

Trusted Content



By selectively seeding products with engaged digital storytellers, industry professionals and retail associates, brands can inspire these Experts to inspire consumers all the way from the point of initial consideration to the point of sale.

Goal:

Generating Expert buzz before launch.

Success:

Reebok targeted industry Experts to seed with the new NANO 6 before it was released to the public. The result was a flurry of high-impact social exposure, plus a catalog of content to support the official market launch.



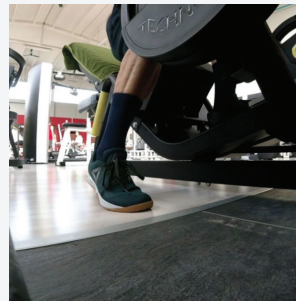
User-generated content



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