

# Adidas “Light You Up” Mobile Campaign is a Runaway Success

## GOAL

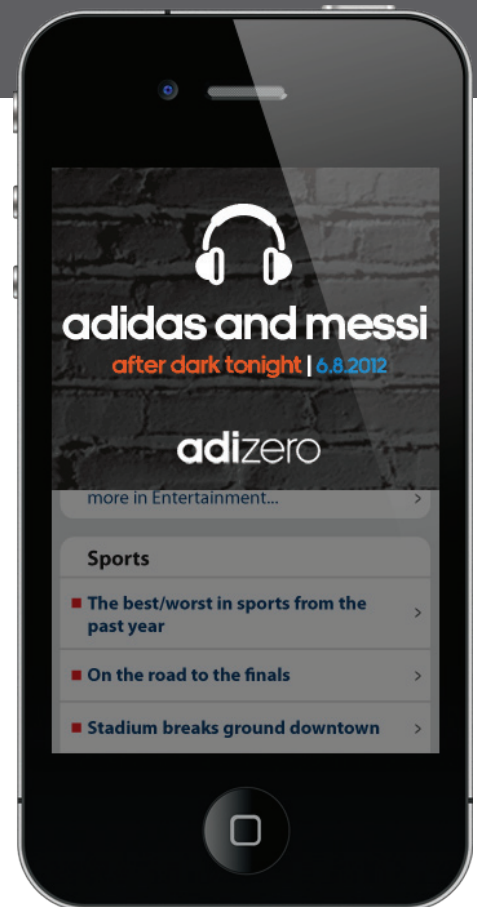
Drive foot traffic to New York City’s Penn Station to view an Adidas “Light You Up” promotional light show.

## SUMMARY

- Increase Foot Traffic:** Adidas, in collaboration with Mullen’s mediahub worked with Millennial Media to target users across multiple mobile platforms, inviting them to the Adidas “Light You Up” promotional light show. The event featured Argentinian soccer player Lionel Messi at New York City’s Penn Station, and promoted the launch of the new Adidas Adizero F50 soccer cleat.
- Location Based Targeting:** Adidas targeted all users within a 3-mile radius of Penn Station in the hours prior to the event. Millennial Media’s targeting capabilities made it possible to reach thousands of users in the 3-mile radius of Penn Station in real time.
- Mobile Video:** Static banner ads read “Adidas and Messi – After Dark Tonight.” When consumers clicked on the banner they were taken to a landing page where there was a promotional video describing the event, the location and the time.

## RESULTS

- Banner ads engaged nearby users to click through to the landing page to see event information.
- The event drew thousands of attendees from the surrounding area.



**“With the addition of mobile advertising for the “Light You Up” event promotion, Adidas was able to reach local users with a relative and time sensitive message and drive foot traffic to the event.”**

~ Gina Preziosa, VP, Group Media Director, mediahub/Mullen