

ADIDAS X FOOT LOCKER :
ZX FLUX

OBJECTIVE

Create and distribute bespoke ZX Flux content to land Adidas originals ZX Flux Adv within the campaign message of "infinite possibilities" across 5 key EU markets

STRATEGY

Complex assembled a multi-discipline 'super group' of creative influencers, tasked with visiting 5 cities (Milan, London, Berlin, Paris and Amsterdam) in 10 days, to explore the infinite possibilities in each city and create multi-media content throughout the tour



TALENT

Influencer talent involved in the project included: photographers Places+Faces, filmmaker Mollie Mills, and music talent Neverland Clan, The Disciples, Digtortion, Olson and Fred de Palma - [VIDEO](#)

PAN-EURO AMPLIFICATION

We created two headline [features](#) which were distributed and amplified across Complex and talent channels as well as a selection of 10 lifestyle and sneaker blogs in local markets, hand-picked for the campaign

Content was supported by a high reach pan-euro display media campaign, targeting a core youth audience

SUCCESS

- › Over 6x benchmark engagement rate across native and social activity
- › 1.4 x benchmark CTR on display formats

WOOT!
MEDIA