

Reebok

Problem

How does an athletic retail company that is sponsoring a major NHL event increase product sales through the partnership?

Solution

Strategize an effective campaign utilizing OOH placements in key locations coupled with social to drive awareness of the partnership and increase sales.

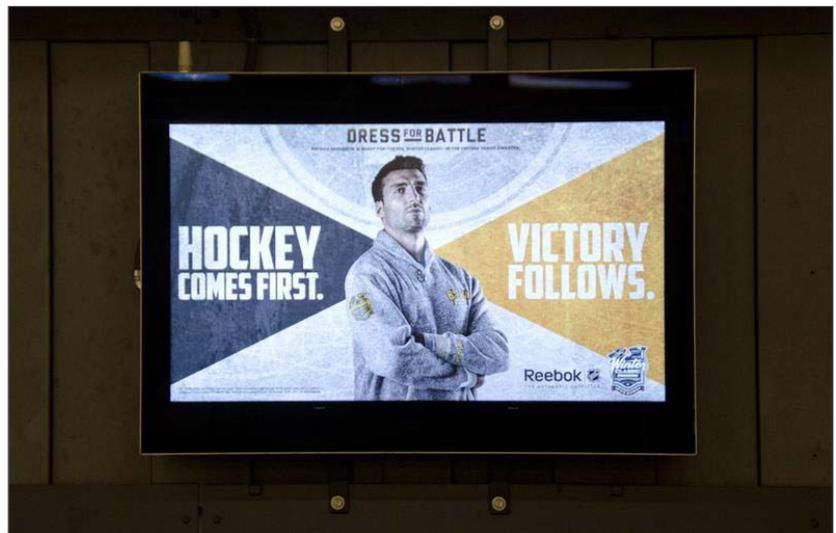
Background

Reebok wanted to get hockey brand enthusiasts who regularly attend the NHL Winter Classic each year to recognize and engage in Reebok's partnership with the NHL Winter Classic. The campaign's initiative was to drive ticket sales of the Winter Classic NHL licensed apparel, as well as increase sales through partner retailers.



Objective

Reebok wanted to take a dynamic approach to their OOH advertising to support its 'Winter Classic' campaign. The 'Winter Classic', one of the NHL's best known rivalries is an annual hockey event hosted by the NHL in which a regular season ice hockey game is held outdoors. Reebok, as sponsor of the event wanted to maximize the exposure and hype for the game between the Boston Bruins and the Montreal Canadiens. Reebok also wanted to solidify consumer awareness of the brands alignment with the NHL Winter Classic and drive sales of Winter Classic NHL licensed apparel within partner retailers. Reebok wanted to target hockey enthusiasts demographic who are men 18+ who regularly follow hockey/ice skating.



Strategy

The OOH campaign had to engage the Montreal and Boston fans in their native language to build hype around the start of one of the biggest events in the NHL calendar. Billboards and subway posters were among the top OOH formats that catch the hockey enthusiast's eye, also nearly 1/4 of hockey enthusiasts notice advertising in train stations. Digital OOH Transit Station Screens were placed in key commuter hubs for market-wide awareness. Impactful OOH placements were placed in contextually relevant areas to reach the hockey enthusiast at key moments.

Digital bulletins were placed in proximity to Gillette Stadium and in high traffic areas of audience concentration. To build anticipation for the Winter Classic, a dynamic countdown to 'face off' poster was delivered across screens, which was live for the duration of the campaign. The week before the event to increase fan engagement, "Dress for Battle" creative encouraged fans of the

Boston Bruins and Montreal Canadiens to submit photographs of themselves via social, wearing Reebok apparel and demonstrating their “game face”. This fan imagery was then moderated and published to digital screens via the Liveposter platform in each opposition’s own back yard.

Plan Details

Markets: Boston and Montreal

Flight Dates: November 2015 - January 2016

OOH Formats Used: Digital Transit Screens and Digital Billboards

Target Audience: Men 18+ who regularly follow hockey/ice skating

Budget: \$50K Social Media booked by Carat team/
\$247K in OOH

