

# New Balance x Swayable: Embracing Data-Driven Marketing Strategies

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Associate Director, C Space

Social Media Manager, Ben & Jerry's

Emerson College



## **Lauren Riker**

Global Marketing Manager, Brand

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Digital Marketing, New Balance

Brand Comms, Keds

Bentley University



## **Taylor Pompey Harrington**

Sr. Customer Success Manager

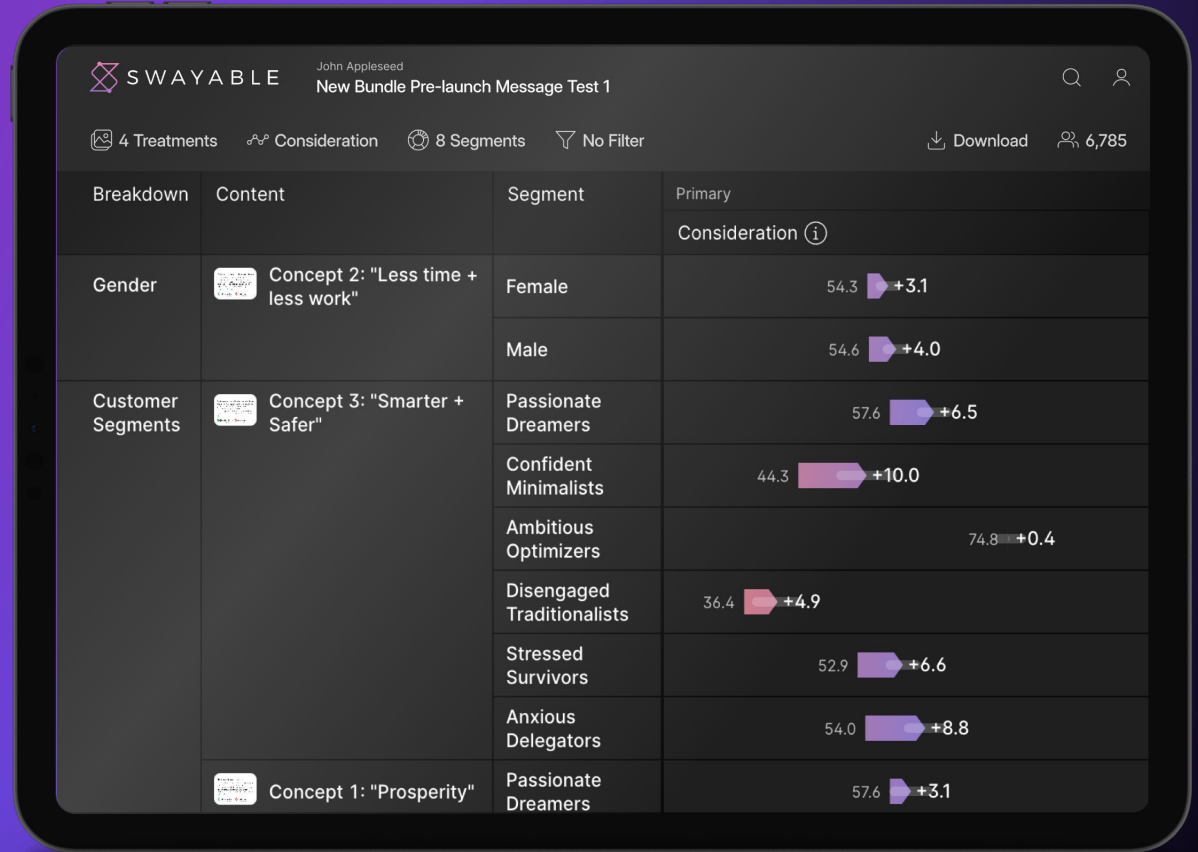
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Project Manager, Fix It People

Fundraising, Illinois Democratic  
Victory Fund

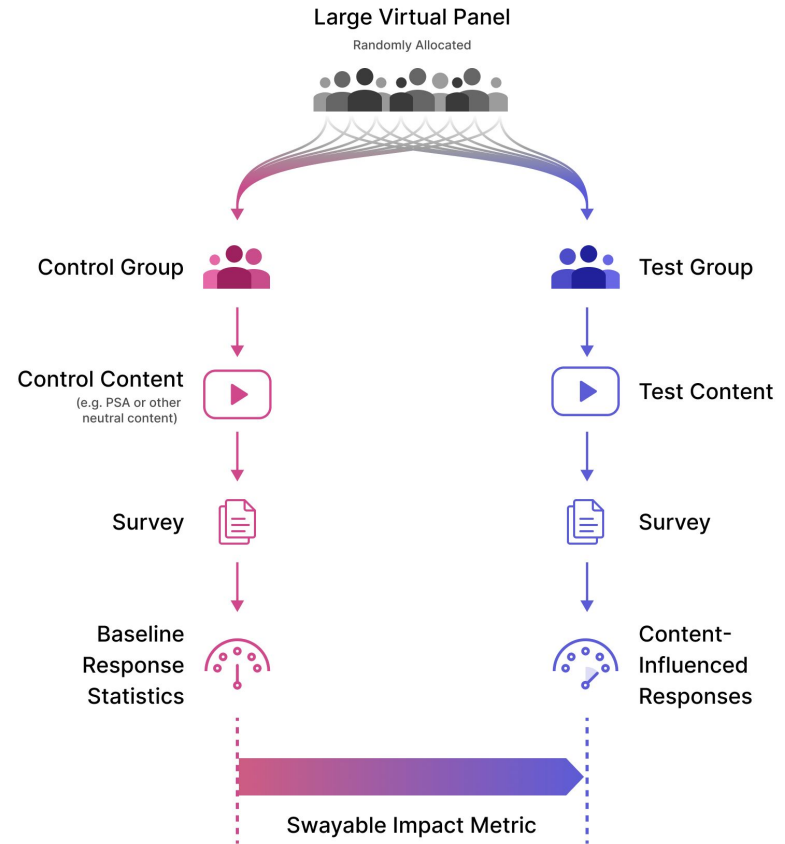
Master of Public Policy and  
Administration: Human Rights  
Advocacy, Adler University

# World's most powerful RCT message testing platform



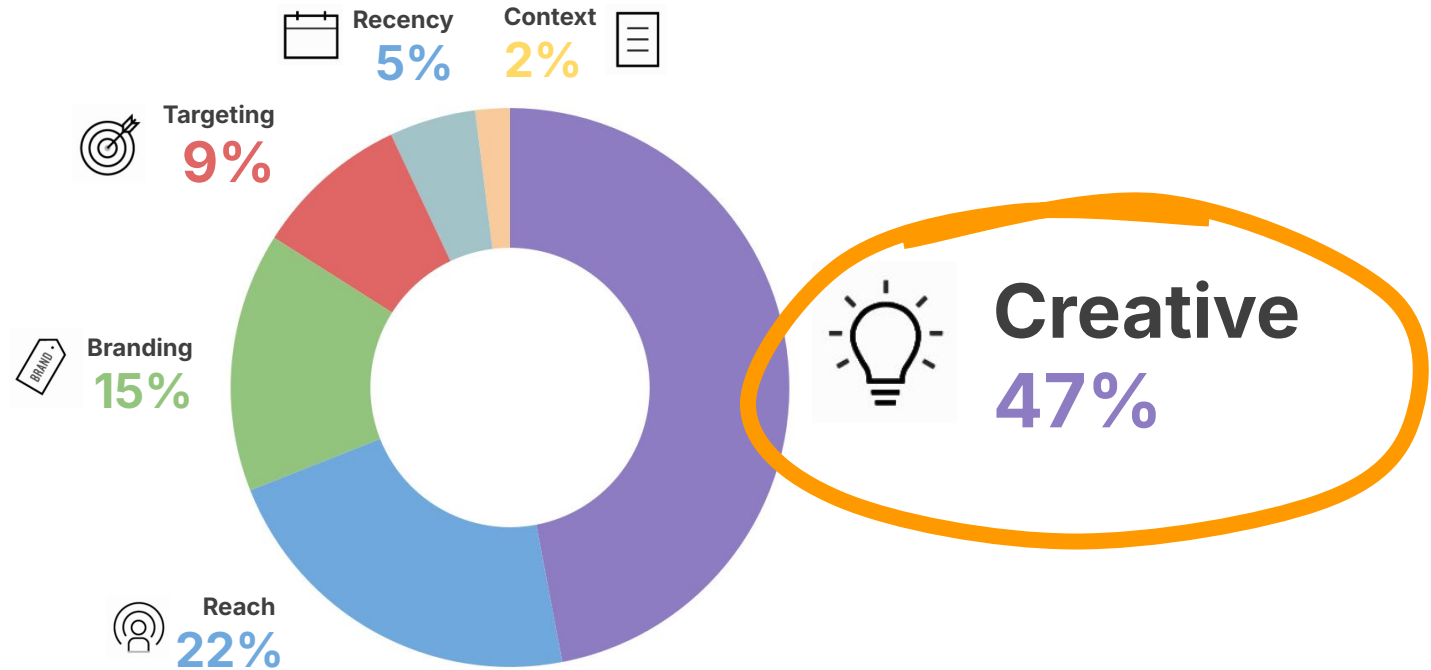
# How we work: Randomized Controlled Trials (RCTs)

- Isolate the impact of your content with the scientific approach to determining causal impact
- Robust sample sizes, balanced demographics, and control group
- **24 hour turnaround**



# Why Pre-Test?

Contribution to sales





# About New Balance's Marketing

## Mission

- Independent since 1906, we empower people through sport and craftsmanship to create positive change in communities around the world.

## Key Initiatives

- Global Brand Campaign: We Got Now
- Global Running Platform: Run Your Way
- MADE in US and MADE in UK

## 2024 Priorities

- Top 3 Global Athletic Brand
- Gain market share in Running
- Maintain momentum in Lifestyle
- Capitalize on the Year of Sport



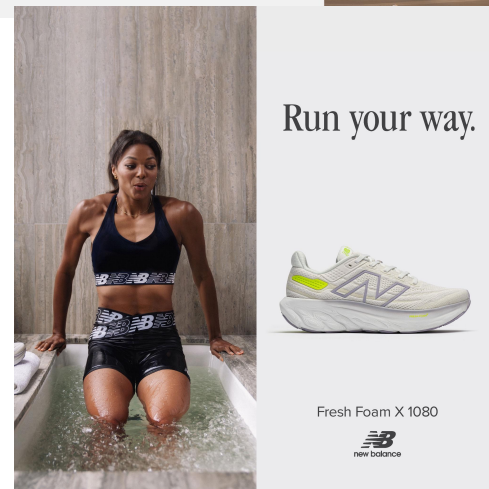
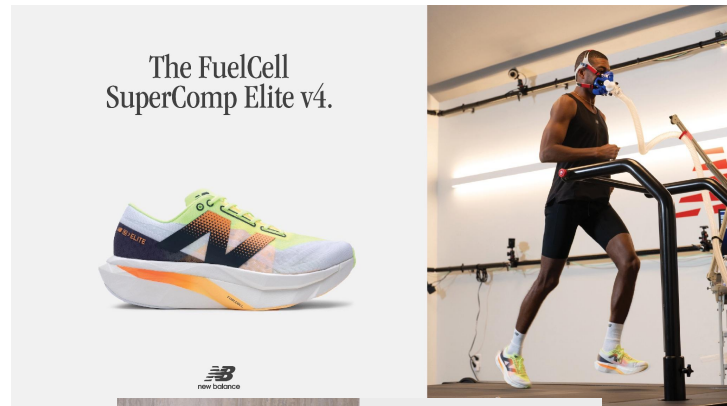
# Swayable & New Balance's Partnership

## Partnership Overview

- 2023 - Present
- Creative content testing new products, messaging, and audience interest

## 7 Rounds of testing & over 46K responses collected

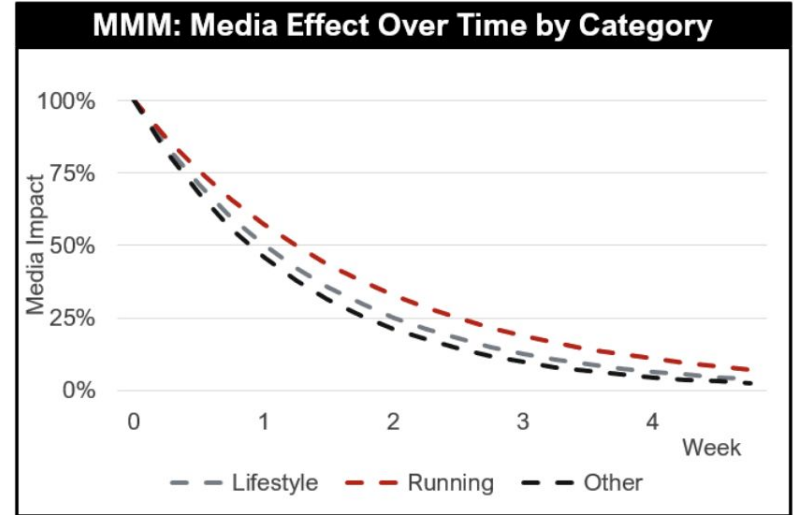
- Tests have spanned nationwide.
- Primary metrics focusing on: Brand Favorability, New Balance Attitude, New Balance NPS, Tagline Favorability, Purchase Consideration, Purchase Consideration, Purchase Intent



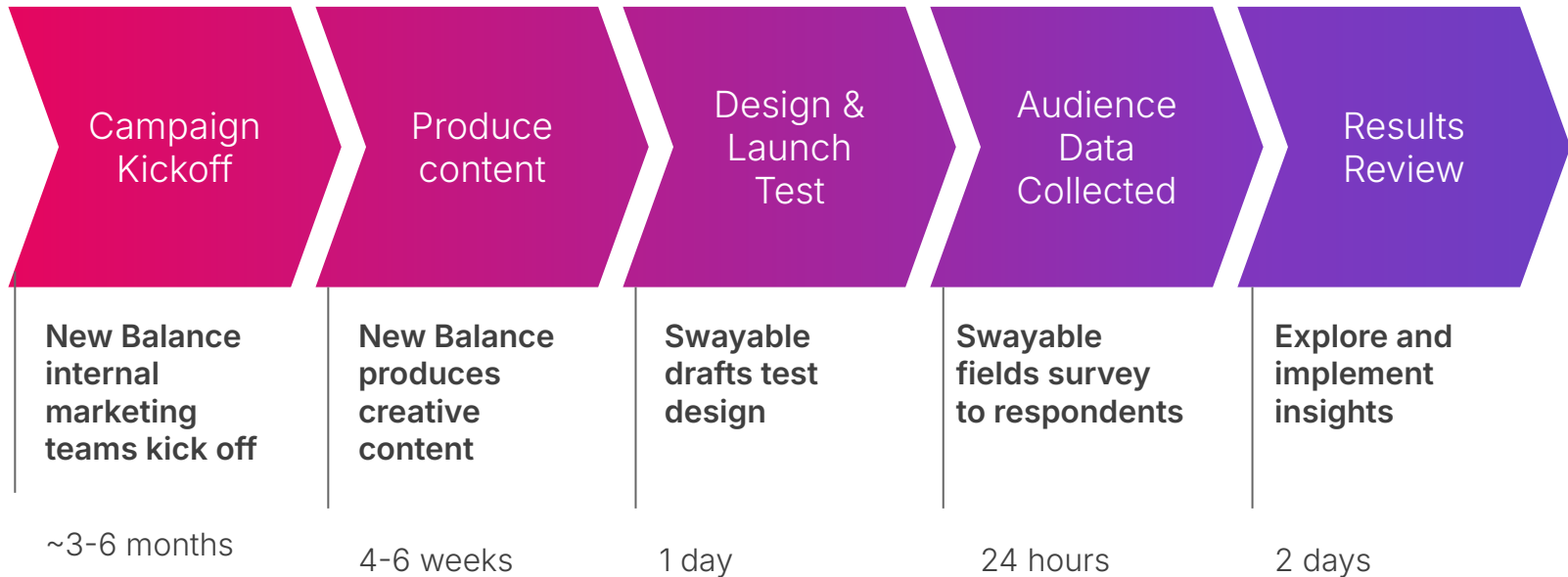


# Product Messages Fade From Consumers' Minds Quickly

- New Balance media analysis from the past 3 years of NewBalance.com sales revealed the importance of decay rate - how quickly the impact of our media wears off.
- For both Lifestyle and Running, the efficacy of media declines by ~50% after just 1 week.
- After 5 weeks, the media impact is gone on product sales.
- To ensure messages stick with consumers and change behaviors, it's critical to maintain message continuity.



# New Balance's Creative Testing Process



## Creative Test 1: We Got Now 2023 - :15 Solo Spots

Tested four :15 brand campaign athlete solo spots to inform North America media mix based on which assets drove the highest lifts in brand favorability, consideration, and positive feedback among target audience.



# Swayable Test Results 1:

Global Independents are most likely to have positive Brand Favorability and purchase intent from New Balance after seeing Coco 15s.

Breakdown	Treatment	Segment	Primary		
			1) Brand Favorability	1a) New Balance Attitude	2) Next Sneaker
Overall	Jack_Football_Main_15sec_16x9_Global_Onli...	Everyone	68.2 → +2.4	70.1 → +2.4	63.9 → +2.9
	COCO_SOLO_Main_15sec_16x9_ONLINE_WG...	Everyone	68.2 → +1.9	70.1 → +2.1	63.9 → +3.7
	Hoops_Main_15sec_16x9_Global_Online_WG...	Everyone	68.2 → +1.7	70.1 → +1.7	63.9 → +2.8
	Ohtani_Main_15sec_16x9_Global_Online_WG...	Everyone	68.2 → +0.6	70.1 → +0.9	63.9 → +0.8
	Jack_Hoops_Main_15sec_16x9_Global_Onlin...	Everyone	68.2 → +0.0	-0.2 → 70.1	63.9 → +0.7
Custom Segments	Jack_Football_Main_15sec_16x9_Global_Onli...	Global Independent	70.7 → +1.7	72.3 → +1.5	67.7 → +3.1
	COCO_SOLO_Main_15sec_16x9_ONLINE_WG...	Global Independent	70.7 → +3.0	72.3 → +2.9	67.7 → +3.3
	Hoops_Main_15sec_16x9_Global_Online_WG...	Global Independent	70.7 → +2.4	72.3 → +2.2	67.7 → +3.9
	Ohtani_Main_15sec_16x9_Global_Online_WG...	Global Independent	70.7 → +0.7	72.3 → +1.2	67.7 → +0.3
	Jack_Hoops_Main_15sec_16x9_Global_Onlin...	Global Independent	70.7 → +1.1	72.3 → +0.2	67.7 → +1.8

The Hoops Family spot performed the second best with Global Independents across Brand Favorability, New Balance Attitude, and Purchase Intent. While Jack Solo 15 didn't drive as much in Brand Favorability or Attitude, it did drive Purchase Intent and is a good option to keep in rotation.

# Swayable Test Results 1:

## Global Independents love the high-quality, high-energy, and diverse representation in the Coco Solo 15s creative

- *"What I like about the content was that it was **very colorful so it caught my eye quickly** and how it looked like **the people were having a good time** so the emotion caught my attention as well. Also the music was upbeat and fast so **it made me feel happy and energized.**" – Female, 23, Caldwell, ID*
- *"I like that it was fun and light-hearted. **It featured a woman of color with a realistic athletic body that many female athletes could see themselves in.**" – Female, 26, New York, NY*
- *"The person wearing those shoes in the video gives off a lively and energetic vibe. I really like this brand of shoes." – Male, 32, Decatur, AL*
- *"It definitely wasn't boring and was exciting. The video was shoot well, **I'd thinking about buying from New Balance.**" – Female, 21, Citrus Park, AZ*
- *"It was a high-quality video advertising workout clothes. **The quality alone drew me in.**" – Male, 23, Golden Shores, AZ*

## Deployment Performance 1:



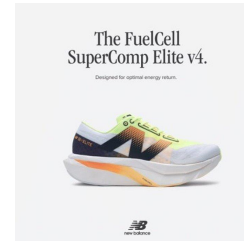
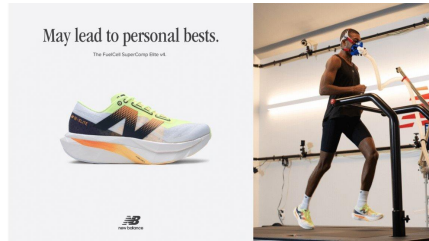
**'We Got Now' was distributed across broadcast, streaming, social, retail and OOH.**

The campaign drove lifts in awareness, brand favorability, consideration and purchase intent, and message association.

**Actions Taken:** Shifted investment and rotation frequency of our We Got Now campaign, strategically placed endemic and non-endemic placements based on consumer KPI resonance.

# Creative Test 2:

Tested seven creative executions for FuelCell SuperComp Elite v4 to inform which headline and layout would be most impactful ahead of global campaign deployment.



## Swayable Test Results 2:

Option 7; both images with the product name as the tagline, won out with Global Independents on Brand Favorability and Purchase Consideration

			1) Brand Favorability ⓘ	2) Next Sneaker ⓘ	3) Purchase Consideration ⓘ
Custom Segments	Option7	Global Independent	69.6  +3.4	66.6  +3.1	64.6  +2.3
	Option6	Global Independent	69.6  +1.8	66.6  +1.4	64.6  +0.3
	Option1	Global Independent	69.6  +2.3	66.6  +3.4	64.6  +1.2
	Option4	Global Independent	69.6  +3.2	66.6  +3.9	64.6  +1.2
	Option2	Global Independent	69.6  +2.3	66.6  +2.9	64.6  +0.6
	Option5	Global Independent	-0.1  69.6	66.6  +1.1	64.6  +1.7
	Option3	Global Independent	69.6  +1.2	66.6  +2.2	64.6  +1.1

Similar to an early running creative test, consumers are drawn towards the product name as the headline. Consumers are also drawn to less verbiage (no sub-header) and more in-context imagery



## Swayable Test Results 2:

**Global Independents appreciate that the ad shows the shoes up close, but also in-context, on-model imagery for reference and validation of research**



- *"I liked that that brand was showing **what they are made for**. Some shoes come out and you can't tell if they are hiking, running, or cleats because they don't show people wearing them." – Female, 24, NC*
- *"I like that the **shoes are being used in the ad and it's obviously a serious athlete wearing them**, and i like how half the ad is just devoted to the shoes." – Male, 24, IL*
- *"I like the style and color of these shoes, and the **man wearing them is also quite eye-catching**." – Male, 31, NY*
- *"I liked the way it showed the shoe. Giving a good impression of the shape of the bottom."- Male, 20, AZ*
- *"[I like] the **technology shown behind the research**." – Female, 30, FL*

## Deployment Performance 2:



**The FuelCell SC Elite v4 campaign was distributed across social, retail and OOH.**

The campaign drove lifts in CTR, ROAS, and other lower-funnel measures.

**Actions Taken:** Went live with the winning creative from Swayable, Incrementally found opportunities on how to better resonate with young consumers with product marketing, focus on in-contact, product name, and product.

# Impact of These Programs on 2024 Strategy

## 1 Media Mix / Weighting

- Front-runners from campaign asset suite received highest level of investment.
- Diversity, relevant ambassadors, bright creative, and high-energy music work hard for our brand.

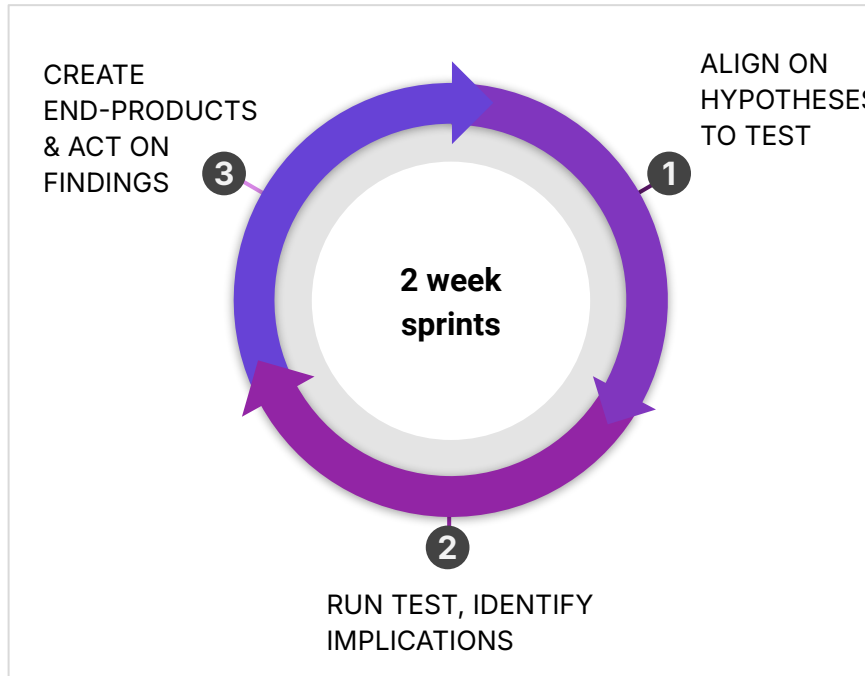
## 2 Simplified Messaging

- The product name as the headline is the most effective creative execution to drive funnel metrics.
- Featuring the both the product off-figure and the product in context/use-case drove favorability and validation of research.

# Key Takeaways

- 1 Creative testing is impactful in all phases of the marketing campaign journey (pre, during, and post-execution).
- 2 Make it as easy as possible for consumers to remember your brand and your products.
- 3 Use the learnings from previous creative tests to impact future design execution.

# Agile marketing process



- Each sprint assesses **final creative** plus early-stage **messaging** and **concepts** (for subsequent campaigns)
- **Hypotheses are structured** to get maximum insight

# Messaging

Fresh

Healthy

Value

Nostalgia

# Concepts



Concept 1



Concept 2



Concept 3

# Executions



Creative Execution 1



Creative Execution 2



Creative Execution 3

# Agile marketing maturity

