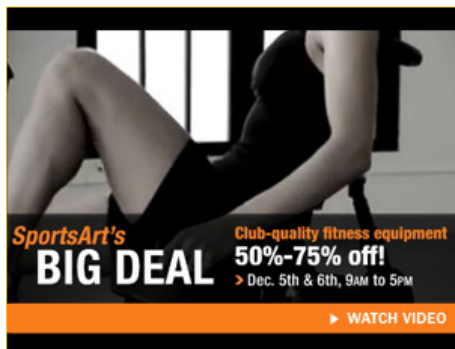


# SportsArt Pumps Up Traffic to “BIG DEAL” Sales Event



## Client

- ▶ Founded in 1977, SportsArt Fitness has long been an industry leader in the design and manufacturing of high-quality fitness equipment—including treadmills, elliptical trainers and stationary cycles—for commercial and residential use. SportsArt Fitness equipment is sold in over 70 countries worldwide.
- ▶ Based in Woodinville, Washington, the company planned to open its warehouse to the public for an enormous two-day sale in December 2009.
- ▶ To promote the event, SportsArt worked with Seattle ad agency Stanton & Everybody to get the word out. The Stanton agency, a big believer in marrying traditional media with the power of digital media, worked with SportsArt to create an innovative online video ad.

**“Using Mixpo has brought greater attention to our clients’ advertising campaigns. Best of all are the results. The level of added engagement that Xspots provide helps our clients achieve a much higher CPA efficiency.”**

Jon Njos, Media Director & Partner  
Stanton & Everybody

## Campaign

- ▶ To draw the crowds in, SportsArt and Stanton wanted a promotion that would showcase the sleek, high-end fitness products in motion, while calling out the opportunity to save at the two-day event.
- ▶ Stanton leveraged a number of powerful TV ad spots that SportsArt had produced but never run. Using the Mixpo platform, Stanton easily converted these into online video ads—Xspots. Custom overlays were added to advertise the “BIG DEAL” sales event, with “50 to 75%” discounts on equipment.
- ▶ The ad campaign launched on November 23, and ran for the two weeks leading up to the sale. Ads were trafficked in banner spots on the Seattle Times and the CBS Radio websites, with most impressions running below-the-fold so that the SportsArt message could run within content while saving on media costs.
- ▶ Through the course of the campaign, Stanton made adjustments to the ad—switching from click-to-play to rollover-to-play mode, and opting for the non-expanding version of the ad for better visibility below the fold—to optimize performance.

## Outcome

- ▶ Turnout at the SportsArt warehouse was excellent. Stanton’s client was delighted with the results of the campaign, which they were able to achieve even with a limited budget.
- ▶ During the two-week Xspot campaign, the Seattle Times and CBS Radio served close to 400,000 impressions, exposing the SportsArt brand to a broad audience of consumers throughout the Puget Sound area.
- ▶ More than 2,400 people viewed the ad, watching a combined 12.5 hours of SportsArt content. And after adjusting the ad to “rollover-to-play” mode, users chose to view the SportsArt Xspot at a rate 16 times greater than the standard display ad clickthrough rate.\*
- ▶ The Xspots proved to be just the right solution for SportsArt to drive traffic to its local event. The campaign required minimal development time since it leveraged existing assets, and achieved broad reach at an affordable cost.