

# Integrated campaign lifts Reebok sales in JJB stores

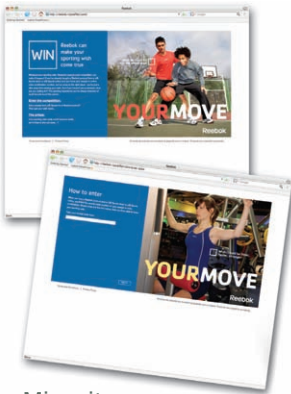


What the client said:  
 “This was a successful promotion which gave us high visibility in store and had a very positive effect on sales.”

## The brief

- Create and roll out an integrated Reebok sales promotion
- Increase sales across the 350 JJB stores nationwide

Effective thinking Delivering results



Microsite



Leaflet



Posters

## The solution

‘Achieve your sporting wish’ was the big idea created by Madhouse. By buying Reebok garments and taking part in the promotion, consumers could achieve their sporting fantasy and fulfil long-held dreams. The Madhouse campaign had to sit with Reebok’s established ‘Your Move’ identity, so photographic images of real people involved in sport were coupled with emotive copy in which they articulated their own sporting wishes.

The concepts were delivered via a huge range of in-store materials, along with a competition website and integrated materials including press ads, banner ads and digital POS.

## The result

- Reebok sales in JJB stores up YTD on the previous year
- A new email database of 9,500 customers was generated – 3,000 more than expected