



REEBOK
ZIG KINETICA

SS20 REEBOK.COM CREATIVE



TEASE PHASE

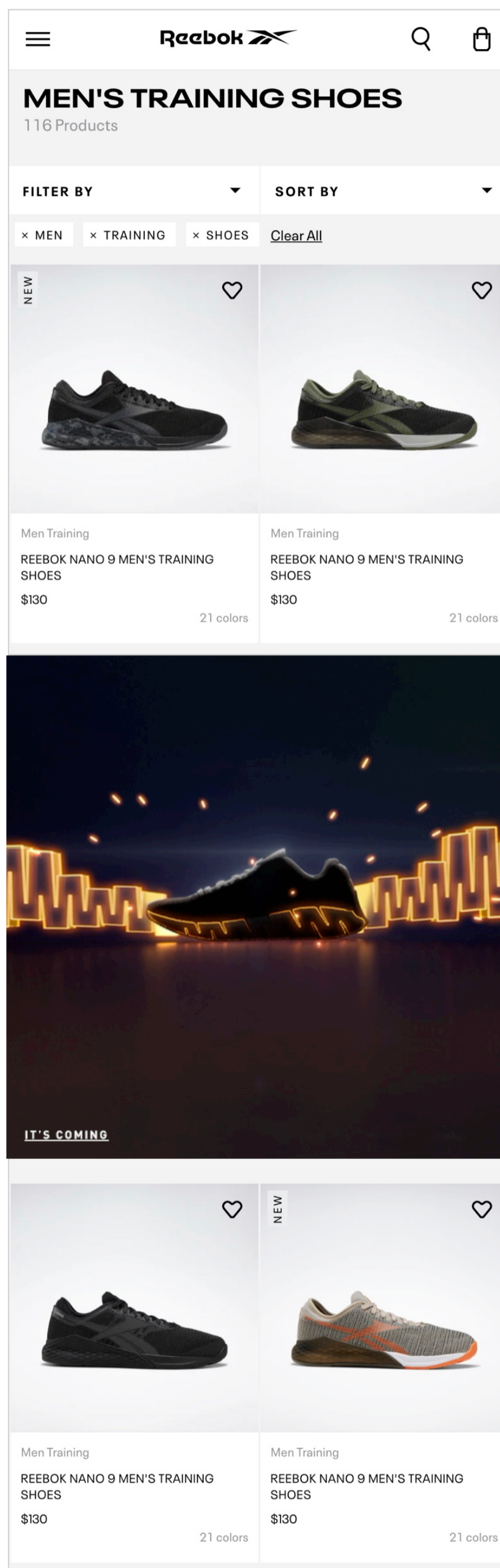
CAMPAIGN LANDING PAGE

THE GOAL OF THE CAMPAIGN PAGE AT THIS STAGE IS TO CREATE INTRIGUE AND DRIVE SIGN-UP.



PRODUCT LANDING PAGE

FOR THE TEASE PHASE, THE ZIG KINETICA FALLS THROUGH THE ATMOSPHERE AND LANDS ON PLANET EARTH. WE DON'T SHOW THE SHOE IN THIS PHASE.





CONOR FIGHT

HOMEPAGE TAKEOVER

CONOR STEPS INTO THE SURGE. THIS TAKEOVER WAS ORIGINALLY DESIGNED FOR US/UK BUT WAS REQUESTED BY GLOBAL MARKETS AFTER SEEING ITS SUCCESS.

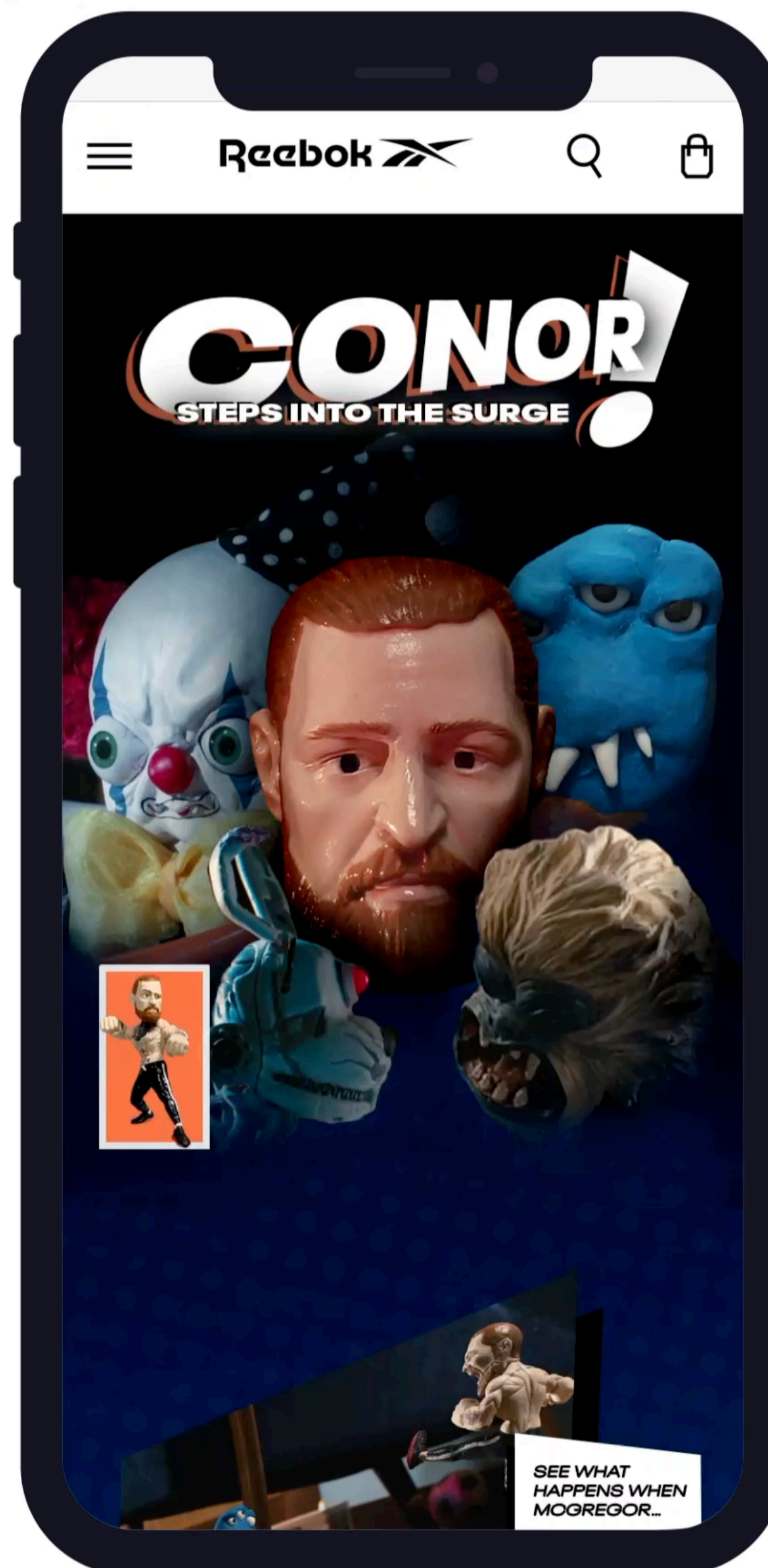
COPY READS:

CONOR STEPS INTO THE SURGE

SEE WHAT HAPPENS WHEN MCGREGOR...

...TAKES ON PURE EVILLLLL


CTA: SEE CONOR BATTLE



EMAIL & SOCIAL

AFTER CONOR WON, WE CREATED THE 3D HALO ON SOCIAL AND CRM TO DRIVE AWARENESS

- THIS SOCIAL POST DROVE **2.5K CLICKS TO .COM**, WHICH IS MORE THAN 2X OUR AVERAGE
- IT INCREASED POSITIVE SENTIMENT AROUND CONOR WITHIN THE CONTEXT OF REEBOK (~97% POSITIVE) COMPARED TO SENTIMENT SCORE COMING OUT OF LAUNCH DAY (55.2% POSITIVE, 44.8% NEGATIVE)



Reebok

MEN WOMEN KIDS

THE KING IS BACK!

Conor McGregor wins. And Zig Kinetica prepares to launch 2.21. Get in on the drop.

SIGN UP

MEN WOMEN KIDS


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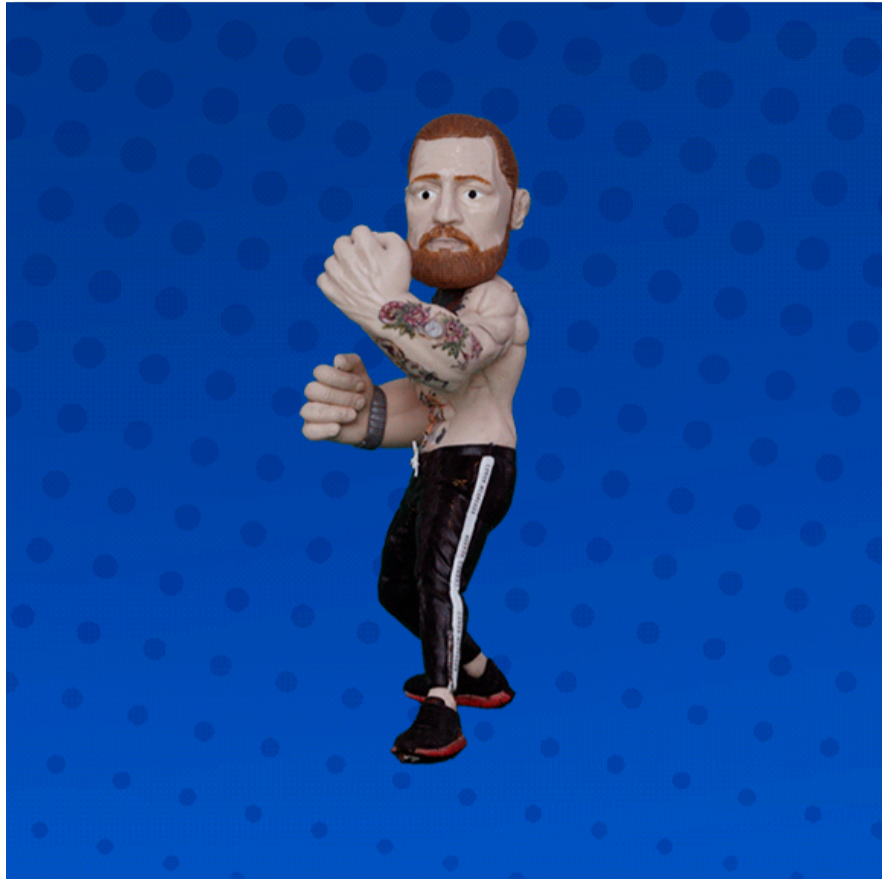
EMAIL

TO DRIVE ADDITIONAL SIGN UP, WE CREATED A SWEEPS WITH THE CONOR ZIGURINE.

- THIS HELPED DRIVE 2,880 NEW EMAIL CAPTURES AND 9,444 TOTAL FORM ENTRIES



MEN WOMEN KIDS




WIN A CONOR ZIGURINE

Enter to win the Conor Zigurine and get in on the Zig Kinetica drop. Exclusions apply.

ENTER NOW

MEN WOMEN KIDS

📍 STORE LOCATOR [🐦](#) [f](#) [📷](#)



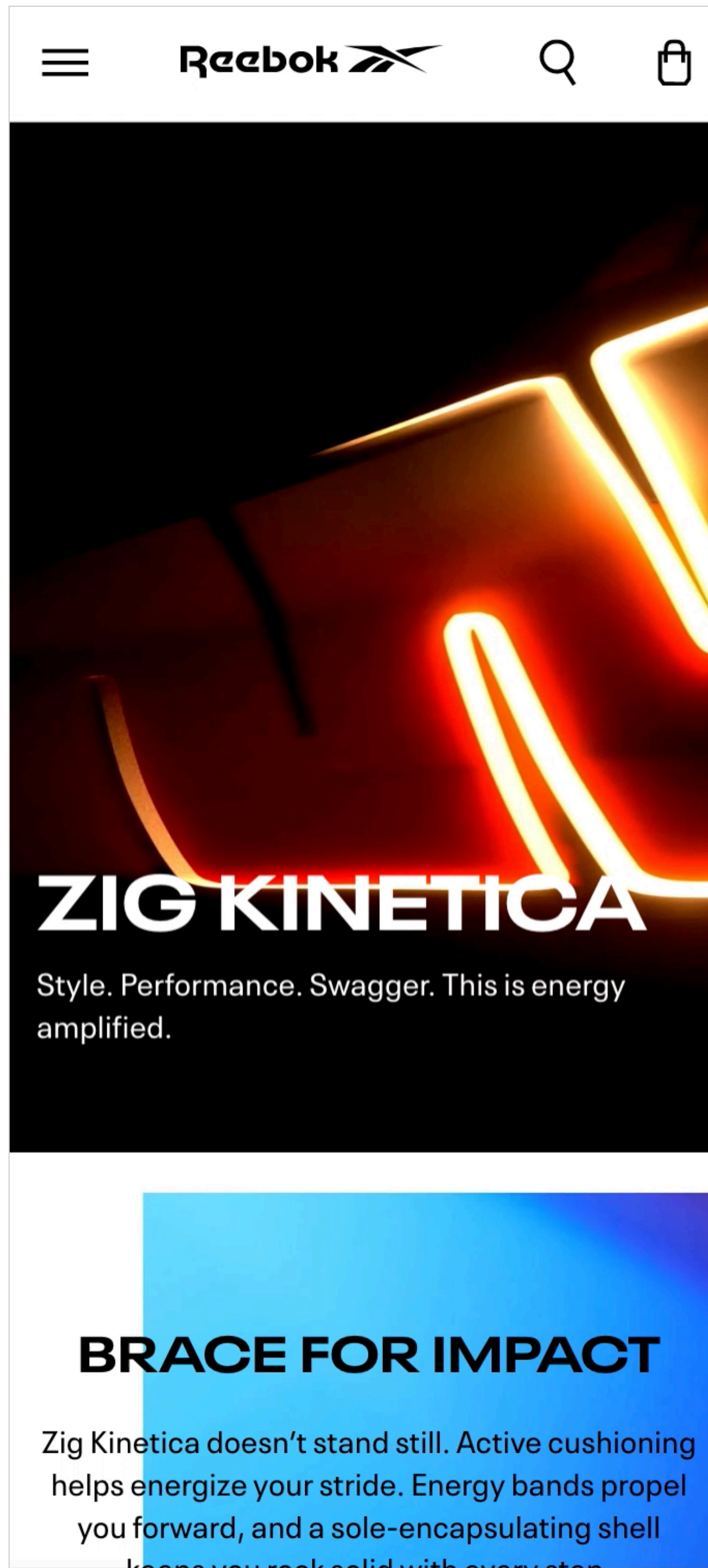
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EDUCATE PHASE

CAMPAIGN LANDING PAGE

ANIMATION FEATURES THE “VORTEX” SHOWING THE SHOE IN THE MASTHEAD AND “ENERGY RETURN” ANIMATION IN THE VIDEO BELOW.



MOBILE

PRODUCT DESCRIPTION PAGE

IN THE PRODUCT STORY SECTION, WE'LL GO DEEPER INTO PRODUCT BENEFITS IN THE PDP, FEATURING GLOBAL MACRO-ASSETS.

DESCRIPTION DETAILS STORY HOW TO STYLE

PRODUCT STORY

2010

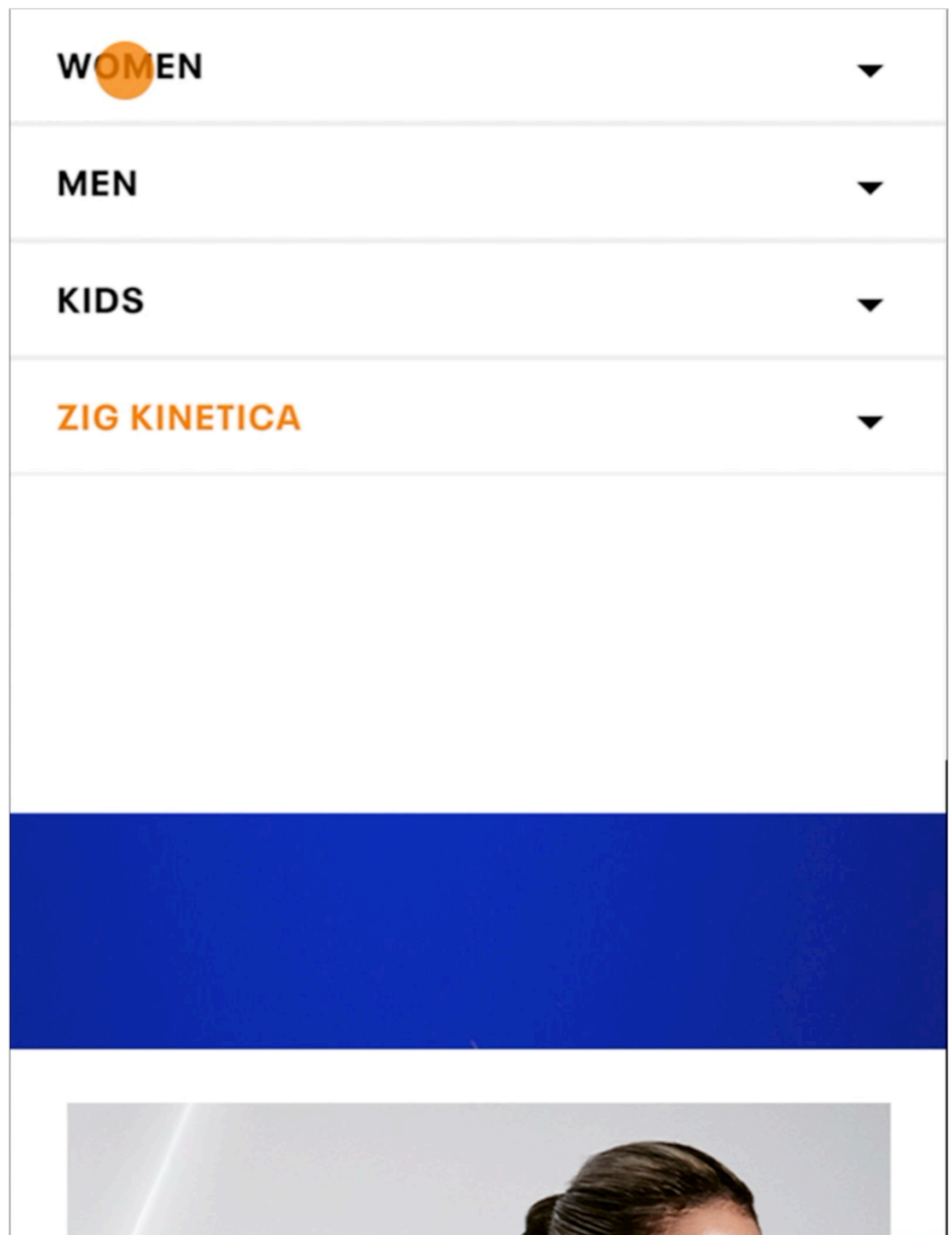
DISRUPTIVE SINCE DAY ONE

A decade in the making. And so damn worth it. Reebok Zig sole technology is back, boldly surging forward, amping up defiance. Zig Kinetica. Energy amplified.



ADD TO CART





MOBILE

HOMEPAGE TAKEOVER

IN ORDER TO CREATE UNEXPECTED DISRUPTION, THE NAVIGATION COMES TO LIFE AS WE SEE THE HOMEPAGE GET A MASSIVE POWER SURGE TAKEOVER

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MEN'S TRAINING SHOES 80 Products

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| | | | |
|--|--|--|--|
| <p>Men Training REEBOK NANO 9 MEN'S TRAINING SHO... \$130</p> <p>23 colors</p> | <p>Men Training REEBOK NANO 9 MEN'S TRAINING SHO... \$130</p> <p>18 colors</p> | <p>Men Training REEBOK NANO 9 MEN'S TRAINING SHO... \$130</p> <p>21 colors</p> | <p>Men Training REEBOK NANO 9 MEN'S TRAINING SHO... \$130</p> <p>19 colors</p> |
| <p>Women Training STASI BOOST SHOES \$200</p> <p>4 colors</p> | <p>Men Training MFL REDUX SHOES \$80</p> <p>2 colors</p> | <p>Men Training JEREMY DEUX SHOES \$90</p> <p>4 colors</p> | <p>Women Training MP LIGHTENING SHOES \$90</p> <p>2 colors</p> |

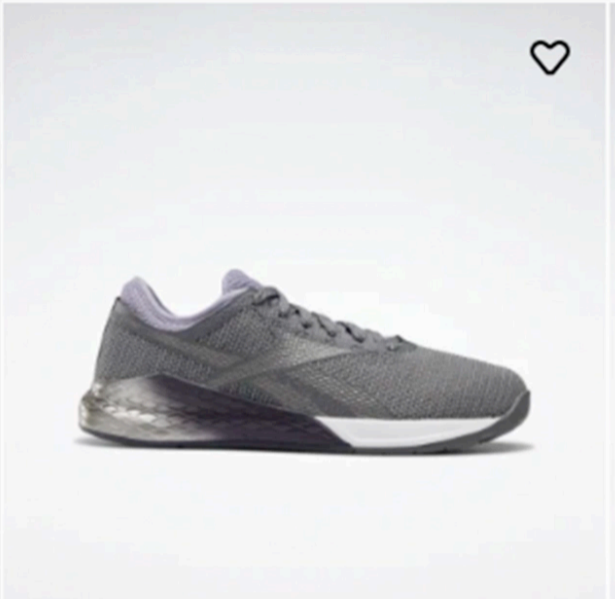
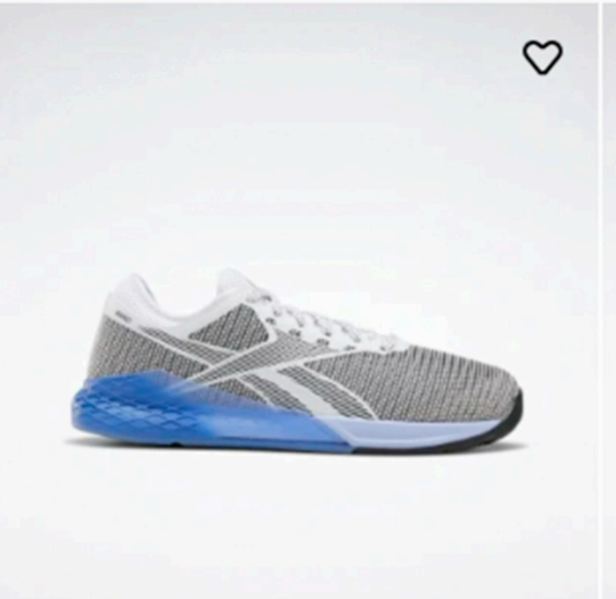
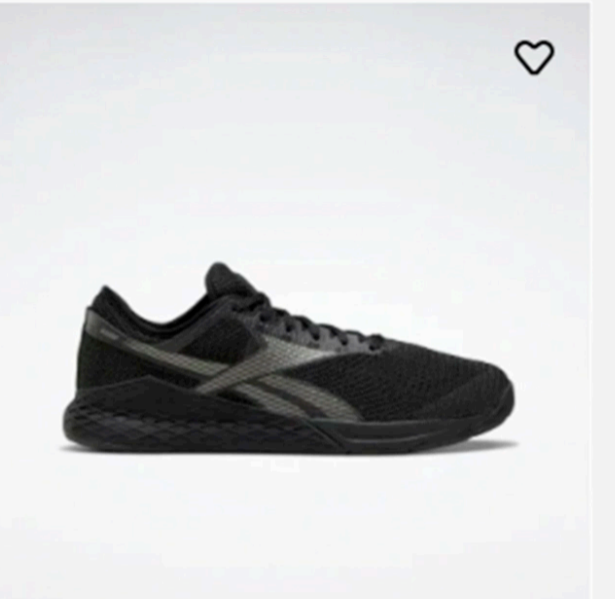
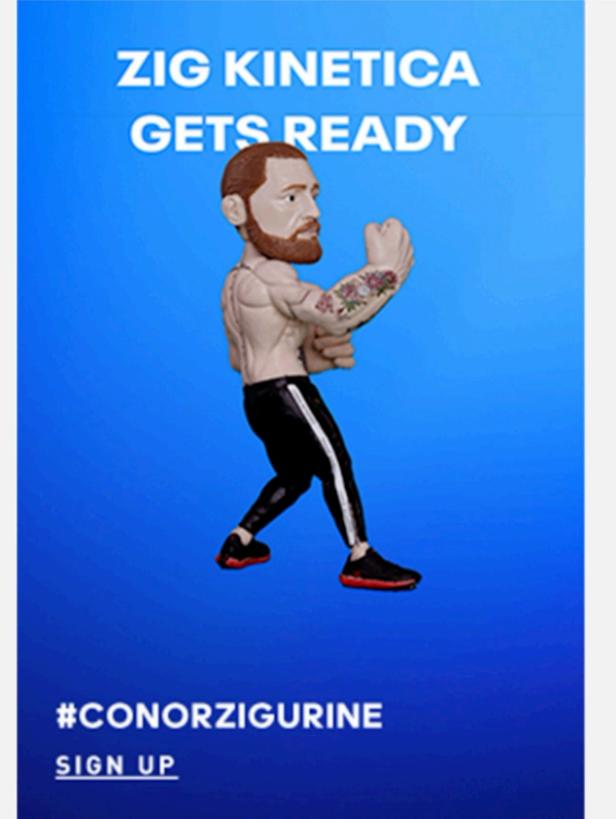
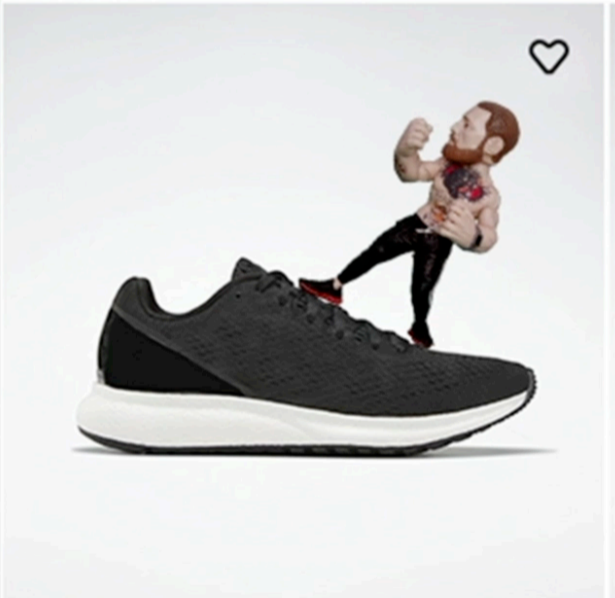
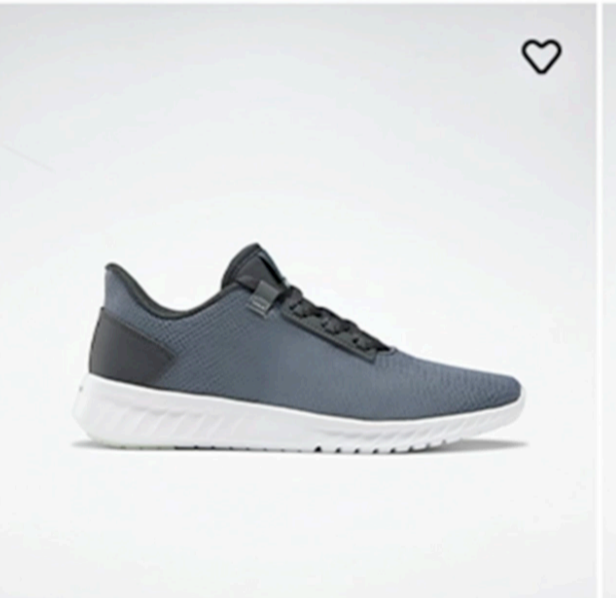
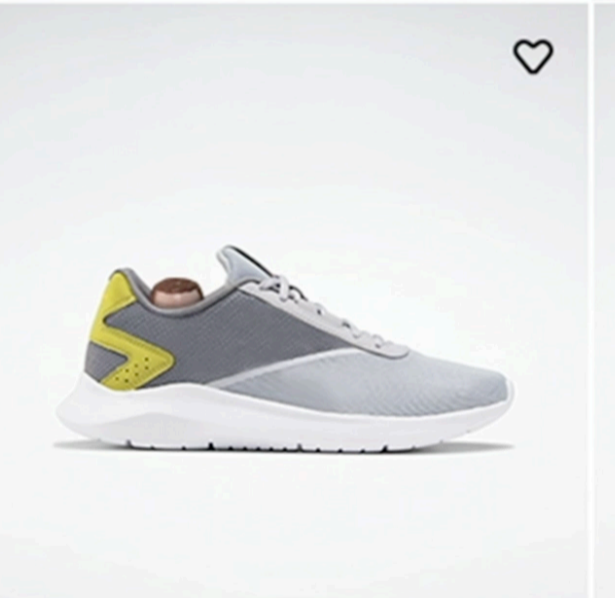
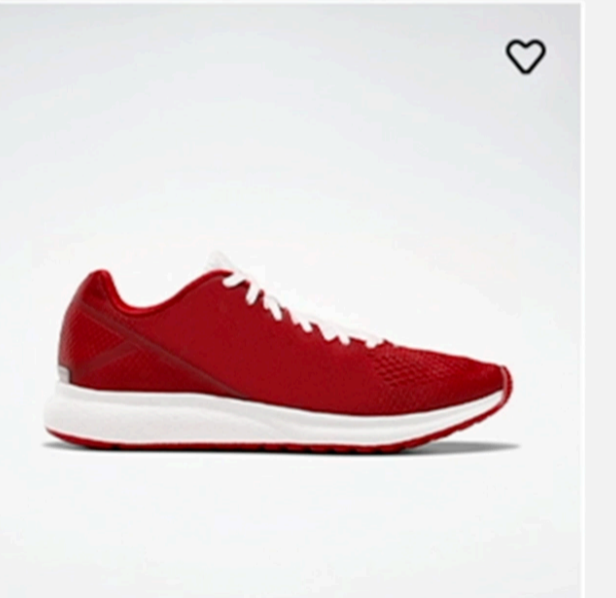
PRODUCT LANDING PAGE
FOR MORE UNEXPECTED ENERGY,
THE MNEMONIC DESTROYS A ROW ON PLP

PRODUCT LANDING PAGE

WE AGAIN DISRUPT THE .COM EXPERIENCE WITH CONOR ZIGURINES TAKING OVER PLP

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| | | | |
|--|--|--|--|
|  <p>Women Training REEBOK NANO 9 WOMEN'S TRAINING S... \$130</p> <p>20 colors</p> |  <p>Women Training REEBOK NANO 9 WOMEN'S TRAINING S... \$130</p> <p>21 colors</p> |  <p>Women Training REEBOK NANO 9 WOMEN'S TRAINING S... \$130</p> <p>17 colors</p> |  <p>ZIG KINETICA GETS READY</p> <p>#CONORZIGURINE SIGN UP</p> |
|  <p>Men Training JEREMY DEUX SHOES \$90</p> <p>4 colors</p> |  <p>Women Training STASI BOOST SHOES \$200</p> <p>4 colors</p> |  <p>Women Training MP LIGHTENING SHOES \$90</p> <p>2 colors</p> |  <p>Men Training MFL REDUX SHOES \$80</p> <p>2 colors</p> |



LAUNCH PHASE

ZIG KINETICA IS HERE

Destroying the line between performance and style.

SHOP →



RESIST ORDINARY

SHOP →



AMPLIFY

SHOP →

SEE MORE COLORS



SHOP



SHOP



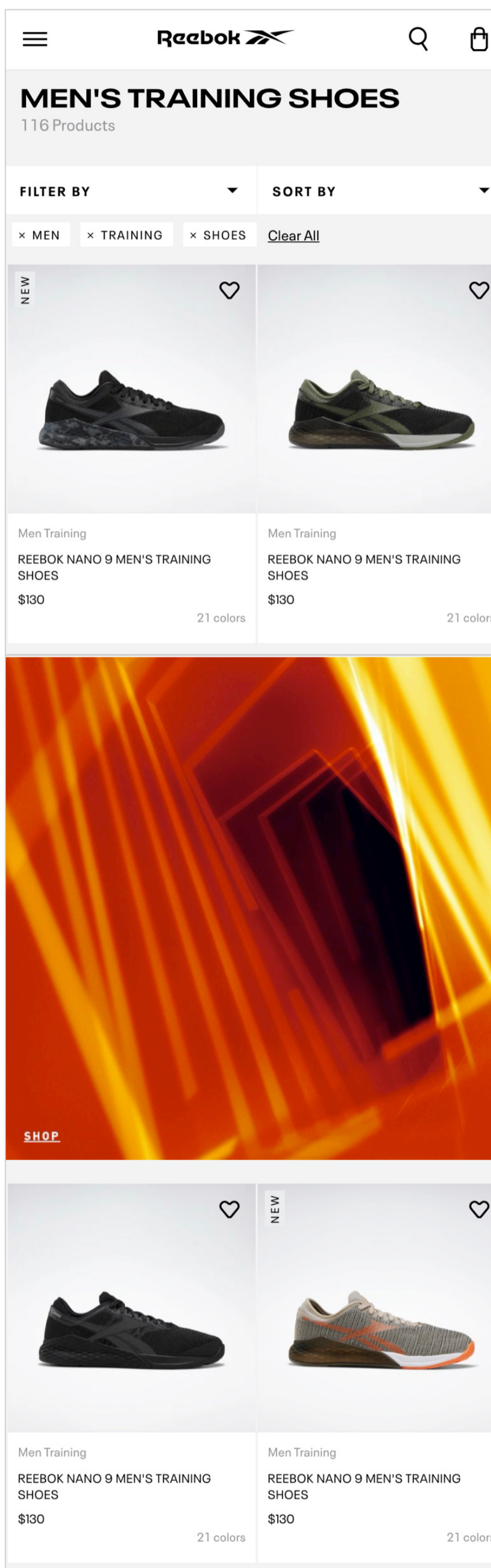
SHOP



SHOP

HOMEPAGE TAKEOVER

ANIMATION FEATURES THE "VORTEX" SHOWING THE SHOE IN MASTHEAD. BELOW IT FEATURES ADDITIONAL COLORWAYS.

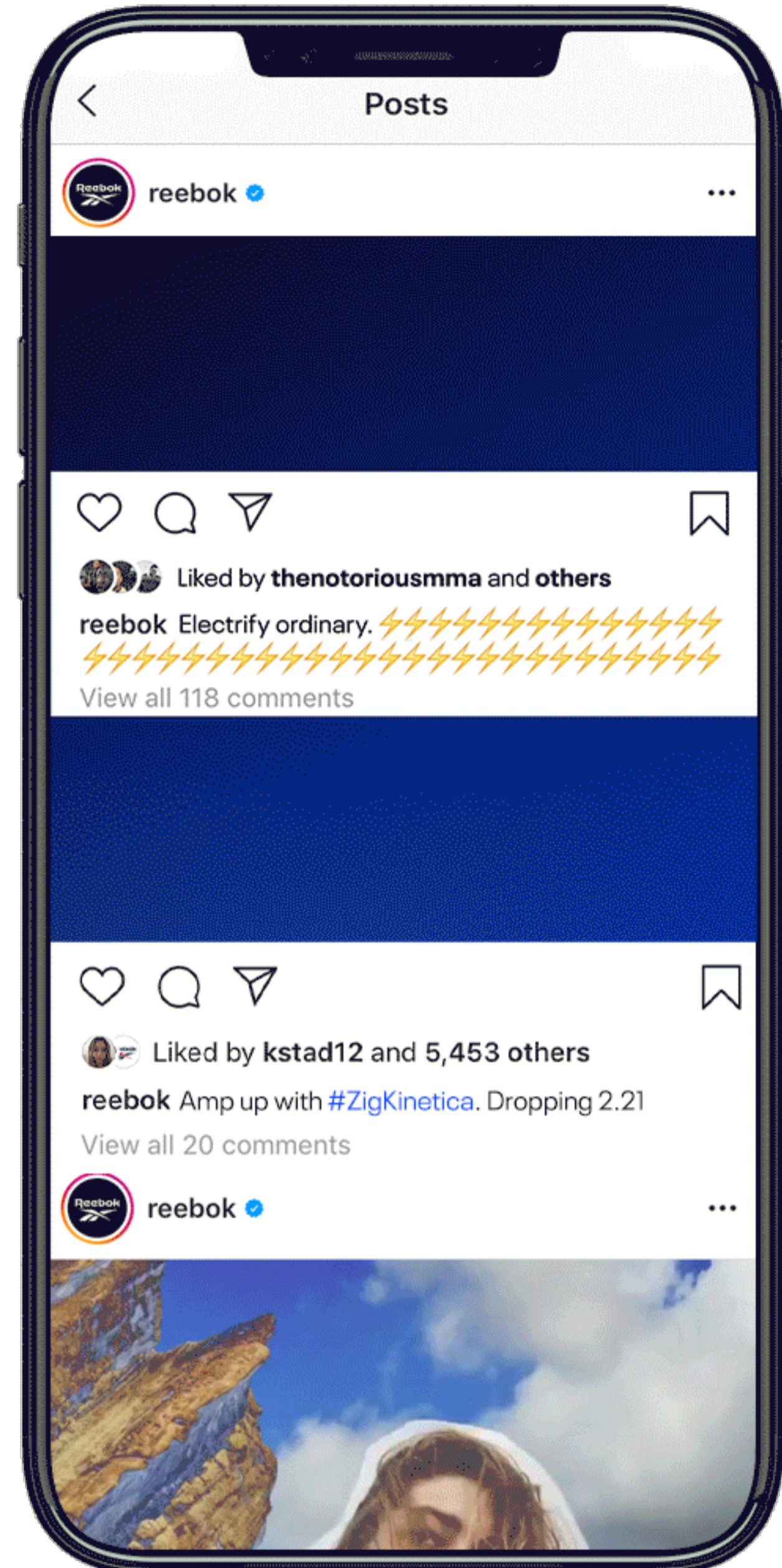
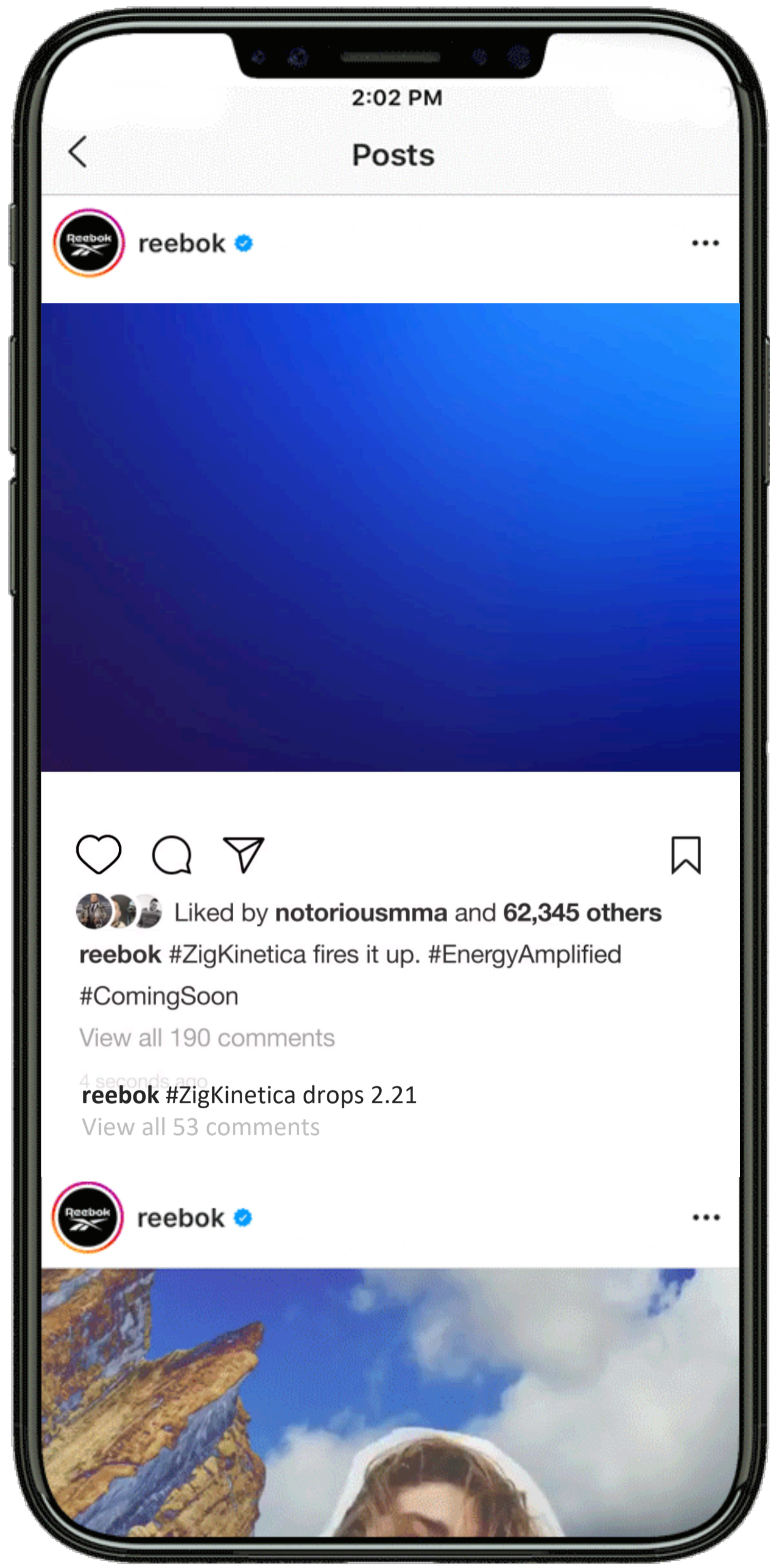


PRODUCT LANDING PAGE

ANIMATION FEATURES THE "VORTEX" SHOWING THE SHOE

SOCIAL

BEND INSTAGRAM IN FUN AND UNEXPECTED WAYS TO DRIVE AWARENESS, SIGN UP AND ENGAGEMENT





THANK YOU