



Company Profile:
PUMA / Digitas LBi

Client Sector:
Sportswear / Agency

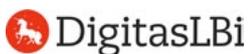
Audiense Usage:
Influencer identification
and communication



The Audiense platform was an important tool in precisely unearthing influential Twitter users we wanted to use for our campaigns. It would be difficult to manually discover these niche profiles; using Audiense made it a lot easier for us to hone in on the best profiles for us to work with in each city.

Leslie Fines

Social & Content Strategy
Manager, DigitasLBi



The influencers with engagement rates 24x higher than PUMA, and how PUMA found them

PUMA is a major international sportswear company that designs and manufactures athletic and casual footwear, apparel and accessories. DigitasLBi is a global marketing and technology agency with 44 offices in 26 countries.



On your marks...

PUMA's #IGNITEYourCity campaign was bold. It visited 11 major cities in key markets, with athletic activity running for 21 days in each one. As well as major athletes, the campaign wanted to attract influential runners in those markets to help promote the campaign. But how could it connect with those runners that had built up a strong following of other runners in their city?

This campaign was also part of PUMA's ongoing #ForeverFaster messaging, to drive awareness of PUMA as a running brand. So a solution was needed to ensure PUMA could deepen its newly acquired relationships after the campaign had finished.

Challenge

find local influencers around the world to get directly into running communities and drive conversation about PUMA

Solution

sophisticated segmentation was used to find influencers, and their monitoring functionality organised and analysed those who engaged

Results

influencers achieved high rates of engagement, capturing a relevant audience of over 10,000 runners

Cool runnings

Digitas LBi used the Audiense platform's segmentation capabilities to pinpoint the most influential runners in each city, narrowing them down to the top 40 and hand-selecting influencers from there. This process was repeated for multiple cities all over the world, unearthing popular runners who shared the brand's values, had a high engagement rate in relation to the size of their profile, and whose audience aligned with PUMA's target persona.

PUMA then used the Audiense platform's monitoring capabilities to build audiences of the runners who engaged with the campaign with replies, likes, retweets, shares, and hashtag use. This knowledge enabled PUMA to target this key audience with follow-up messaging later on, to boost their association between PUMA and running, and to drive sales.



And the gold medal goes to... Audiense

- 10,000+ unique uses of localised IGNITE hashtags, captured for retargeting
- monitored engagement with the campaign in over 80 countries
- influencers averaged 24 times higher engagement rates than PUMA's core accounts
- monitored conversations about the campaign taking place by the followers of the influencer, demonstrating their effectiveness
- Audiense data showed that PUMA were missing peak posting times by over two hours in some markets

The Audiense platform powers three vital functions that help brands and agencies grow their businesses: building audiences using sophisticated combinations of attributes and sources, acquiring deep insight into those audiences, and connecting with audiences at a granular level to deliver relevant and effective communications. Audiense is a certified Twitter Partner and an IBM Watson Ecosystem partner, and works with over 4,000 of the world's largest brands and agencies including Universal Music, Havas Helia and Comic Relief.

All company, product or service names mentioned herein may be trademarks or registered trademarks of their respective owners.