

CONTACT INFO

KRISTIE RITCHIE
KRISTIERITCHIE@UPSHOTMAIL.COM
312.943.0900
WWW.UPSHOT.NET

CAMPAIGN: NEW BALANCE 574 MAKE IT YOURS
CLIENT: NEW BALANCE
AGENCY: UPSHOT

SPONSORED CONTENT

PROMO TOP Shops

CASE STUDIES

NEW BALANCE 574 MAKE IT YOURS

Millennials appreciate authenticity. And nothing says authenticity like the iconic New Balance 574—built on quality, craftsmanship and made in the USA. They like to explore, shop and see what's new across shoe brands, quite often at Foot Locker stores. This presented an opportunity to sell more New Balance 574s to millennials at Foot Locker. But it had to be different. Stand out. And remain true to the iconic New Balance 574 shoe.

INSIGHT

Closely linked to millennials' value of authenticity is their love for creativity. When it comes to sneakers, they want a shoe that shows off their unique personality and style. To a degree. While they want to stand out as individuals—to be cool—they do not want to do it at the risk of not fitting in with their friends or social circle.

INSPIRING IDEA

What if there was a perfect place to introduce a new breed of New Balance 574s to millennials—created via personal customization? The classic iconic shoe with fail-proof style creds meets a customized, MAKE IT YOURS experience.

ENGAGEMENT

The larger-than-life in-store destination was authentically and iconically 574—bringing physical, functional and emotional aspects of the brand to life to create the ultimate New Balance 574 brand experience.

The physical space included brand cues of antique-stained pine and exposed brick with contemporary expressions of the New Balance brand. And shoe materials, like suede and laces, were integrated into the destination to inspire design choices and evoke the tactile and emotional associations of the classic shoe.

The digital interface, on two 40" touch screens, replicated a real-life, hands-on, intuitive and engaging design process. It allowed shoppers to turn the shoe 360 degrees, as if holding it in their hand, and to drag virtual color swatches (25 mix-and-match options) and materials from their virtual workspace.



The interface encouraged millennials to immediately show off their creation via social media to give them bragging rights among their social followers. Images of all customized shoes and social conversations were aggregated via hashtag

on the Foot Locker blog—inspiring more consumers and more customized 574 creations.

To draw consumers inside, store windows visually showcased the 574 experience using actual thread to link back to creativity, authenticity and craftsmanship. And lenticular motion demonstrated how consumers could customize their own shoe with color while creating stopping power for passersby.

RESULTS

New Balance exceeded its goal to sell 13 pairs of customized 574s per week for the first month at Foot Locker. Week one and week two delivered sales of 246% and 154% above expectations, respectively. The positive trend continued through the end of the month, with a sales index of 200 versus a year ago. As an added bonus, the kiosk had a halo effect, increasing sales of New Balance shoes throughout the entire store.