



## GOAL

Adidas worked with the agency Isobar and AdMob to reach their target audience of young urban influencers. Adidas' overall goal for the campaign was to build brand awareness and develop the brand associations of originality and self expression with the Adidas Superstar brand.

Adidas has worked with AdMob on other campaigns such as Basketball is a Brotherhood, and they have seen high engagement rates both with their ads and the action users took on the landing page.

In addition to their goal of driving traffic to their mobile site, Adidas also had goals for activity on their mobile site: to drive video views and ringtone and wallpaper downloads.

## SOLUTION

AdMob ran graphical banner ads and text link ads targeted toward college students as well as toward users in our Downloads and Communities Channels across select sites in our network. AdMob's graphical banner ads and text link ads drove traffic to the Adidas Originals mobile website.

This sophisticated mobile website let users select their favorite type of music and listen to sample tracks from up-and-coming artists each genre. Users could then download ringtones from the musicians they liked best, view videos of their performances, opt-in to receive more ringtones in the future, send their friends ringtones, and even enter their zip code to find the nearest location where they could purchase Adidas Superstars.

Additionally, AdMob worked with Insight Express to conduct a brand study for Adidas, in order to measure the impact of this highly engaging campaign's key brand metrics.

## RESULTS

Mobile Site Engagement Highlights:

- Drove >290,000 visitors to the adidas Originals mobile site
- >2.9 page views per visitor
- Visitors downloaded >100,000 ringtones

Buzz-worthy campaign became viral:

- >10,000 Send to a Friends

Highlights from the Insight Express Brand Study:

- Significant increase in Recommendation Intent: +19% over control group
- Significant increase in Message Association: +34% over control group

Adidas has continued to work with AdMob based on the strong performance of this and other campaigns.