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THE WALL STREET
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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.

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