

Denver Zoo

Problem

How do you boost consumer awareness in order to drive sales during a very specific time period?

Solution

Use high-profile out of home formats to remind consumers of your brand at every turn.

Background

Adidas had just completed negotiations to be an official NBA sponsor for the next eleven years. In addition, the Las Vegas market is home to a proprietary adidas store on the famous Las Vegas Strip.

Objective

The campaign's primary goal was to announce and promote adidas' partnership with NBA. adidas also needed to drive traffic and sales among NBA All-Star Game attendees to the adidas sports performance store on Las Vegas Boulevard.

Strategy

The key venues where NBA activity was occurring and where fans were likely to congregate all fell within a compact area of less than 2 miles. The plethora of available out of home media in this space allowed for an outdoor domination.

We used attention-grabbing large scale graphics in combination with high frequency street level media.

The intent was to target NBA All-Star Game participants, attendees and fans from the moment they entered the city of Las Vegas throughout the weekend.

Plan Details

Flight Dates: February 15th – February 22nd 2007. The NBA All-Star Game occurred on February 22, 2007.

Market: Las Vegas, NV

Out of Home Formats Used:

- Large wallscales on the Luxor, MGM Grand, and Bally's Hotel
- Custom-made, oversized adidas jerseys draped on Lady Liberty Statue (outside New York New York) and MGM Lion
- All vertical banners in Airport Baggage Claim
- Taxi Tops (both static and digital) on one third of existing taxi inventory (over 700 tops)
- Digital ads outside of, and mall kiosks within Fashion Show Mall
- Digital and static signage on MGM exteriors and within hotel
- 29 Digital and Static Bulletins within the target zone
- 2 Mobile billboards
- Video projections on strategic locations at night.



Results

“We own the city, you see it everywhere. It’s fantastic.”

-- Erich Stamminger

President and CEO of adidas

- Adidas saw an unprecedented 250 percent jump in single day global sales.
- Sales exceeded all previous consecutive 5-day records
- Seventy-five national media outlets carried coverage of or used adidas out-of-home assets in their coverage.

