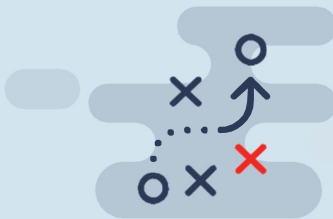




The Client

Vivobarefoot is a minimalist running shoe company. A pioneer of the barefoot shoe movement, their puncture-resistant and flexible soles allow wearers to feel the ground and move more freely.



The Approach

Arctic DMA set out to transition the offline retailer to become a major player in the e-commerce space, driving both branding and conversion goals through innovative and creative digital solutions. Alongside organic social media growth, Arctic DMA launched Facebook and Instagram paid advertising campaigns that were central to all marketing activities. To additionally expand the reach of the business, ambassador and affiliate programs were initiated.



The Brief

During their crowd-cube campaign in March 2016, Vivobarefoot turned to Arctic DMA to help reach their goal of becoming a 30 million pound business by 2019.

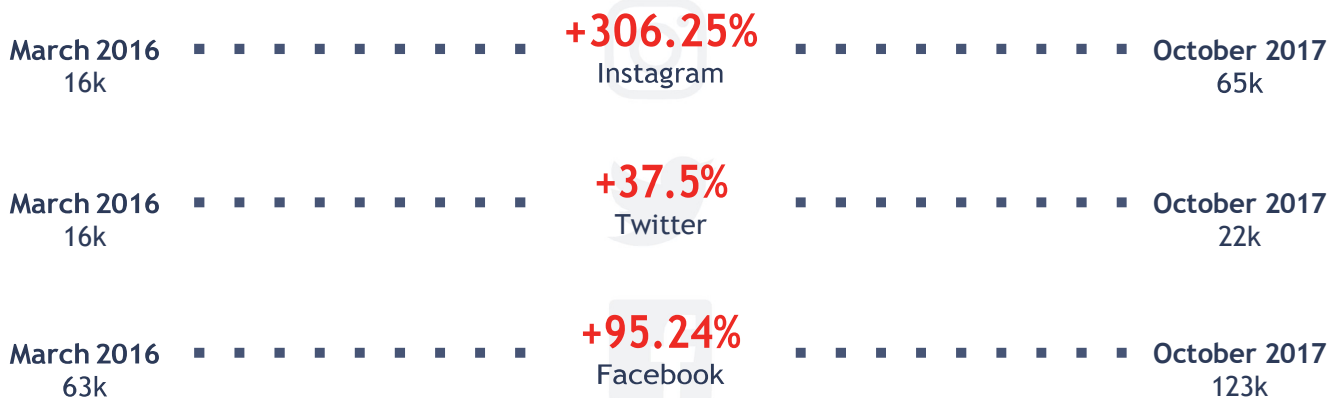


The Results

Over past 18 months, Vivobarefoot has seen rapid organic growth across all social channels

Arctic DMA ran entire Facebook and Instagram Advertising campaigns on behalf of Vivobarefoot, resulting in 1000s of sales per week at a ROAS of x13.

Meanwhile, the Affiliate program achieved an average ROAS of x9.



Testimonial

“Arctic took over the Vivo account at a crucial period where the social account was struggling. Arctic turned the account around within a few weeks, bringing quality and scale. Arctic have brought end to end delivery in very tight agile projects enabling us to trade and deliver brilliantly.”

- Instagram: @vivobarefoot
- Twitter: @vivobarefoot
- Facebook: facebook.com/vivobarefoot
- Website: www.vivobarefoot.com