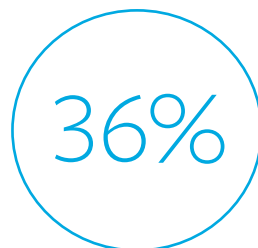
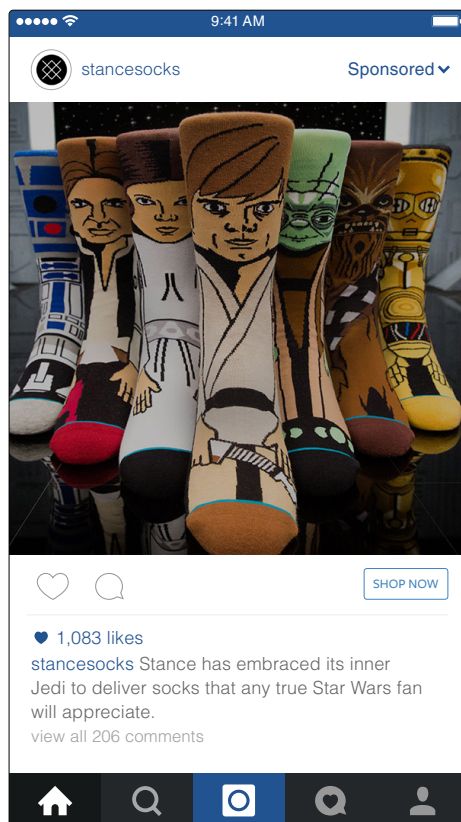


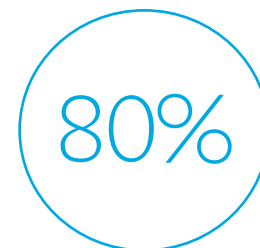


## A Footware Tour de Force

Stance Socks used playful movie imagery and creative captions to make its Star Wars character footwear come to life in a series of Instagram carousel and link ads. The memorable campaign engaged thousands of people and boosted the brand's online sales and return on ad spend.



lift in return on ad spend



increase in engagement on Instagram, compared to other digital channels

### STORY

#### Feet first

On a mission to breathe new life into a traditionally unremarkable category, Stance Socks combines a dedication to art and self-expression with a relentless focus on technical innovation. Championed by athletes, performers and cultural icons, and sold in over 40 countries, Stance is the world's premium sock brand.

### GOAL

#### A forceful launch

Stance socks wanted to build on its strong Instagram presence and maximize its return on ad spend in order to raise brand awareness and generate exposure for its new Star Wars product line, with the goal of increasing online sales during the holiday season.

### SOLUTION

#### Maximizing momentum

After noticing that its Instagram placements were outperforming all other placement types in its Star Wars collection launch campaign, Stance decided to create a dedicated ad set to maximize its ad spend against this placement, and build upon Instagram's unique visual nature and strong targeting capabilities.

Working with digital marketing consultancy Brown Bear Digital, Inc., the Stance team created a series of link and carousel ads built around inventive photos of the sock characters posing in mock film stills. Stance added playful movie-reference captions and the hashtags #sockwars and #theuncommonforce to invite engagement and discussion. Link ads featured a Shop Now button leading to a dedicated eCommerce landing page on the company's website.

To reach the desired audience, the team targeted the ads to adults whose interests include the Star Wars movies, but excluded those interested only in specific Star Wars characters. Stance ran the ads over 14 days during the height of the holiday shopping season.

The Sock Wars campaign took hold with movie fans and footwear fanatics alike, generating an impressive 36% boost to return on ad spend.

“  
*We were really excited to see Instagram drive sales. Instagram has always been a strong platform for us socially, but it's great to see it now perform well from a direct response standpoint.*”

Paul Zaengle  
 Executive Vice President of  
 Global Ecommerce  
 Stance Socks