

White Star Media **launches high-end DTC men's shoe company** with cross platform media strategy.

CHALLENGE

- WSM was assigned to launch a high impact ROI consumer campaign for a new men's shoe company.
- Goal: Scale campaign to 5 million in sales & maintain \$400 average sale.



STRATEGY

Execute a cross platform marketing campaign with dual remnant and programmatic buying strategy for high demo targets.

- Print: Remnant buys in select \$150K HHI national ROP & Magazines
- Digital: Targeted Programmatic buying for Contextual Prospecting Campaign
- DRTV: Used Geo-based learning to meet ROAS targets and increase weekly TV budgets

RESULTS

- Delivered minimum monthly sales volume increases of 15% for each of first twelve months.
- Three-pronged platform built fast channel to scale campaign & exceeded sales goals by 30% over first year.
- Brand grew from 7th largest to 3rd largest in men's DTC shoe category with White Star Media's partnership.

EXCEEDED SALES GOALS BY 30%