

Case study

Boozt Media Partnership x New Balance



Boozt x New Balance

Customised photoshoot

In today's competitive landscape, standing out requires more than just basic visuals. Our custom photoshoots create high-quality, branded images that align perfectly with both your brand's tone and Boozt's style. Imagery resonates more deeply with consumers, boosting engagement and driving better results. Let's create visuals that not only capture attention but also convert—helping the brand thrive in a crowded market.



A woman with voluminous curly hair is sitting on a stone balustrade. She is wearing a brown zip-up jacket with a small white New Balance logo on the left chest, a light-colored top, and brown leggings. She is also wearing white socks and white sneakers. The background features a calm lake with two white swans, surrounded by lush green trees under a clear sky.

Boozt x New Balance

Customised photoshoot

To encapsulate the essence of the New Balance brand, Boozt proudly presents a shoot that aim to embody the perfect mix of heritage and athletic style that is New Balance. With a focus on its storytelling, and esteemed legacy, the shoot took place in two settings: A studio featuring preppy green and warm brown tones highlighting the beauty of each garment, and a tranquil park surrounding the city center symbolising the brand's athletic narrative whilst embracing the serenity of fall.

For this New Balance campaign, we're elevating the brand's story with dynamic video content, ensuring a cohesive narrative across all touchpoints. From static images to engaging videos, we deliver a consistent and impactful brand message that resonates across every platform.

The process of the shoot



1. **Brief & Planning:** Boozt creates mood board, propose models, and align on styles and timeline.
2. **Confirm & Book:** Finalize concept, approve models, and book all necessary resources.
3. **Style Preparation:** Boozt order, organize, and prepare styles for the shoot.
4. **Shoot Execution:** Boozt conducts the shoot and share a initial images and selections with the brand.
5. **Retouch & Approval:** Finalize image selection, retouch, and ensure brand approval.
6. **Material Delivery:** Distribute assets internally and update PDP images.

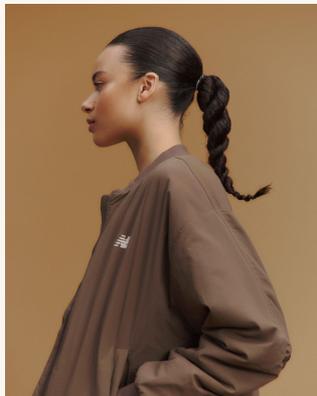
Boozt x New Balance

The results



Boozt x New Balance

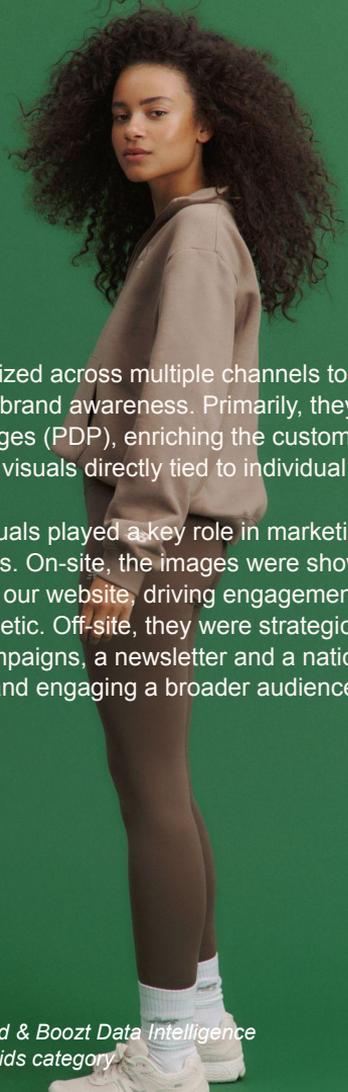
The results



Boozt x New Balance

The results





The images were utilized across multiple channels to enhance both product visibility and brand awareness. Primarily, they were featured on Product Detail Pages (PDP), enriching the customer experience by providing compelling visuals directly tied to individual products.

In addition, these visuals played a key role in marketing initiatives, serving dual purposes. On-site, the images were showcased as branding banners on our website, driving engagement and reinforcing New Balance's aesthetic. Off-site, they were strategically incorporated into social media campaigns, a newsletter and a national out of home effectively reaching and engaging a broader audience across platforms.

Source: Evaluation dashboard & Boozt Data Intelligence
*Attributed performance on Kids category

Boozt x New Balance Media performance

20%

new customer share of total*

1.8M

Impressions
(media only - excl. PDP views)

+57%

brandwall pageviews
vs. period before

Boozt x New Balance

Customised photoshoot

Interested to hear more?

Create impactful local content through Boozt Media Partnership. Our customised approach ensures that your content resonates with your Boozt audience, enhancing authenticity and driving better performance.

Let us help you tell your brand story in a way that truly connects!

For more information see the BMP Mediakit.

