

## Hatch 60

**Entry: Reebok #ZigTheRunway**

**Category: Media is the Message**

### Concept:

- **Background:** In February 2020, Reebok was prepared to drop its biggest, most important shoe of the decade – Zig Kinetica
- **The Task:** Develop a BIG earned media idea to drive awareness around Zig’s launch, particularly with a young, Instagram obsessed consumer
- **Insight:** Home security cameras are on the rise. 3.4MM cameras were purchased last year alone in the US. And when something unexpected gets caught on camera, it gets shared and the internet eats. it. up.
- **Relevant Cultural moment:** Fashion Weeks happening around the world in February 2020
- **The Idea -- #ZigTheRunway:** A first-of-a-kind flashmob fashion show that is created, viewed and distributed on home security camera networks. An unexpected guest(s) is recorded, on home security cameras, delivering a pair of Zig Kineticas in a totally unique way

### Execution:

- **Enlist** help of 30 social influencers, and 5 celebrities, to perform their own runway shows
- **Seed** interest on Instagram, Nest and Nextdoor, with the first 6 influencer videos, creating buzz
- **Launch** first 3 celebrity videos – Cardi B, Noah Schnapp, Montrezl Harrell – to garner mass visibility and PR pickup
- **Amplify** with videos from 24 additional influencers, and 2 new celebrity posts – Shaquille O’Neil and Desi Banks – creating sustaining buzz for the campaign.

### Why It Couldn’t Have Succeeded Without the Media Plan

- Authenticity was critical to campaign success. Traditional media would *not* create authenticity for this concept, and compromise impact of the campaign
- Therefore, media dollars were invested into social discovery, influencers, promotion of posts and PR

### Results:

- Campaign results exceeded all client benchmarks, and contributed toward Zig Kinetica sales exceeding launch projections by 50%
  - o Impressions – 196% Benchmark achievement (743,135,428 impressions)
  - o PR Stories – 116% Benchmark achievement (128 total stories)
  - o Video Completion – 187.8% Benchmark achievement
  - o Unique Views – 16.7M+