

Glam Media Case Study -

REEBOK

“When Reebok launched a new line of shoes and apparel endorsed by actress Scarlett Johansson last month, it took a different approach to Internet marketing. Instead of buying ads on mass-audience portals like MySpace...Reebok struck an exclusive online deal with fashion and lifestyle Web concern Glam Media.”

--- *The Wall Street Journal*, April 25, 2007

Glam Media Case Study - REEBOK

Client: Reebok – Scarlett Hearts RBK

Objective: Drive buzz for launch new Celeb-inspired apparel line

Glam Strategy:

- Raise Scarlett's profile to dovetail online chatter with product launch
- Engage users with interactive Scarlett content
- Promote buzz about line through giveaways and contests
- Drive traffic to branded content and giveaways



Glam Media Case Study - **REEBOK**

Glam Execution:

- Brand Blast Media Takeovers
- Custom Articles
- Scarlet Hearts Rbk Giveaway Sponsorship
- How Well Do You Know Scarlett? Interactive quiz
- Custom Mix n Match Game: What would Scarlett Wear
- Scarlett Hearts Rbk Giveaway



Glam Media Case Study - REEBOK

**Reebok – Network
Integration** (Editorially
Driven & Premium
Placement)

- Viral Seeding and
Promotion across
Glam Publisher
Platform

