

### Campaign background

Since its foundation in 1898, the Saucony brand has become synonymous, among athletes and serious runners, with quality running shoes and apparel.

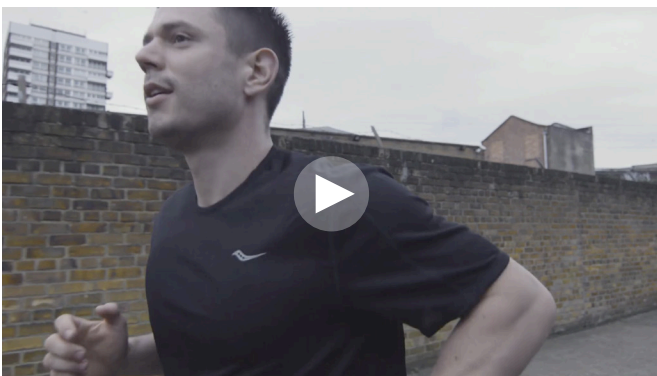
With their popularity in the dedicated running community already firmly established, Saucony set their sights on achieving broader commercial appeal. Their latest footwear collection, White Noise, was created with more casual markets in mind. The collection features nine new trainers that pair Saucony's patented technology with fashionable designs.

Saucony planned to launch the new collection with a campaign that celebrated the meditative effects of running. This was to be promoted on their website and through popular social media platforms. For the first time, their strategy also included video content.

### Our solution

Hub developed a creative treatment that both opened up the campaign to a broader range of markets and extended its lifespan beyond what was originally planned. A set of studio-based product videos, two live action commercials, and a series of photographs were produced.

If you wish to view video Saucony's White Noise campaign Concept 01 video, please [click below to watch](#).



If you wish to view video the Live Action Commercials, please [click below to watch](#).



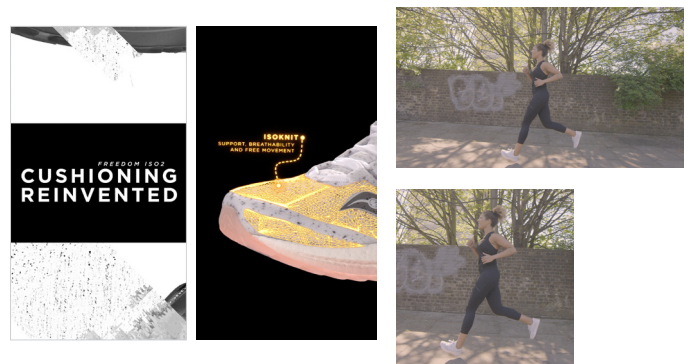
Behind the scene: Saucony White Noise collection shoot. [Click below to watch the Behind the Scenes video.](#)



### Product and Lifestyle photography



Various deliverables to provide a range of content including video cutdowns for their website, 1 x 1 and vertical formats for social media etc.



### Results to date

The first part of the campaign immediately increased Saucony website visits by 26% compared to last year. At the time, the campaign was on a roll out with 75% of the content yet to be released.

#### For more information, contact:

**David Hunstone**

david@hub.tv

www.hub.tv

Unit 5.11 Clerkenwell Workshop, 31 Clerkenwell Close  
London EC1R 0AT