



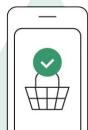
**SOCIAL
ADVERTISING
STRATEGY:
LEVERAGING
SPONSORSHIPS &
COLLAB TO
LAUNCH NEW
PRODUCTS**

STOREIS.

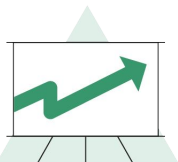


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GOALS



Supporting the **launch** of three **special edition** shoe models and the new range of **Triathlon** shoes and saddles



Maximising product **visibility** by exploiting **strategic sponsorships** with Pro Team **Movistar** and four **British triathletes**

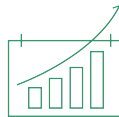


OUR APPROACH

We proposed to combine **two types of campaign** in order to influence the **consideration** phase on parallel levels:

Website Traffic

With **traditional** campaigns aimed at an audience potentially interested in the brand



Social Engagement

By publishing **Partnership ads**, which make the most of sponsorships and engage highly targeted audiences



TEAMS AND ATHLETES AS PARTNERS

Team Movistar



Spanish Pro Team **Movistar**, the longest-running cycling team ever, which boasts several Grand Tour titles and to which **Netflix** has dedicated the docu-series, The Least Expected Day

Georgia Taylor Brown

Alistair Brownlee

Jonny Brownlee

Alex Yee



The **four British triathletes** Georgia Taylor Brown, Alex Yee and brothers Alistair and Jonny Brownlee: established champions and winners of numerous medals in the world's most important competitions.

HOW WE REACHED THE FAN BASE OF TEAMS AND ATHLETES









Thanks to the close partnership on Meta, we were able to create **new audiences** composed of users who interacted with the **social profiles** of teams and triathletes.

What were the benefits?

The four athletes and the team on social have:

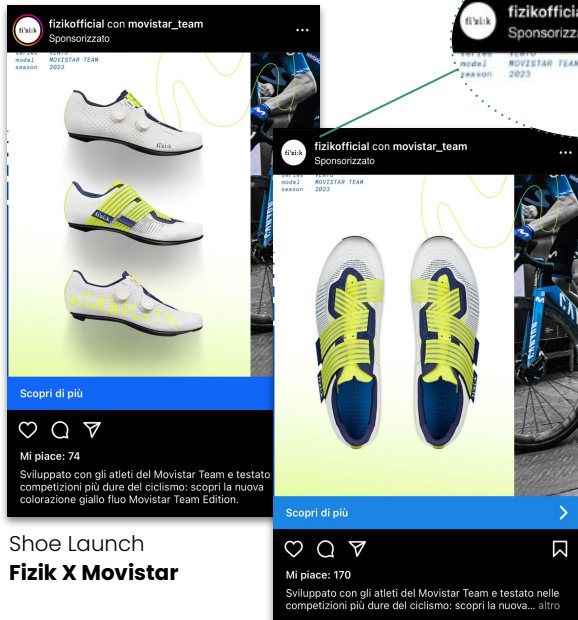
- Created **authentic content**
- Established a trusting **relationship** with followers
- Influenced consumer **decisions** and **preferences**

In this way Fizik reached a **new** and strongly targeted **audience**.

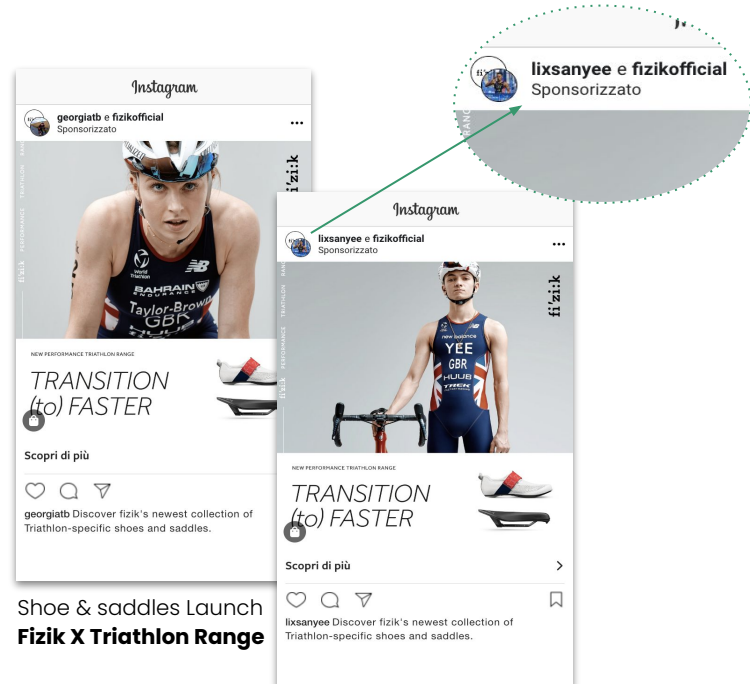
Name	Business asset	Partnership type	Status
 @georgiatb Creator	 @fizikofficial Instagram account	Partnership ads	Active
 @jonnybrownle... Creator	 @fizikofficial Instagram account	Partnership ads	Active
 @alistair.brownl... Creator	 @fizikofficial Instagram account	Partnership ads	Active
 @lixsanyee Creator	 @fizikofficial Instagram account	Partnership ads	Active

COLLAB & SPONSORSHIP CONTENTS

The implementation of **Meta Partnership Ads** allowed **Fizik profile** to be **linked** to those of its **partners**, creating a **direct association** between the brand and the internationally renowned **athletes involved**.



Shoe Launch
Fizik X Movistar



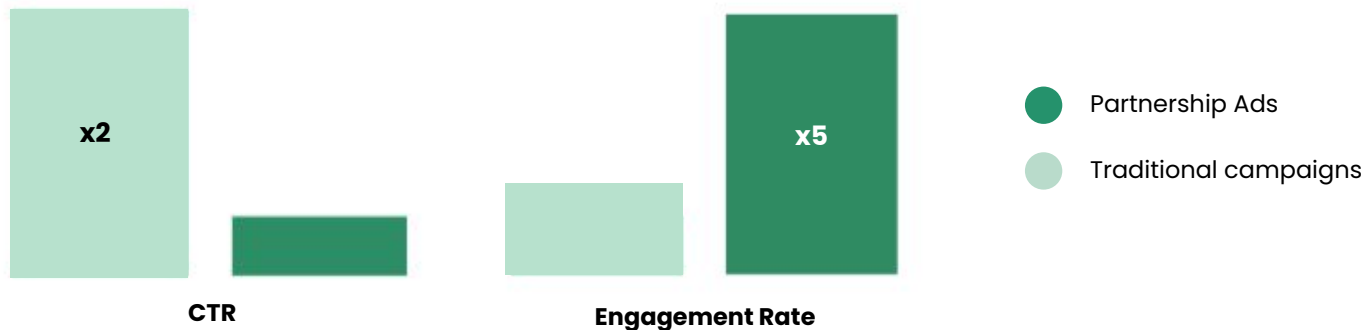
Shoe & saddles Launch
Fizik X Triathlon Range

WHICH TYPE OF CAMPAIGN TO CREATE? BOTH

- **Partnership Ads:** intercept a narrow audience with a strong interest in athletes, generate more **social interaction** from users, who through their sports idols discover new brands to explore.
- **Traditional campaigns:** gather an audience more interested in the **brand** and **products**, are more effective in terms of **traffic**.



By integrating these two types of campaigns, it is possible to create a **synergistic approach** that can **improve traffic** to the website and **social engagement**, thereby **capturing the attention of an audience** that is interested in the brand.



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