

PUMA

Problem

How does PUMA announce its big partnership in true New York fashion?

Solution

By featuring the prominent NBA star and New York Knicks newcomer RJ Barrett, on out of home.

Background

PUMA Hoops, the PUMA basketball collection, wanted to make a splash in New York and announce something big. The rookie basketball player RJ Barrett had signed with the New York Knicks, and joined as a PUMA brand ambassador, too. PUMA wanted to create a shareable moment to spread the news with fans that felt distinctly and aesthetically “New York” in the middle of the advertising capital of America. The challenge was breaking through the clutter of New York City’s busy out of home landscape and creating a viral moment both online and offline.

Objective

The objective of this campaign was to generate hype and create a shareable, New York-specific moment. The stunt-driven campaign aimed to engage fans of The Knicks by announcing RJ Barretts signing on with the basketball team and fresh partnership with PUMA. The top priorities for PUMA were to garner social conversations with sports fans and New Yorkers in an organic way.

Strategy

A “tease and reveal” painted wall campaign was executed directly outside of Madison Square Garden. The first phase of artwork was completely unbranded and played on the iconic “I <3 New York “ logo, featuring RJ Barrett’s portrait and the New York Knicks colors. On the day of the big PUMA x RJ Barrett announcement—hundreds of fans gathered below the wall as we added branding that revealed PUMA as the master behind the execution. Shortly after the wall was finished, RJ Barrett himself showed up to the wall where a PUMA branded hot dog stand was waiting, causing a midtown madness among sports fans, Penn Station passersby, and those simply just hungry for a hot dog.



Plan Details

Market: New York

Flight Dates: August 19th, 2019–September 15th, 2019

OOH Format: Wall Mural

Budget: \$10,000 and over

Results

Between The New York cks, PUMA, and RJ Barrett himself, this mural was shared on social media to a combined following of over 4 million. Hundreds of thousands of users interacted with posts of RJ Barrett posing with the mural, igniting wall-talk both online and offline. The one-off campaign served as a dive board into introducing RJ Barrett's recent success and sign-on with The Knicks and shoe deal with PUMA. Press like HYPEBEAST, TSN, and ABC highlighted photos of the rookie and the mural.

