

CAPEZIO 

BUILDING AWARENESS IN UNCHARTED TERRITORY

OTT x Social x Email

THE CHALLENGE

Capezio is the name that continues to make the world dance.

Being well-known in the NY Metro Area, the biggest challenge was to increase awareness in states not as familiar with the Capezio brand.

Our goal was to ensure that athletes and performers alike in select states across the U.S. choose Capezio as their brand of choice.

STRATEGY



We collaborated on the “Yellow/Blue State Initiative.”

We leveraged our advanced audience targeting tactics that we established in Montana, North Dakota, South Dakota, Wyoming, and Nevada. The data was amplified through OTT, Social, and Targeted Email marketing channels.



THE RESULTS.

+1,200%

traffic increases in
unique users in states
exposed to awareness
strategies

+216%

increase in unique users
to the Capezio website
YOY

+20%

increase in ecommerce
transactions in the same
time period