



New Product Awareness for Retailer

Objective

An athletic shoe retailer wanted to raise awareness for a new basketball shoe during the holiday season—when ad competition is at its highest—using a co-branded video featuring celebrities from the entertainment and athletic worlds.

Strategy

On Facebook, AdParlor promoted an organic post on the retailer's page featuring a 60-second video. We targeted four NBA interest segments, featuring keywords aligned with the NBA draft, recent prospects, current superstars, and stars of the past.

At the same time, we ran a 15-second version of the ad on Instagram, with a CTA directing to the full version. AdParlor also ran a Carousel ad that drove traffic to the client's site.



RESULTS



333,579

VIDEO COMPLETIONS



\$0.01

CPV



\$2.01

CPM



3.5 MILLION

VIDEO VIEWS