Client Success Stories

Activewear

JustPremium

adidas × JustPremium
Why Brands Trust JustPremium

• It’s never been harder than today to capture an audience's attention.

• JustPremium provides unique combination of creativity, technology and media that makes advertising campaigns more effective.

• When brands work with JustPremium, they outperform industry benchmarks across all metrics that matter, incl. viewability, in-view time, CTR and attention.
Overview

The Case
Adidas Originals revived its Adicolor apparel franchise from the 70's — available now in slightly updated fabrics and cuts.

Adidas, GroupM, and JustPremium, collaborated to drive awareness amongst young and athletic shoppers for the new product launch.

Goals & Objectives
• Reach Target audience age: 18 – 34
• GEO: Canada (Toronto, Montreal & Vancouver)
• Increase Brand and Product Awareness

Challenges
The Sportswear industry is saturated with competition. Adidas was therefore eager to stay top-of-mind to its consumer audiences.
Creative Strategy

JustPremium recommended the Desktop Skin unit, providing the largest creative canvas for brand story telling and product display.

The Creative Studio, combined colourful video and alternating photographic content to make these timeless looks relevant for today's audience on young apparel shoppers.

The video appears in a collapsed top panel to entice the user to expand the player. On hover, the video expands to its full height in the top panel.

As the user scrolls down the page, the images in the side panels rotate and the video remains in view.

[View Demo]
## Campaign Performance

<table>
<thead>
<tr>
<th>Metric</th>
<th>Adicolor Campaign</th>
<th>Industry Benchmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTR</td>
<td>0.8%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Viewability</td>
<td>93%</td>
<td>53%</td>
</tr>
<tr>
<td>Avg. Time In View (sec)</td>
<td>66 Sec</td>
<td>39 sec</td>
</tr>
</tbody>
</table>
Key Highlights

Success

JustPremium successfully accomplished Adidas’ goal of getting the Originals Adicolor apparel in front of its core target audience.

The average time the ad was In-View was 66 seconds which was instrumental in increasing Ad Recall and Ad Message Recall, which translated to higher brand and product awareness.
I’d highly recommend JustPremium for any advertisers looking for branding solutions, given their expertise across both Video and Display environments, and their wealth of custom formats. JustPremium has been a great partner to work with, offering best-in-class creative solutions alongside strong media performance, exceeding upon client benchmarks and competitor performance alike.

— Timi Akande, Programmatic Account Supervisor, GroupM (Toronto)
Our Sports Clients

- fitbit
- Reebok
- new balance
- Nike
- Under Armour
- Callaway
- Red Bull New York
- Titleist
- US Open