



## TURNING A PRODUCT INTO A SOLUTION

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In Q1 2013, Reebok was looking to further authenticate their stance as the fitness brand and provide an emotional connection to Reebok's fitness philosophy. Reebok engaged Carat Agency to find publishers who could elicit this response and help push consumers further down the purchase funnel to increase retail traffic.

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### SOLUTION

Weather is used by fitness enthusiasts as a way to plan their workouts. AccuWeather leveraged this knowledge by creating bold, custom weather triggered and weather-streamed ad units on both mobile and online platforms to engage the user and promote the exact Reebok shoe that fit the weather condition at the time. AccuWeather customized creative solutions for five different Reebok shoe lines which contained unique messages defined by the weather condition chosen. Each creative appeared only when the weather conditions were present in the current forecast. For instance, one product line, the Men's SubLite Duo Run running shoe, appeared when the current temperature was 65°+ with a message saying, "Great Weather for a Run. Get Out There". This unique combination of weather-triggers and creative messaging provided AccuWeather visitors fitness solutions to their weather forecasts.

### RESULTS

This cross-platform, weather-specific strategy proved successful with the highest click-thru-rates among publishers. According to Carat Agency, "AccuWeather showed a .39% CTR, which was .03% higher than the next highest CTR, and .17% above the average CTR."

Call +1.814.235.8600 today to request your free consultation about AccuWeather's Apparel Partnerships.