

CASE STUDY: PRODUCT PROMOTION



Objectives:

- Highlight PUMA's new boot range across EFIGS markets
- Promote the new Italy World Cup kit
- Align with football in the key pre-World Cup period

Solution:

- Created a new "Branded Feature Strip" ad unit on the Goal homepage –combination of PUMA content and Goal editorial
- Gave PUMA high-level advertising on Goal social platforms with ownership of the Facebook cover photo
- Seeded key PUMA features, video and content through social media channels
- Ran a competition to give away PUMA items

Results:

MEDIA

3.5M

Page Views

556

Bespoke Articles

6.66%

CTR for Rich Media

VIDEO

5.5M

Video Streams

2.7M

Views of Bolt/Agüero video on Goal YouTube channel

SOCIAL

910

Posts

100k

Likes

11M+

Reach

600k

Clicks to
PUMA.com