



adidas
Successfully
Increases Brand
Awareness
for BOOST
Technology with
Agency MediaCom
and Taboola



MEDIACOM

"We were pleasantly surprised with the results we saw. Compared to past campaigns for BOOST Technology, the lift on those who saw the ad, and those who clicked through, was impressive."

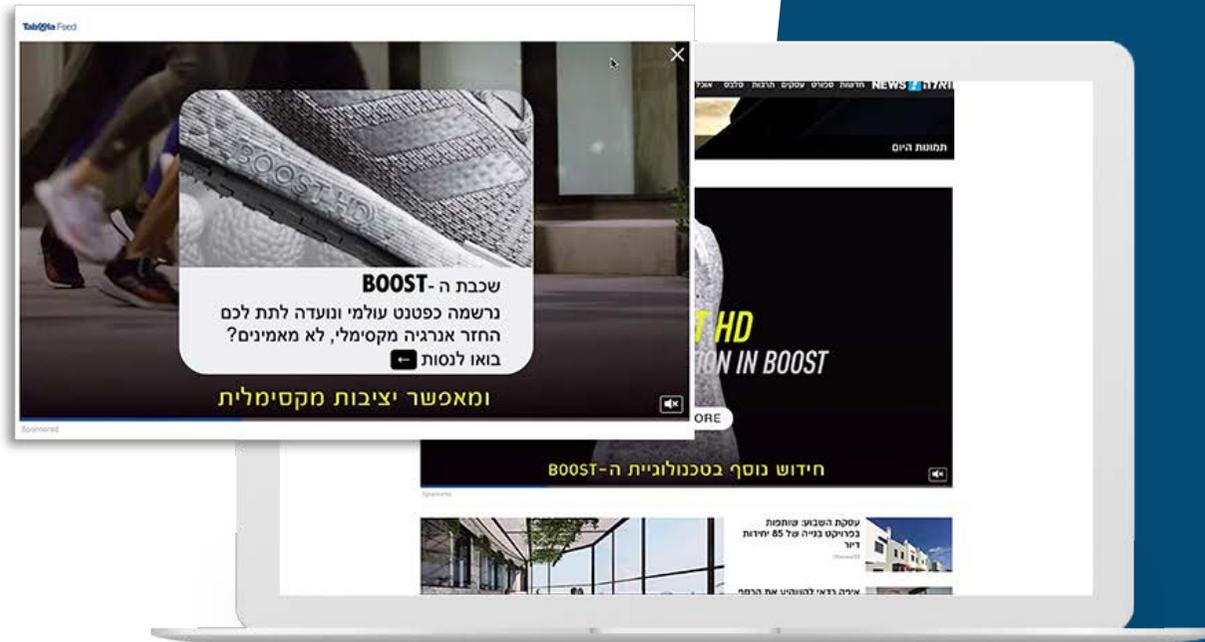
-Nir Harnik,
Digital Marketing Manager, MediaCom

50%

Increase in CTR After
Working with Taboola
Video Studio

25%

Higher CTR than
other video platforms



COMPANY

adidas is the one of the largest sportswear manufacturers in the world. **MediaCom** is a trusted digital partner to more than 2000 global brands, working with **adidas** to create and promote **adidas**' BOOST technology.

CHALLENGE

Increase awareness for BOOST footwear technology separate from the ubiquitous **adidas** name in Israel.

SOLUTION

Use **Taboola** Video to promote video content related to BOOST technology and create unique video content using **Taboola** Studio with overlaid CTA to drive clicks and conversions.

RESULTS

With **Taboola**, **MediaCom** was able to uplift CTR, increase awareness, and drive sales. The product shown in the video became a best-seller.

MediaCom Delivered Sees **50% Uplift in CTR** for Client **adidas** with **Taboola** Video

INTRODUCTION

adidas, a leading global sportswear manufacturer, is a household name in Israel. With the challenge of highlighting their BOOST technology and separating it from the brand's ubiquity, **adidas** turned to global agency **MediaCom**.

MediaCom utilized **Taboola** Studio to create striking video content on behalf of **adidas**, designed to educate and inform on the BOOST technology, and ultimately drive interest and purchases of BOOST footwear.



WITH TABOOLA, MEDIACOM DELIVERED VIDEO COMPLETIONS AND CONVERSIONS FOR ADIDAS

adidas' goal was to highlight the craftsmanship of their BOOST technology, separate from their ubiquitous brand name. They had put forth efforts to do so in the past but saw no noteworthy return. **MediaCom** felt confident that **Taboola** would be the right partner to increase CTR and traffic for **adidas'** BOOST campaign.

In order to optimize **adidas'** video creative for the platform, **MediaCom** worked with the **Taboola** Video Studio to implement hot spots on the informational **adidas** videos. These hot spots provide consumers with CTAs at the exact moments they'd be most likely to click—when they're looking for more information.

The **Taboola** Video Studio optimizes engagement and results by using creative best practices and a wide array of features like custom overlays, end-slates, creative consulting, and more.

ADIDAS BEST-SELLER EMERGES AFTER USING TABOOLA VIDEO

Across this campaign, **MediaCom** displayed a variety of **adidas** footwear, but one product became a best-seller in stores. The black men's model of the BOOST running footwear, which **MediaCom** promoted using **Taboola** Video, which was featured in the video created with **Taboola** Studio, became a best-seller during the time that the video ran.

MEDIACOM LEVERAGES TABOOLA FOR A VARIETY OF CLIENTS

Through their use of **Taboola** for their client **adidas**, **MediaCom** was able to discern ways that **Taboola** could also be an asset for more clients on their roster.

MediaCom worked closely alongside their **Taboola** account management team to ensure that all client needs were met, and that creative tools were being used to their maximum potential to produce the most effective video.