

CASE STUDY

GOALS

1. Increase sales by at least 30%
2. Achieve elevated brand awareness on social media
3. Capitalize on Instagram stories and other short-form social marketing channels

OBJECTIVE

Coeur Sports' internal marketing team and agency wanted to increase year-round sales for what was traditionally a seasonal brand. Video had not been a core part of their previous strategy, so the objective was to create the assets that would allow for elevated marketing performance across social channels.

LEMONLIGHT SOLUTION

Lemonlight worked with client + agency to align on strategy, ensuring that the right type and number of assets were created to assist in growing their reach in a captivating way, driving huge campaign growth, and meeting & exceeding benchmarks. The introduction of video far outperformed previous text or static image-based campaigns and led to the company's best sales quarter and year ever. Lemonlight casted talent for shoots, secured locations, and provided pre-to-postproduction execution.



RESULTS

8.48x

RETURN ON AD SPEND

40%

CONVERSION RATE INCREASE

20x

ENGAGEMENT INCREASE

PRICING AND NEXT STEPS

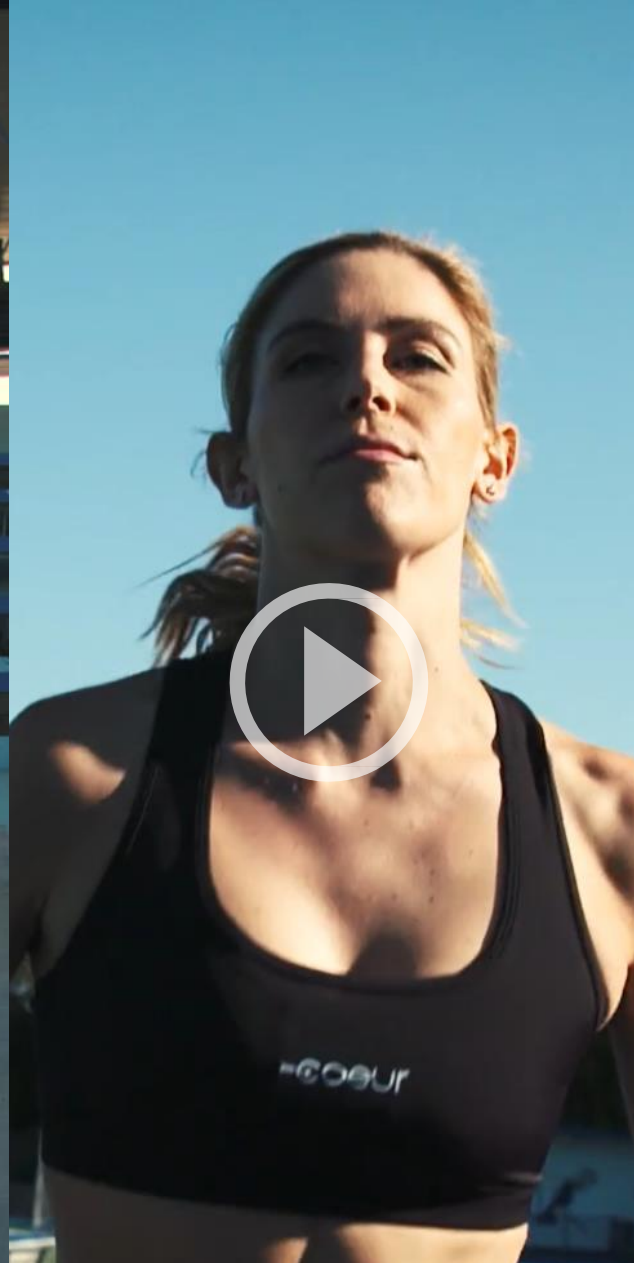
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CAMPAIGN HIGHLIGHTS

- Lemonlight led on the creation of Coeur Sports' first digital commercial, used to drive brand awareness & affinity.
- Lemonlight created an outdoor lifestyle series of content, casting actresses to show Coeur Sports in multiple different use cases.
- Our team shot in-studio, creating multiple pieces of content to highlight the specific products for product-specific ads.



COMMERCIAL
CONTENT



CUSTOM LOCATION
CONTENT



IN-STUDIO
CONTENT