



CASE STUDY:



# Objectives

## Increase

brand awareness among  
Generation Active in the  
U.S. and Canada

## Drive

website traffic to  
RYU.com

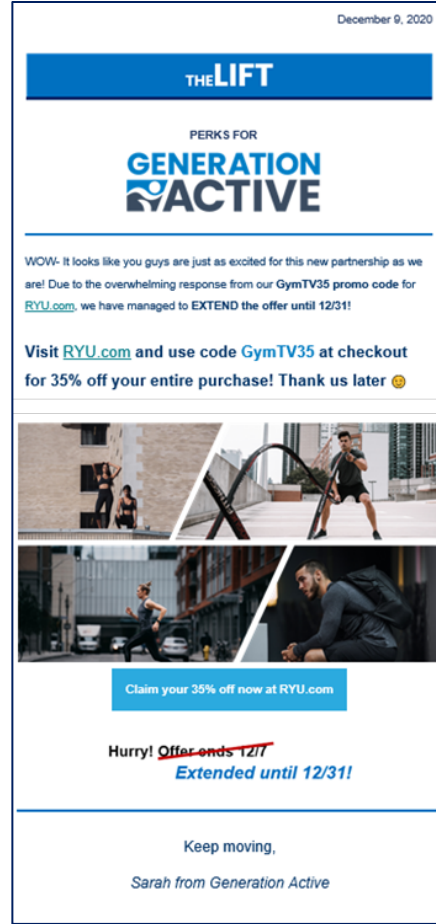
## Generate

sales during key  
promotional events with  
35% and 55% off codes

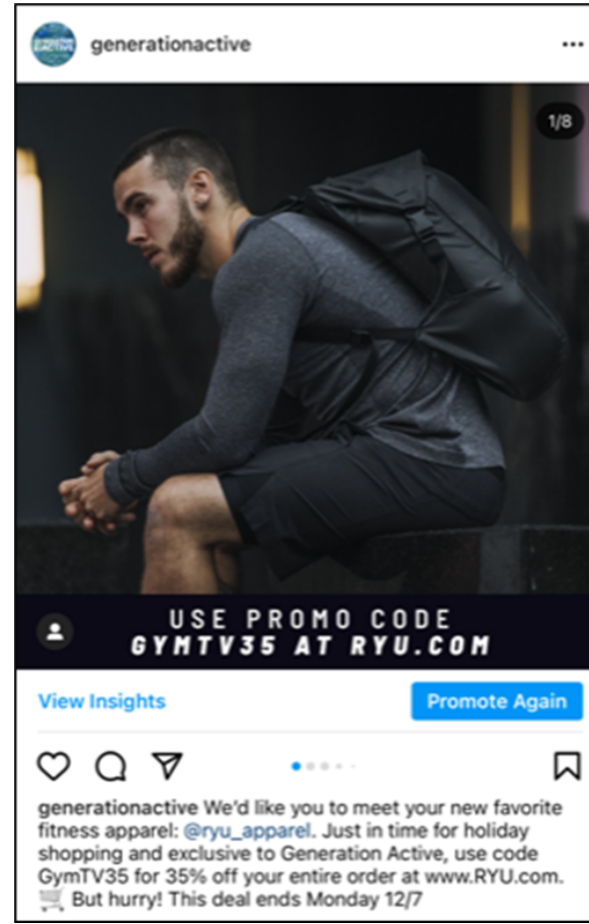
# Execution



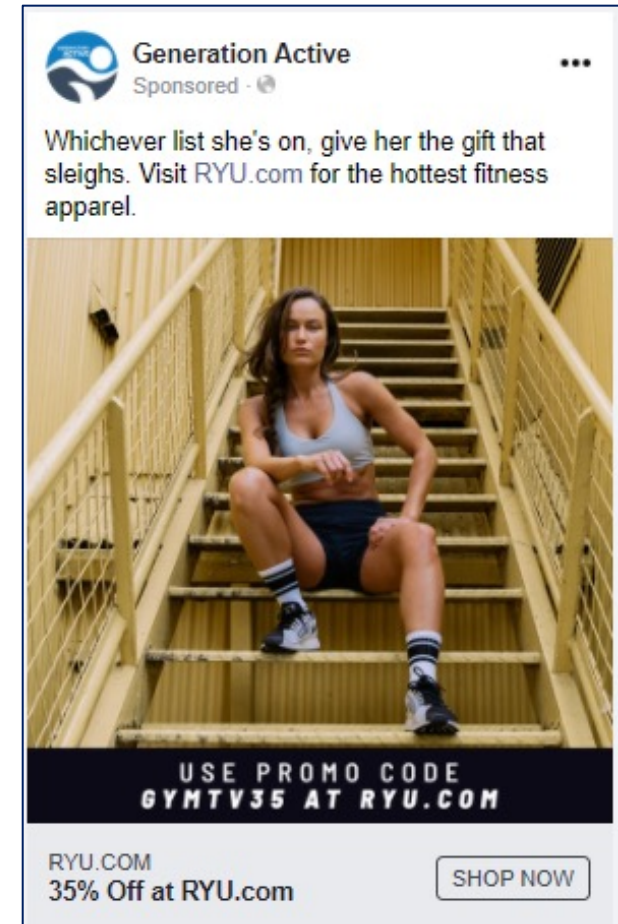
GymTV



Newsletter



Instagram  
Brand Integration



Paid Social Ads

# Results

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**181,750,054** impressions

**24%** of total company website visits

**11%** of total company revenue