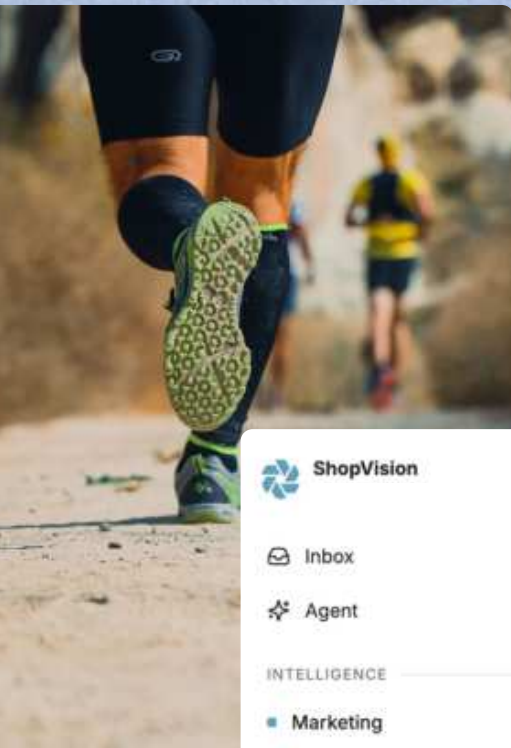


How to win

BFCM 2026

The Performance Running Playbook



Inbox

Agent

INTELLIGENCE

Marketing

Competitive Pulse

Explorers

Time Machine

Swipe Files

Pricing

Assortment & Catalog

Wholesale & MAP

Views

Emails

SMS

Push Notifications

Ads

Social

Pages

Banners

Promotions

Traffic

subject/from...

FILTERS

Sites: ASICS, Adidas US, Nike, Reebok, Saucony

Clear all

Adidas

Sun, Sep 13, 2026

Twice Crowned

TWICE CROWNED

Bring the winning game to your game with the new (new) Collection. Just for performance at every level.

Shop now

Shop now

SPORTS, STYLES AND SPORTSWEAR AT ADIDAS. SINCE 1949

My Account Privacy Settings Support Knowledgebase Affiliate Center

Adidas

Sun, Sep 13, 2026

\$80 and under shoes for class and beyond

\$80 AND UNDER SCHOOL SHOES

Shop on classic sneakers to complete your look to school or to the gym. With a variety of styles for any class, grab the perfect pair for your new look.

Shop now

Shop now

Reebok

Sun, Sep 13, 2026

SWING INTO THE FUTURE

THE NEXT GENERATION OF GOLF

Swing into the future. We're breaking with stuffy traditions and making room for an all-new, retro-inspired golf shoe.

Shop now

Shop now

Saucony

Sun, Sep 13, 2026

For Those in the Know

Don't forget your exclusive offer! 50% off + Free Shipping on your order over \$115, with code: 1286 (9/13-9/14)

Shop now

Shop now

Adidas

Sun, Sep 13, 2026

STYLES YOU WON'T FIND ANYWHERE ELSE

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Shop now

United States

Last Week

Grid

Table

Chart

Ad Details

Adidas US

SHOE OF THE MONTH GIVEAWAY

Brand

Adidas US

Status

Running from 8/31/2026

Time running

14D

Format

Image

Platforms

First seen

9/1/2026

Last seen

9/14/2026

CTA link

Open

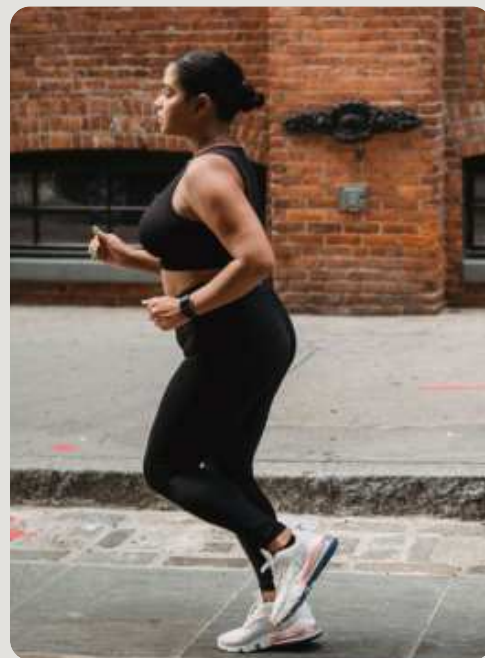
Rank

What your category did, and *what you do next.*

The follow-up to the Performance Running Black Friday Benchmark.

You've seen how 21 brands ran Holiday 2025. This is the shorter companion: the seven decisions that mattered most, what's already changing this year, and the move to make on each one.

Last year we tracked every promotional move 21 performance running brands made across 13 weeks of Q4: 15,000+ data points on timing, depth, mechanics, membership, and email. The benchmark told you what the market did. This playbook is about what you do with it, updated with what we're seeing in the market right now as Holiday 2026 takes shape.



Play 1: Move early, and give members the head start



What 2025 told us.

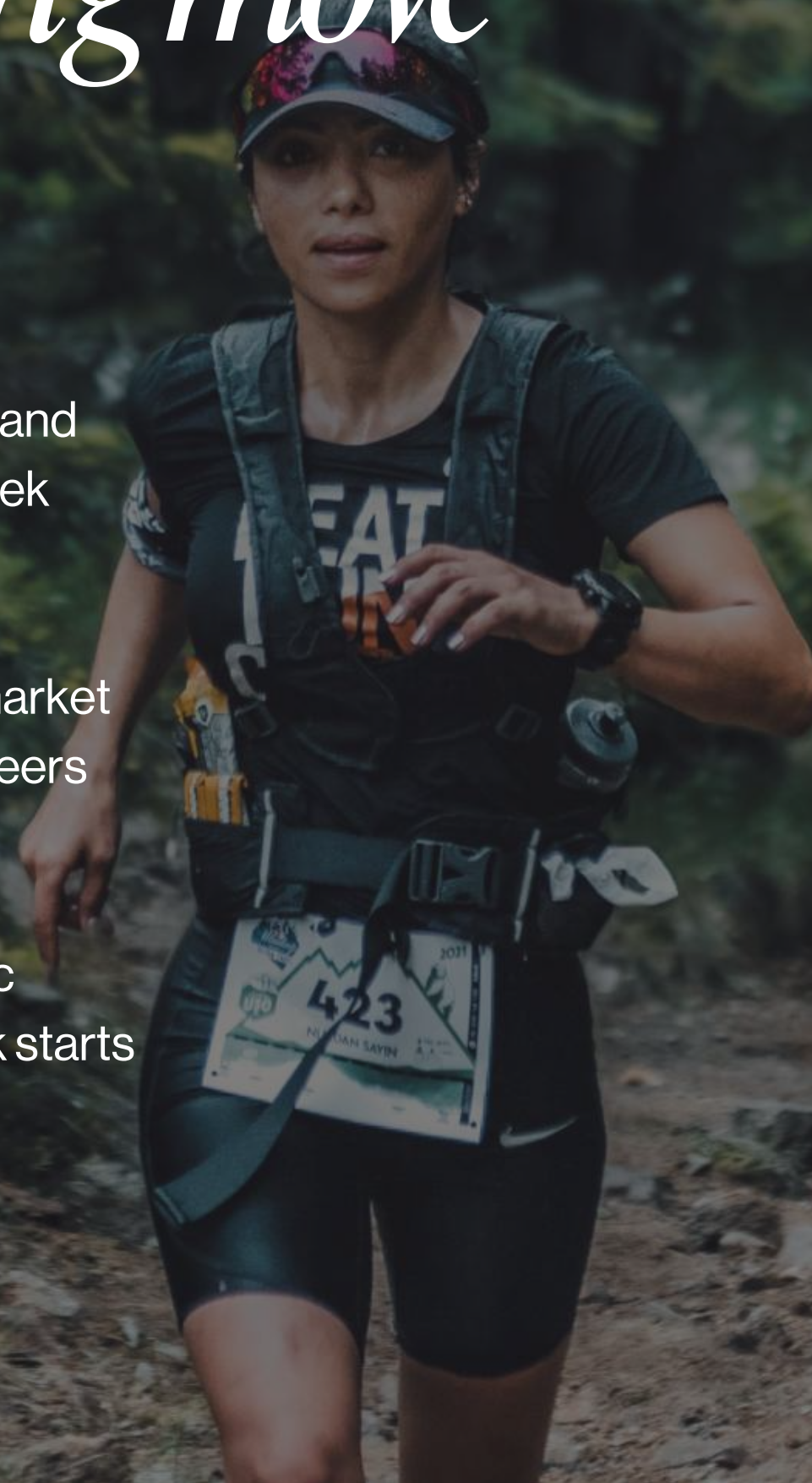
16 of 21 brands launched Black Friday early, with the bulk clustering into a single week, November 21 to 25. The first mover went live November 11. And the head start increasingly belonged to members: Adidas and HOKA opened to members a full week before the public, New Balance five days, and ASICS kept its headline deal behind the login all season.

What we're seeing in 2026.

Nike is already the furthest ahead: its homepage is running "Black Friday Preview" collection pages in mid-September, the earliest public BFCM positioning in the set. HOKA used the words "holiday kickback" in a September 5 member email, attached to its spend-threshold mechanic. And Adidas ran adiClub early access on its winter sale back in February, the same members-first pattern it used to open Black Friday 2025 a week early.

Play 1: Your winning move

- Plan for the cluster to land November 20 to 25 again, and decide now whether you're in it or ahead of it. The week before it was nearly empty in 2025.
- If you move early, make it a member window. In this market the early access is the loyalty pitch, and five of your peers have already trained shoppers to expect it.
- Watch Nike's preview pages. When the earliest public positioning in the set converts to a live offer, the clock starts for everyone.



Play 2: Speak "up to", not sitewide



What 2025 told us.

Only 4 of 21 brands framed Black Friday as sitewide, and every one carried exclusions. Twelve ran select or up-to offers. The deepest headlines in the market (60% at Adidas and Reebok, 70% at Altra) were ceilings on subsets, not flat rates; the true store-wide offers ran shallower, 20 to 40%.

What we're seeing in 2026.

The architecture is holding: Brooks ran Labor Day at 35 to 55% off with prices as marked and no code, Saucony hit up to 50% code-gated, PUMA ran its semi-annual at up to 50% plus buy-more volume tiers, and Adidas touched 60% in winter clearance. Two mechanics moved. HOKA has shifted from percentage headlines to dollar-off spend thresholds (\$20 off \$150+), and Nike keeps running its signature stack, up to 50% off plus an extra 25% code on top of sale prices, the same shape at back-to-school 2026 as its Black Friday 2025 offer. Reebok is still running rolling category blowouts at up to 50%.

Play 2: Your winning move

- Separate your headline number from your effective depth. Nike's 50% plus 25% stack out-reads a flat "up to 40%" even when the real prices are close; know which game your customer is comparing you in.
- Decide code versus prices-as-marked up front. Brooks' no-code posture and Saucony's code-gating both worked; mixing them mid-window confuses the offer.

Play 3: Keep new shoes at full price, discount last year's models



What 2025 told us.

This market discounts in slices. Brands cut single models deep (Craft's Nordlite Speed at 55%, Brooks' Ghost Max 2 at 33%, HOKA's Clifton 9 at 30%) while holding hero lines at full price. Saucony explicitly excluded its Endorphin race line from its Black Friday code, and On only ever discounted last-season styles.

What we're seeing in 2026.

The generation turnover that sets this year's markdown list has already happened: Brooks launched the Ghost Max 4 and Hyperion Max 4, HOKA the Clifton 11 and Skyward X 2, ASICS the GEL-CUMULUS 28, so the prior generations are the obvious Black Friday SKUs. The change signal is Saucony: the Endorphin line it protected from its 2025 code went on sale at Labor Day (Endorphin Elite 2 from \$290 to \$234.95). On is unchanged, holding every launch at full price while a heavyweight 2026 collab calendar (Zendaya, FKA twigs, LOEWE) does the headline work a discount would.

Play 3: Your winning move

- Name your protected heroes now and write the exclusion into the offer copy the way Saucony did in 2025. An accidental hero markdown is margin you don't get back.
- If a new generation ships this fall, the outgoing model is your Black Friday offer. That's the pattern your customer already understands from Brooks, HOKA, and ASICS.



Play 4: Give members a better deal, not just an earlier one



What 2025 told us.

Early access was common, but only four brands gave members a genuinely better deal: ASICS made its headline members-only, HOKA stacked tiered member mechanics on the public rate, Bandit gated its deepest tier, and Brooks gave Run Club an extra 10% on apparel. The benchmark called this white space, and it mostly still is.

What we're seeing in 2026.

The programs themselves moved this year. Adidas trimmed a top-tier adiClub benefit in April (free personalization now costs points), a lever that may push members to earn back through spend. HOKA is running noticeably more member-gated flash offers and GWPs than last year. Brooks rebuilt Run Club around synced-fitness challenges and race sweepstakes, loyalty by activity rather than spend. And On launched Cyclon Resale in March, trade-in for store credit, its first circular retention lever.

Play 4: Your winning move

- Decide whether members get earlier or better, and say which one out loud in the offer. "Same deal sooner" builds enrollment; "deeper deal inside" builds retention. The peers running both at once (HOKA) are the exception, not the norm.
- If you have no program, the 2025 white space is your opening: a member-extra layer on a standard public offer was rare enough last year to read as generous.

Play 5: Send volume is a choice. Creative supply is the constraint.



What 2025 told us.

The peer set sent 227 emails in the 14-day window, from 1 (Craft) to 30 (Reebok). The chart hid the real difference: Reebok's 30 were nearly all distinct creatives, while Under Armour's 24 were mostly one sitewide creative re-sent to non-openers under new subject lines. Nike sent 3 and ran no Black Friday broadcast at all.

What we're seeing in 2026.

The spread is widening. Adidas has nearly doubled its send volume year over year (roughly 190 to 362 through mid-September) with explicit "Reminder:" re-sends in the mix, and Altra is up about 70% on a countdown-escalation cadence. The other direction is sharper: ASICS has collapsed from roughly 270 sends to under 50 in the same window, the biggest strategic pullback in the set, and Brooks and On each cut roughly 40%.

Play 5: Your winning move

- If you scale volume for the window, decide the mix first: net-new creative earns opens, re-sends harvest them. Reebok and Under Armour looked identical on a volume chart and completely different in the inbox.
- Watch your closest peers' cadence in real time through the window, not just their offers. With some brands doubling volume and others cutting hard, last year's send counts are a weak guide to this year's inbox, and a rival suddenly ramping mid-week is a signal their headline isn't converting.

Play 6: Decide your December before November



What 2025 told us.

Cyber Monday split the market in two. The mainstream giants never stopped (Reebok held up to 60% to year-end, Under Armour stayed at 40 to 60% all month), four brands closed and reopened with a stepped-down December event, and the indie set went quiet. Two brands ran email-only codes as a non-public December lever.

What we're seeing in 2026.

December is unwritten by definition, but the shapes are visible: PUMA's "25 Days of PUMA" daily-reveal format from December 2025 is the one to expect back, and the always-on brands show no sign of slowing (Reebok was still running rolling category blowouts at up to 50% in the first week of September). This section updates as the season opens.

Play 6: Your winning move

- If you're an indie or premium brand, a quiet December is peer-consistent behavior, not a gap. If your shopper cross-shops the giants, plan at least one post-Cyber beat so their always-on cadence doesn't own the whole month.
- The email-only code is the underused lever: a non-public offer keeps your site at full price while still giving your list a December reason to buy.



Play 7: Post-Christmas restraint is the norm here



What 2025 told us.

Only 7 of 21 brands ran a post-Christmas sale, most at 30 to 40% on select items, with Adidas and Reebok pushing to 60%. New Balance was the pacing standout, escalating in three steps toward New Year rather than opening at its floor. Fourteen brands held the line entirely, most pivoting to new arrivals, gift cards, or editorial.

What we're seeing in 2026.

Year-end is months away, but last season's tail is instructive: the brands that discounted after Christmas didn't stop at New Year. Adidas carried its up-to-60% clearance into January, then opened a members-early winter event at an extra 30% off in February, and HOKA ran a members-only extra 15% off end-of-season into early March. In this market, a post-Christmas sale is the on-ramp to a Q1 clearance season, not a one-week event.

Play 7: Your winning move

- Holding full price after Christmas puts you with two-thirds of this market; unlike most categories, restraint is the default here, not the exception.
- If you do clear, escalate the way New Balance did: open moderate, deepen toward January 1, and let the last days do the inventory work.

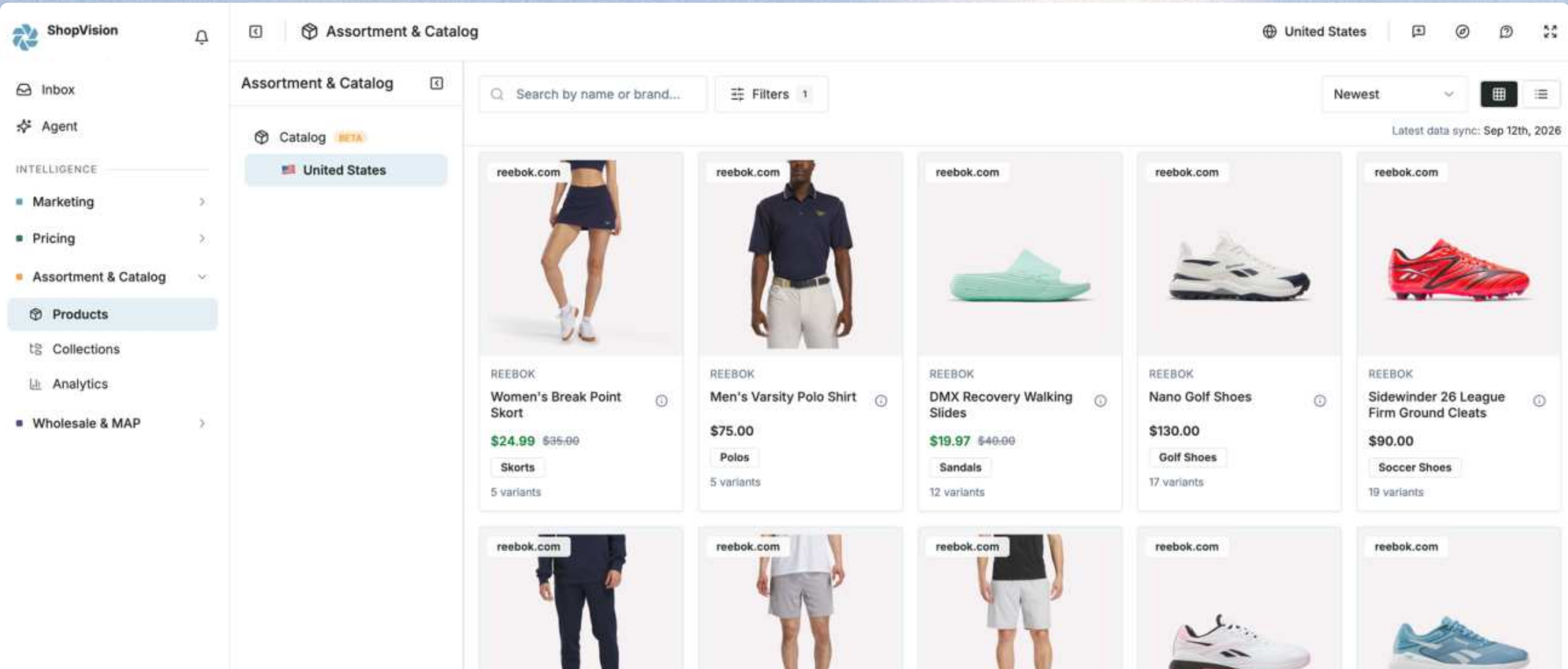


The market is already moving. *Watch it live.*

Everything in this **playbook** came from one **source of truth**: seeing what every competitor actually did, verified at the source, from their own public copy.

That's what ShopVision does every day, across 300,000+ brands, retailers, and marketplaces, with 15 million products tracked daily.

This year, don't wait for the retrospective. Track your own peer set through the whole Q4 window: every launch date, every rate, every member gate, as it happens.



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