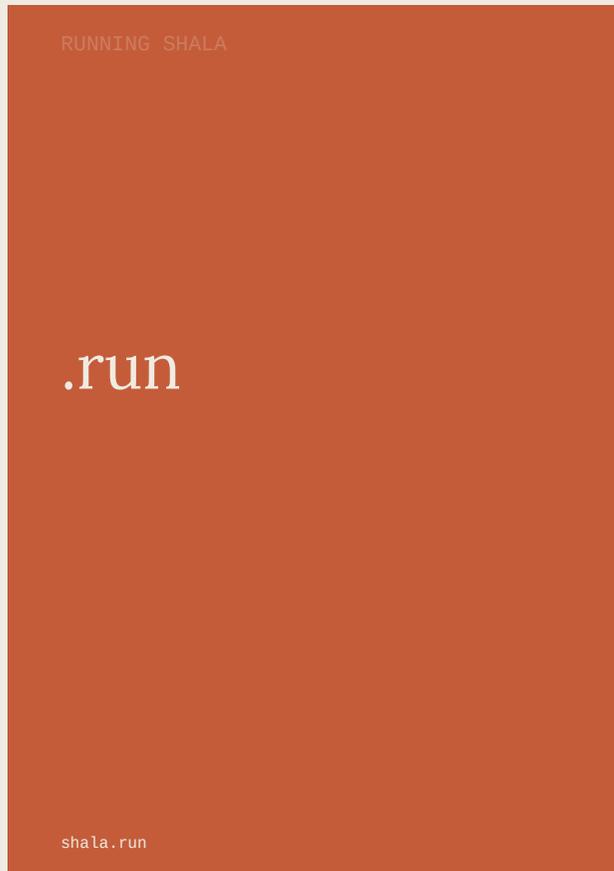


TYPE



ACCENT

*"Just" removes the last excuse.*  
It is the voice of a friend  
*who knows you too well.*



.run anyway

shala.run



BG



TYPE



ACCENT

*Defiance as a practice.  
Despite the weather. The mood.  
The everything else.*



.run from it

shala.run



BG



TYPE



ACCENT

*The honest one.  
No judgement. We all run  
from something. May as well be fast.*



# .run towards it

shala.run



BG



TYPE



ACCENT

*The flip. The intention.  
Same legs. Different direction.  
Shala.run is where you arrive.*

# .run *anywhere.*

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- **Out of Home**

*.run on a billboard. Nothing else. People photograph it.*

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- **Studio Walls**

*Printed floor to ceiling. The shala says one thing.*

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- **Digital**

*Lowest cost creative ever produced. 4 characters. Full campaign.*

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- **Race Bibs**

*Every runner in the 1K wears .run. The race is the medium.*

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- **Kit & Apparel**

*.run on a vest. The wearer becomes the campaign.*

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- **Social**

*Each execution as a post. The dot creates the pause before the run.*

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# .run is the campaign.

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- The slogan  
*.run – four characters, complete statement.*
- The domain  
*shala.run answers it. The slogan creates the question.*
- The posters  
*5 executions. Each a different emotional register.*
- The placement  
*It works at any scale, any format, any surface.*
- The idea  
*The internet's infrastructure became the creative.*



run

shala.run