

PUMA LAUNCHES IGNITE SHOE WITH A TREADMILL SPECTACLE



CASE STUDY DETAILS

Brand: Puma

Agency: IDEKO Productions Ogilvy PR

Awards: Event Technology Awards — Best audience interaction

Year: 2015

The launch of Puma's latest running shoe—IGNITE—set off a spectacle in New York City's Times Square that involved semi-professional runners, the NYPD, tourists and passersby pounding away in their IGNITE footwear on 25 branded treadmills, six large LED screens, a giant 13-foot semicircular LED tower, out-of-home billboards and signage, not to mention tons of collective energy created by the participants. And it was all topped off by an appearance by Puma spokesman and the world's fastest man, Usain Bolt.

Each of the machines contained an "energy tracker" that transmitted data back to the grandiose LED screen placed at the front of the activation. After 150 minutes of running, the screen showcased that the group had reached 100 percent, a feat that prompted an appearance by Bolt ascending above the crowd on a riser positioned within the semicircular LED tower. This moment was projected on five of Times Square's largest billboards as pyrotechnics flared above the crowds to kick off IGNITE's global launch.

The energy trackers placed on the treadmills were crucial to the activation, serving as the primary measurement tool to

gauge the runners' distance. The five Times Square billboards garnered 125 million impressions with an estimated social media reach of 15.5 million. Pretty spectacular.