

When you think about sport's most thrilling moments, most of us have memories that we replay again and again. Memories of joy or despair. Memories talked about with friends of what might have been, mingled with the rare triumphs of our team or our heroes. But have you ever wished you'd not just been there, but experienced those moments? Seen them through an athlete's eyes?

That's what Reebok set out to do. To capture a series of unique sporting achievements from the athletes perspective, linked to a compelling documentary about their lives.

What was unique was that in the summer of 2015, YouTube 360 had only just launched and the easy to come by 360 cameras of today did not exist. We had to build one of the first 360 cameras for sports usage of its kind and to invent new harness and rigs to capture it.

We were the first sports company to use drones to capture 360 live action spots, the first to build a chest mounted rig and the first to turn standard Def HD YouTube video into a 'choose your own' VR adventure. And the first sneaker brand to build their own 360 VR channel, Reebok VR.

And we did it to allow users to transform screens into windows that dropped them directly into the moment that matters most in sports. The moment before the action starts.

In doing so we also proved that content can drive eCommerce - something often not considered.

Filming was brutal. We got in the ring with Paige VanZant, and we sat in 100°F head in the desert with Sierra Blair-Coyle, and our audience embraced the reality we shared.

In four months we have achieved a whopping 12MM video views (and counting) which is double the forecast target based on all previous video programs. We were able to directly drive 2.2MM eComm visits, which were more than three times versus target - in fact 90% of visits during the campaign were net new users to Reebok.com

And then, finally, we beat email and CRM acquisitions by 4X.

From *Adweek* to the thousands of fan comments, the sentiment was the same "This is the coolest shit I've ever fucking seen."

These films achieved great results. But they also served a higher purpose in our organization proving that great stories don't just entertain, they can drive sales.