

CONVERSE :  
CHUCK TAYLOR II



# OBJECTIVE

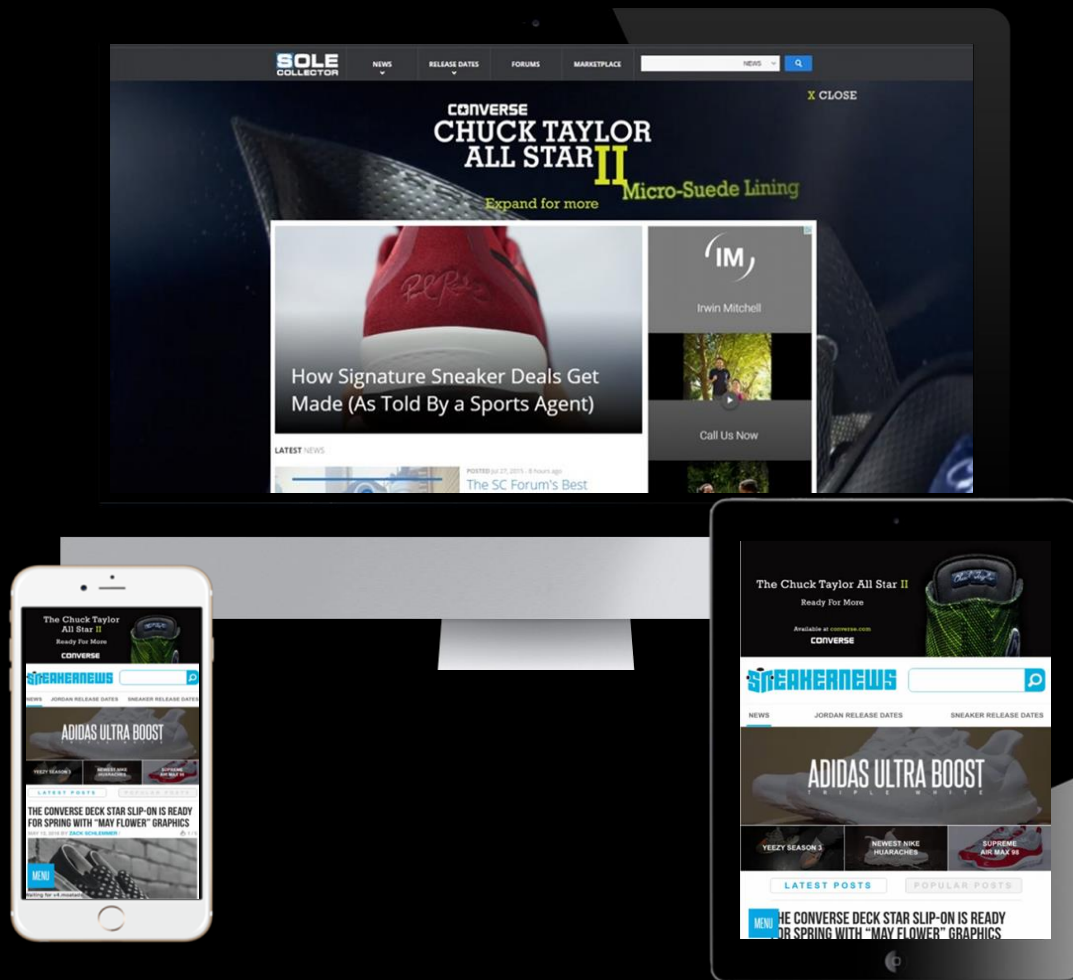
Drive mass awareness of the Chuck Taylor II to a youth audience across Europe and effectively showcase its features

## MULTIPLATFORM VIDEO PANORAMA

We used our panorama format to deliver 3 bursts of activity each showcasing updated brand assets and messaging

## SUCCESS

- › 89% Viewability
- › 56% Video completion rate
- › 2x CTR vs. format benchmark



**WOOT!**  
MEDIA