

Taking A Different Approach to Marketing, To Launch a Different Kind of Shoe



Client

Our client is a global brand and leader in athletic products, experiences, and services.

The company spent years researching, experimenting, and testing new methods and technologies for a shoe that would make running feel easy for the relatively untapped market of new runners.



Challenges

To bring the shoe from ideation to execution, our client envisioned a launch campaign that appropriately captured the uniqueness of the product and the potential impact on the athletic market.

They engaged Filter – working alongside other world-class agencies and the client's own accomplished team – to bring their vision to life.



Approach

This project required our consultant team within the client's running division to execute the full brand launch of our client's new line, with our consultants juggling anywhere from 15 to 20 projects at a time. Our consultants stepped outside their traditional roles to ensure the campaign would be fully executed on time and on budget.

While the Filter consultants led the charge, they worked alongside the client's FTEs and several specialized agencies, in some cases acting as the client, to augment capacity for this behemoth of a project. Though many key players were crucial to rolling out this creative behemoth, the team worked together seamlessly, regardless of their native employer.



Impact

Filter's work impacted many aspects of the product launch – from brand conception to digital execution. In the first fiscal quarter since the product launch, our client reported results that handily topped consensus expectations.

Analysts reported that “highly anticipated new product launches and solid results for continuing lines” were key to driving their positive financial results.

According to the company's CEO, “strong product innovation, combined with our industry-leading digital experiences, continue to deepen our consumer relationships around the world.”