

# Google Multi-Platform Case Study: Adidas

## THE RUNDOWN

Adidas had two goals when it partnered with Carat for their All-In Campaign: become the loudest sports apparel brand in digital and get teens to see Adidas as a leader in performance and style. By placing ads across all digital platforms, Adidas channel views jumped 26x and doubled its subscribers. Plus, by using mobile, they were able to reach four million additional people.

## THE GOALS

- Become the loudest sports apparel brand in digital
- Place adidas in the minds of American teens as a leader in performance and style

## THE APPROACH

- Carat and adidas worked with Google to extend their video brand messages to digital
- Placed adidas video across all digital platforms
- Drove awareness with 100% YouTube takeovers across all digital screens

## THE RESULTS

- Succeeded in driving awareness and engagement with the adidas brand
- adidas channel views jumped 26x and subscribers doubled
- The "All-In" video was viewed more than 2 million times in the U.S.

Source: Google Multi-Platform Case Study: Adidas