



Case Study



SPORTS

Adidas Successfully Increases Brand Awareness for Boost Technology with Agency EssenceMediacom and Taboola



essencemediacom****
A WPP Media Brand

"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, EssenceMediacom

50%

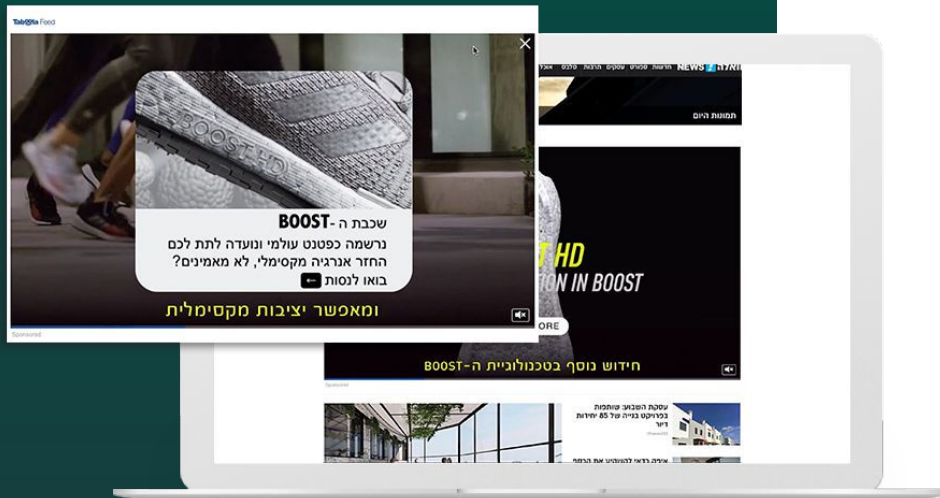
Increase in CTR After Working With Taboola Video Studio

25%

Higher CTR than other video platforms



Case Study



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

COMPANY

Adidas is the largest sportswear manufacturer in Europe. **EssenceMediacom** is a trusted digital partner to more than 2000 global brands, working with **Adidas** to create and promote **Adidas**'s Boost technology.

CHALLENGE

Increase awareness for Boost sneaker 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**, **EssenceMediacom** was able to uplift CTR, increase awareness, and drive sales. The sneaker shown in the video became a best-seller.



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 **EssenceMediacom**.

EssenceMediacom 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 sneakers.





With Taboola, EssenceMediacom Delivered Video Completions and Conversions for Adidas

Adidas's 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.

EssenceMediacom felt confident that **Taboola** would be the right partner to increase CTR and traffic for **Adidas's** boost campaign.

In order to optimize **Adidas's** video creative for the platform, **EssenceMediacom** 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, **EssenceMediacom** displayed a variety of **Adidas** footwear, but one product in particular became a bestseller in stores.

The gray women's model of the Boost sneakers, which **EssenceMediacom** 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.

EssenceMediacom Leverages Taboola for a Variety of Clients

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

EssenceMediacom 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.