



 **Teva**

TO GET A NEW SHOE LINE IN FRONT OF A YOUNGER AUDIENCE,
WE CREATED BLENDED CONTENT STRATEGIES THAT BOOSTED
SOCIAL ENGAGEMENT FOR TEVA.



SUMMARY

To reach new audiences for Teva's new closed-toe shoe line, we shifted our approach to social media, and in turn increased awareness and gained a new audience.

SERVICES



PLANNING



SOCIAL



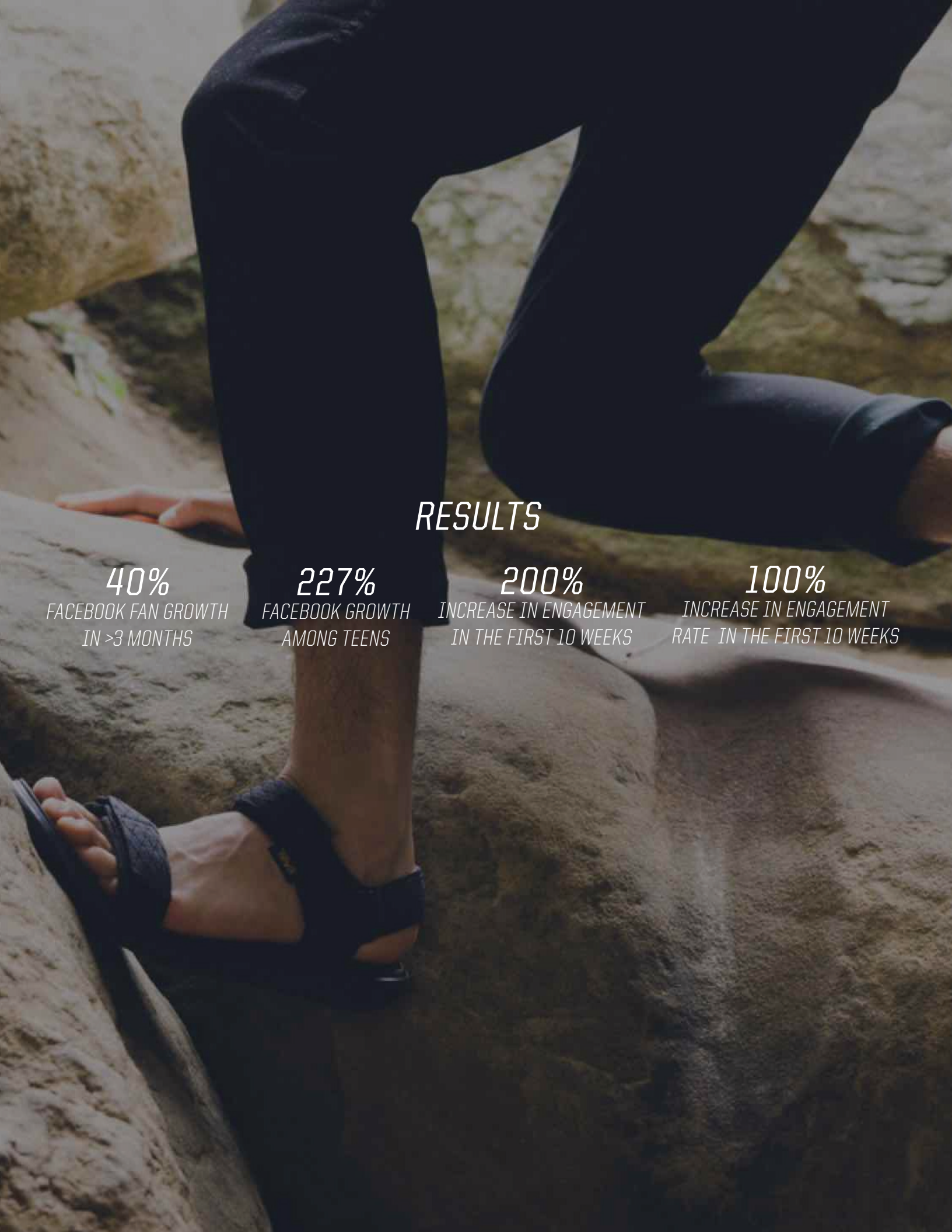
USER EXPERIENCE &
CONTENT STRATEGY



DATA &
ANALYTICS



WEBSITE
DEVELOPMENT



RESULTS

40%

FACEBOOK FAN GROWTH
IN >3 MONTHS

227%

FACEBOOK GROWTH
AMONG TEENS

200%

INCREASE IN ENGAGEMENT
IN THE FIRST 10 WEEKS

100%

INCREASE IN ENGAGEMENT
RATE IN THE FIRST 10 WEEKS

TEVA CAMPAIGN

When it comes to sport sandals, Teva practically created the category. As global leaders in the realm of sport sandals, they had a loyal but aging fan base. So when the decision was made to develop a line of closed-toe shoes for a younger set of outdoor enthusiasts, they needed help reaching the new generation.

We developed a blended content strategy that defied convention. While most brands were posting a single piece of content on Facebook each day, we published multiple messages, each targeted at a specific audience type. We also shifted focus away from push messaging about the product to invite fans to share in a conversation about how their lifestyle and Teva's brand promises was a match.