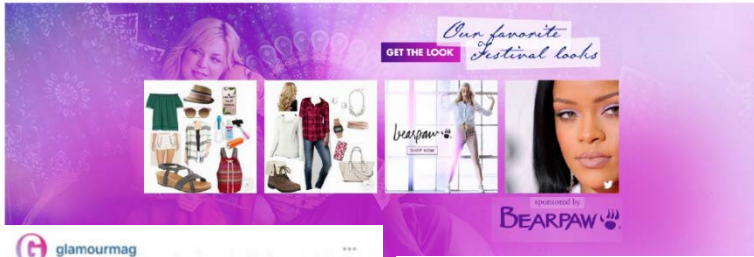


Case Study: Bearpaw



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glamourmag Where will your Bearpaws take you? Be sure to check out @bearpawstyle to find the latest trends in order to get your wardrobe #festivalseason ready. We'll see you there, gorgeous! #bearpaw #SPONSORED



Celebrity Style
Kendall Jenner Won This Major Coachella Trend (In a Kind of NSFW Way)

The Client

Founded in 2001 with the intention of redefining casual footwear by utilizing sheepskin, nature's own technical fabric, to create comfortable and stylish shoes. In one of the most competitive footwear market segments, BEARPAW has carved out a niche area by providing customers with comfort and sensibility to set itself apart. From slippers and boots in the winter to sandals and flats in the spring, only the finest materials are used to produce BEARPAW shoes.

Objective

Build brand awareness among fashion-forward women

Solution

Bearpaw targeted fashion-forward women to build brand awareness and engagement through a mix of high-impact custom rich media units and strategic editorial and social media sponsorships in the style and fashion category.

Geography

National

Recommended Media

Glamour and multiple social media channels:

- Instagram & Tumblr Sponsorship
- Targeted Social Accelerator
- Social First Impression Takeover
- Mobile Rotation
- Custom Mobile Gallery
- Native Content Series

Outcomes

Impressions: 3,248,290

Clicks: 3,5173

CTR: 1.08%

