

Either way, learn to run.

AD CAMPAIGN 2025 · BRAND + POSITIONING

01 The Idea

02 The Name

03 The Person

04 The Line

05 Campaign Concept

06 - 10 The Posters

11 End

A yoga studio built for runners.

Most runners treat their body like an engine.
Push harder. Go further. Ignore the signals.

Running Shala is the counterpoint.

An Ashtanga practice at the centre – breath-led,
disciplined, honest. Around it: a community of
urban runners who train together, race a 1K every
month, and hang around after.

The space is the product.

The practice is the foundation.

The run is the reason to show up.

Shala.

SANSKRIT / SKT.

A hall.

A place of learning.

A space for practice.

A home for the discipline.

In ashtanga, a shala is not a gym. It carries lineage.

You come to it. You return to it. It holds you.

For runners, we wanted the same — a place with
a point of view. A reason to belong.

Urban. Deliberate. Running.

- **The City Runner**
Runs before work. Listens to the city waking up.
- **The Seeker**
Already does yoga. Wants the practice and the pavement.
- **The Club Builder**
Creates community wherever they go. Hosts the run.
- **The Occasional**
Signs up for the 1K. That's enough. For now.

Either way, learn to run.

You are running away from something.

You are running towards something.

Either way – you are running.

So you may as well learn how.

One line. *Five executions.*

The campaign does not explain the studio.
It does not list features or sell a membership.

"Either way" acknowledges that everyone has a reason to run – and none of those reasons need justifying.

The second line changes. The first never does.

THE FIVE EXECUTIONS

- 01 *Either way,* learn to run.
- 02 *Either way,* show up.
- 03 *Either way,* keep moving.
- 04 *Either way,* begin.
- 05 *Either way,* run.

RUNNING SHALA

Either way,
learn to run.

shala.run



01 – POSTER

Either way,
learn to run.



BG



TYPE



DOT

The original. Cream and ink.
Warm, inviting. The shala
as a physical home.



02 — POSTER

Either way,
show up.



BG



TYPE



DOT

Dark ink. High contrast.
Speaks to commitment and
the resistance before a run.



03 — POSTER

Either way,
keep moving.



BG



TYPE



DOT

Terracotta ground.
Mid-race energy. The moment
you want to stop but don't.



04 — POSTER

Either way,
begin.



BG



TYPE



DOT

Forest. The quietest ask.
For the person at the door,
not yet inside.

RUNNING SHALA

Either way,
run.

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05 — POSTER

Either way,
run.



BG



TYPE



DOT

Back to cream. One word.
Everything stripped away.
The most honest of the five.

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Ashtanga · Community · Movement