



GRASSROOTS

BASKETBALL INITIATIVE

Eastbay Inc. in conjunction with adidas Basketball came to us to create, strategize and manage an immersive experience at 3 elite high school basketball tournaments in Atlanta, Houston, and Brooklyn. We designed the on-site event experience and managed strategy for the three events across EXP, PR and Digital channels. By allowing us to create strategy and manage across these channels, we were able to drive extraordinary engagement, conversion, and impression metrics for all three events.



Note: Metrics below include numbers and data from Atlanta and Houston only. Final Brooklyn numbers are still pending but are expected to exceed those of the first two events.

LIVE CONTENT

IG stories, branded and geo-fenced Snap Chat filters, and Organic Social channel content performance during events.

TOTAL POSTS

72

live/organic posts generated on-site for real time content during events

TOTAL IMPRESSIONS

5,293,781

live impressions over the course of two, 2-day events

TOTAL REACH

2,441,440

consumers reached with live content

TOTAL ENGAGEMENT

44,341

consumers engaged directly with live content during events

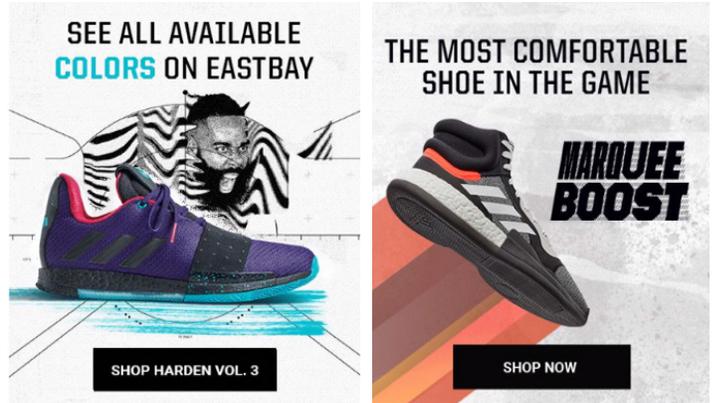
SITE PERFORMANCE

Site performance was measured on specific product landing pages designated for the product focus of each event. These measurables tracked performance attributed to Live Content engagement conversions.

ATLANTA EVENT HOLIDAY HOOPSGIVING			HOUSTON EVENT STARS AND STRIPES		
+18%	+11%	+13%	+95%	+26%	+36%
SESSIONS	ORDERS	SALES	SESSIONS	ORDERS	SALES

EMAIL – INFLUENCER DRIVEN CONTENT

Each event had a targeted Email Campaign that leveraged Social Media Influencers brought to each event and content gathered of those influencers interacting with high school basketball players against the vast email database of Eastbay’s customer list. This combination of a new product release paired with video content from an influencer that many of the recipients likely identified with, yielded exceptionally high conversion for each campaign.



ATLANTA EVENT HOLIDAY HOOPSGIVING		HOUSTON EVENT STARS AND STRIPES	
CIRCULATION	126,854	CIRCULATION	169,342
ENGAGEMENTS	17,524	ENGAGEMENTS	23,010
OPEN RATE	13.82%	OPEN RATE	13.59%
CAMPAIGN REVENUE	\$10,749.96	CAMPAIGN REVENUE	\$42,628.07

VIDEO CONTENT - YOUTUBE

All content captured at the events was leveraged across the Eastbay YouTube channel and performance numbers were exceptional in comparison to their average campaign performance.

ATLANTA EVENT HOLIDAY HOOPSGIVING		HOUSTON EVENT STARS AND STRIPES	
IMPRESSIONS	739,311	IMPRESSIONS	2,560,349
CONVERSIONS	317	CONVERSIONS	576
VALUE / CONV	\$152.64	VALUE / CONV	\$135.60
CAMPAIGN REVENUE	\$48,387.35	CAMPAIGN REVENUE	\$78,105.56

PAID SOCIAL

Paid social campaigns were also focused around the content captured across the three events.

ATLANTA EVENT HOLIDAY HOOPSGIVING		HOUSTON EVENT STARS AND STRIPES	
IMPRESSIONS	4,122,726	IMPRESSIONS	6,053,435
CONVERSIONS	4,445	CONVERSIONS	4,218
SPEND	\$40,600	SPEND	\$27,579
CAMPAIGN REVENUE	\$474,939.36	CAMPAIGN REVENUE	\$400,372.56
ROAS	11.69:1	ROAS	14.51 : 1

EVENT CONCLUSION/KEY FINDINGS

Eastbay came to us to create a unique event to connect with their consumer: elite high school basketball athletes. We designed an experience to speak to them on the court in ways that they understood. But they asked us to take that a step further with consideration that they are an online-sales focused brand, so everything needed to be highly leverageable across digital marketing channels. Despite only a few thousand athletes and attendees at each event, our physical activation touch points were able to generate millions of impressions, nearly 100k engagements, over a million in trackable sales, and a 2.2 to 1 ROI on the project as a whole.



TOTAL IMPRESSIONS	TOTAL ENGAGEMENTS	TRACKABLE SALES	TOTAL PROJECT SPEND
19,065,798	94,538	\$1,055,180	\$475,000
TOTAL PROJECT ROI	ON-SITE INFLUENCER IMPRESSIONS	ATHLETE ATTENDANCE	FAN ATTENDANCE
2.22 : 1	3,508,201	780	5,150