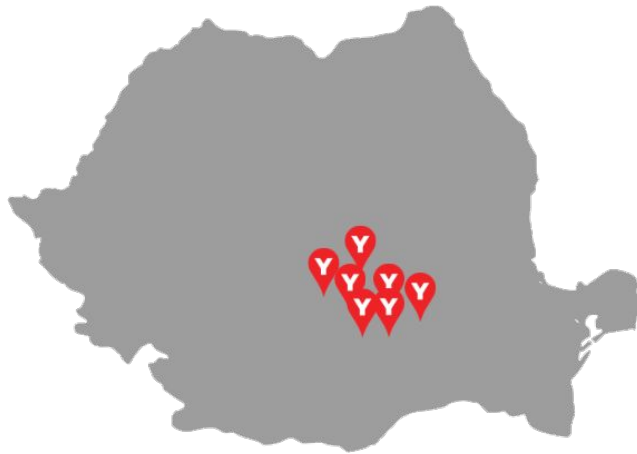




adidas - 3 Models 2018

Retail | Partner | Romania | MAR 2018, APR 2018, SEP 2018



CAMPAIGN OBJECTIVES

adidas with 3 individual, one month long campaigns for 3 different sneaker and sports shoes models.

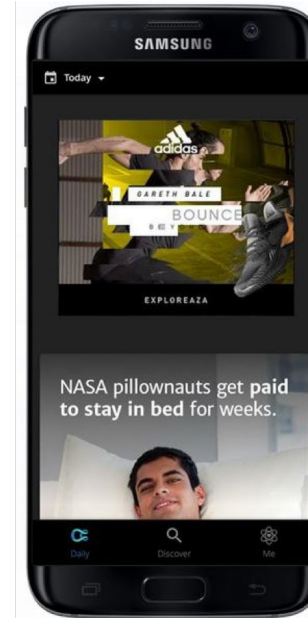
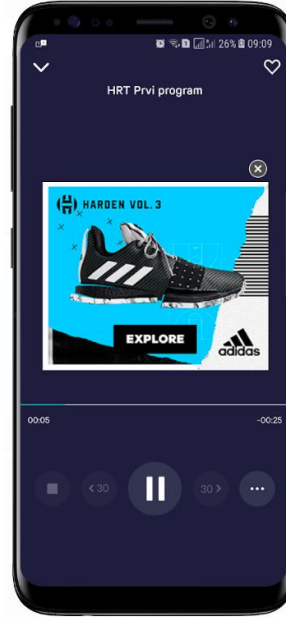
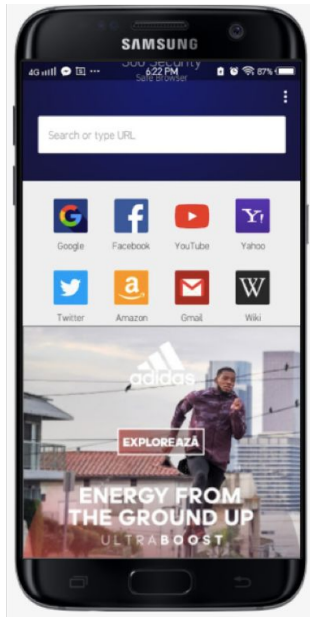
Awareness and **Promotion** for adidas brand and the corresponding shoe model. Plus, **online to offline conversion** measurement in form of **Footfall Attribution** to the adidas outlet store.

Hyperlocal targeting and individual store measurement on 33 adidas stores and outlets in Romania.



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OUR SOLUTIONS

Hyperlocal target 46 adidas outlets, mainly in Bucharest, but also in rural areas. 500m to 1km radius around the stores, so called **influencing circle**, displaying the banners. **Footfall measurement** with a store precise (20m) radius, so called **measurement circle**.

Traditional static **Standard** and **Interstitial Banners** (portrait and landscape) introducing the new show models.

Landing page giving locations of the adidas stores.

Visit our full showcase at demo.yoose.com

Beyond Location. Precise Audience

YOOSE



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RESULTS

553,000

views

More than
2,760
clicks

Industry standard
0.5%
CTR Rate

Footfall
2,187
tracked

During 2018

2
additional
campaigns for
adidas