

w00t!

MEDIA



CASE STUDY - ONE STAR HOTEL



CELEBRATING ONE STAR

Complex served as exclusive media partner for Converse's One Star Hotel event activation:



Deep dive profiles of Converse ambassador talent



Daily editorial and social event coverage incl. previews & recaps, product drop news, designer interviews and more



Custom daily social video recaps
Mini-doc in conjunction with Complex News



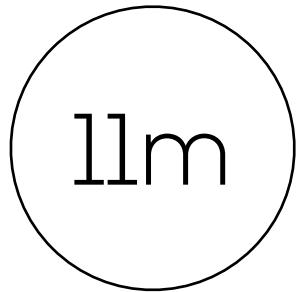
Click Images To View Sample Content

RESULTS

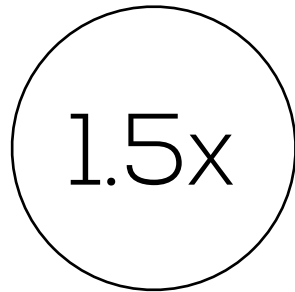
“It was a great project and certainly something that set a benchmark in terms of creative and performance”

- Max Firth, EMEA Brand Communications Director,
Converse

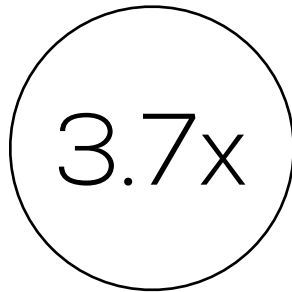
The partnership delivered:



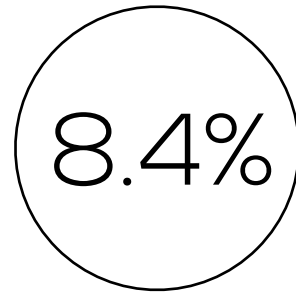
Content Impressions



Est. Article Views



Est. Video Views



Engagement Rate



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