



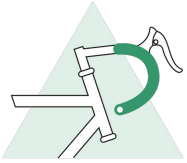
**DIGITAL MEDIA
STRATEGY OF THE
MOST WINNING
TIRE OF 2023: PRO
RACING LAUNCH**

STOREIS.

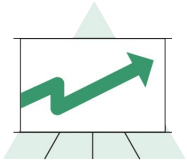


vittoria

GOALS



Support the **launch** of the new **Corsa PRO tire**, a **professional-grade product** that is being marketed to the public for the first time



Leverage the victories of professional World Tour cyclists who used the new tire to maximize **product visibility** and **build brand reputation**



OUR APPROACH

Drawing on the analysis of the content strategy developed by the brand, which centered on a Hero Video as Main Content, we defined together with the client:

Vertical Audiences

Study and development of highly vertical audiences, who were **high-spending road cyclists practicing** the discipline



Cycling Season Calendar

Develop a communication plan to ensure that the product is visible during the **most visible moments of the cycling calendar**, such as the Tour de France



DIGITAL ADVERTISING MEDIA PLAN

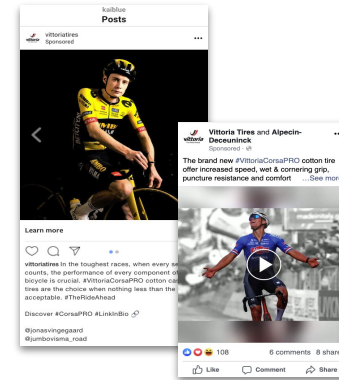
The result was a digital media advertising plan that placed the following at the center of its strategy:

YouTube Campaigns



Implementation of video campaigns on YouTube, ensuring **exposure of the Hero Content** and **reinforcement of the message** through various cuts throughout the cycling season

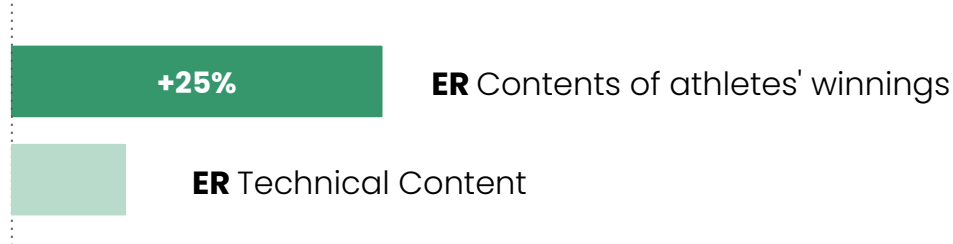
Meta Upper Funnel Campaigns



Generate brand awareness of the product through technical content, but most importantly, establish the **reputation** of Corsa PRO by sponsoring the **victories of professionals** using the new product

KEY WINS

- **A 4x higher CTR** from **cycling app users** than the average, demonstrating the concrete interest in the product from those who practice the sport
- **A 34% higher brand recall of Vittoria** among users who were exposed to the ads, compared to those who were not



TAKEAWAYS

In the sports industry, it is necessary to have:

- **Technical content** that illustrates the characteristics of the product
- **Sporting content** that associates the brand and the product with the main professional ambassadors.

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