

# Reebok : The Moment

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## THE BIG IDEA

When you think about sport's most thrilling moments, most of us have memories that we replay again and again.

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 entertain and amaze like never before. To use Virtual Reality to transform screens into windows that drop you directly into the moment that matters most in sports.

## CHALLENGE

Re-launch the new Zpump sneaker - a shoe with a unique feature - a small button that is 'pumped' to create a snug fit around the users foot

## INSIGHT

What's unique about this 'moment' is that it creates both a physical sensation and interestingly a psychological one as well. Athletes get a mental 'locked-in' feeling too.

## IDEA

A custom video series called 'The Moment', which took the viewer on a unique journey to cover athletes own preparation moments, their training and finally, an attempt on a new sporting achievement.

Each ended with a twist with a locked in moment for the viewer, as each film offered an alternate path to view in full 360VR. Shot using custom rigs - head mounted, body mounted, drone mounted we then expanded their visibility by creating the Reebok VR mobile app and also designed a cardboard viewer as a retail incentive. The first global sneaker VR channel.

## RESULTS

In 4 months 12MM+ (2x target). 2.2MM eComm visits (3x v target) and beat email acquisition by 14X.