



CASE STUDY

Adidas Megabounce Project

Action Marketing approached Craftsmen with an idea to create a Mobile Fitting Center for Adidas. With the much anticipated release of their Megabounce running shoe, Action Marketing wanted to create a mobile shoe store to generate hype and awareness of the new shoe. With only one weekend and one city to promote Megabounce and new Adidas styles, Craftsmen transformed a 24-foot glass body truck into a Mobile Fitting Center. The truck interior consisted of custom-built shelving units able to hold over forty pairs of shoes, cushioned benches and stools, and a 42-inch plasma monitor.

The Mobile Fitting Center opened its doors at a few locations in New York City during the peak shopping season in early December. Adidas and Foot Locker teamed up to encourage people to try on the Megabounce with a drawing to win a free pair! With over 3,000 attendees, Adidas Mobile Fitting Center was very successful in creating a buzz before the Megabounce launch.

Between the value of the shoes and audio/visual components and setting out for an 1100 mile trek to New York, Craftsmen wanted to ensure the unit arrived safely to its destination. The Craftsmen crew wrapped the interior glass sides of the truck with cardboard so no one was able to look inside at the inventory. When the cardboard was finally removed from the glass sides, the Megabounce was literally unveiled and introduced to the world!

