



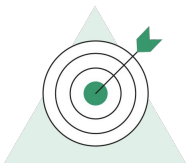
HOW TO LAUNCH A NEW PRODUCT: THE EKAR CASE

STOREIS.

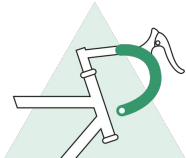


Campagnolo

GOALS



Launch of the new product (Ekar) in Europe and the United States



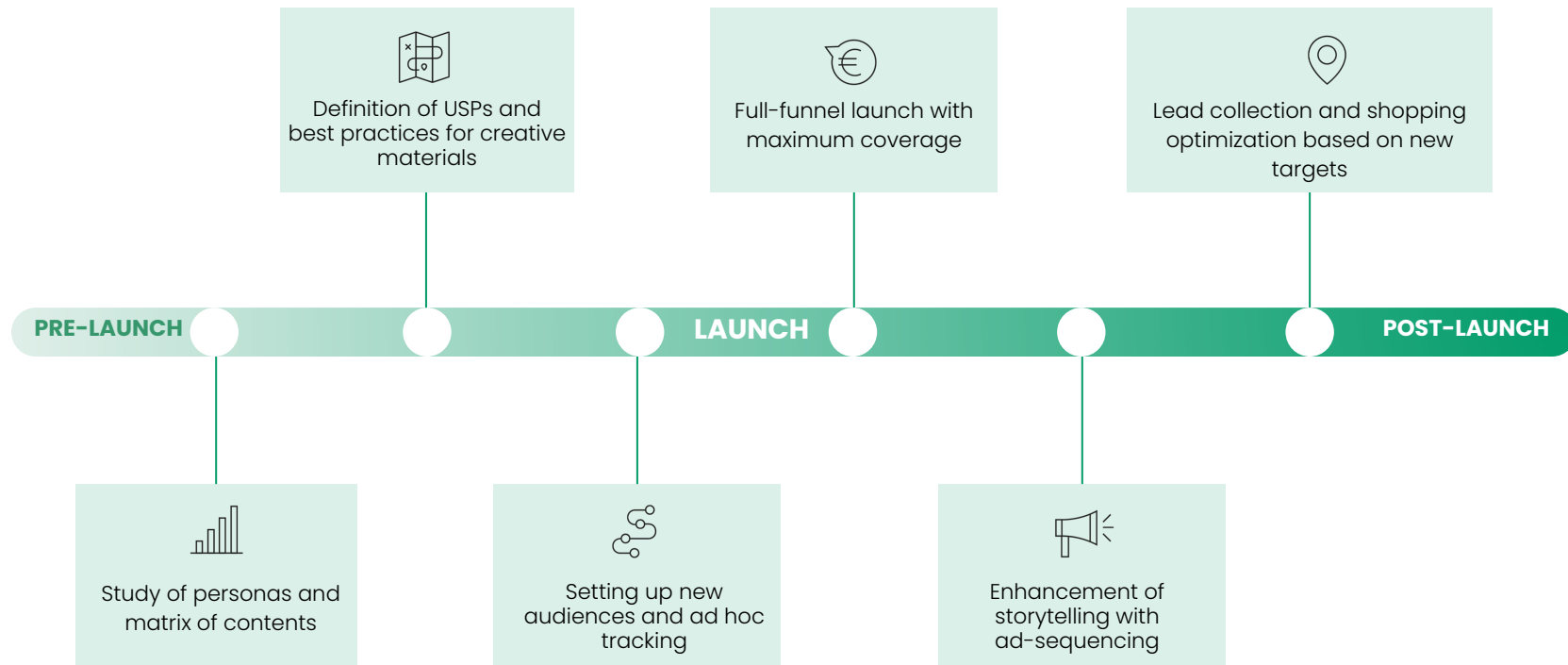
Increase brand awareness and expand into a new market segment: Gravel Cycling



Improve engagement and **visibility** of creative contents created for the launch



OUR APPROACH



KEY WINS

GOALS

- 1 **Launch** of the new product (Ekar) in Europe and the United States



- 2 **Increase brand awareness** and expand into a new market segment: Gravel Cycling



- 3 **Improve engagement** and **visibility** of creative contents created for the launch



RESULTS

>12M Impressions

on Ekar Ads

+ 50% Sessions

on the brand website YoY

+ 40% Brand Searches

in the launch period vs annual average

+1,3 M of Views

on YouTube launch video

x10 Time Viewed

on the YouTube brand channel vs previous period

**...WANT TO
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MORE?
LET'S TALK!**

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