

Case study

User Generated Content

Boozt Media Partnership x New Balance

Boozt MEDIA
PARTNERSHIP



Boozt x New Balance

Maintain momentum of New Balance

The Brief: Leverage New Balance's current momentum to promote the Linear Heritage apparel collection and successfully launch the new 740 sneaker.

Campaign Objective: Sustain strong momentum and ensure a high sell-through rate for the New Balance Linear Heritage apparel, coupled with the effective launch of the 740 silhouette.

Target Audience: A young, predominantly female audience (under 24) who prioritize everyday wear and rely on popular trends validated by their peers.

Key Campaign Goals:

- Maintain excitement for the Linear Heritage collection and the 740 sneaker.
- Increase reach within the Boozt customer base, particularly focusing on younger female shoppers.
- Enhance engagement and reinforce brand connection.
- Boost commercial adoption and overall sales performance.





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Connecting through UGC

Since younger audiences often perceive **User Generated Content (UGC)** as more trustworthy than traditional branded content, Boozt centered the campaign on creator-led, native-feeling assets. The entire campaign was driven by content produced in collaboration with Danish influencer Julie Clausen.

Julie produced six videos (two for each stage of the marketing funnel) complemented by still imagery.

To ensure an authentic, handheld aesthetic, all content was captured on a smartphone, reinforcing the credibility and "realness" that defines impactful UGC.

The assets were specifically designed to feel native to social platforms. This approach was chosen to:

- **Maximize relatability** by blending seamlessly into the user's feed.
- **Improve engagement rates** through a non-polished, peer-to-peer look.
- **Strengthen resonance** with the younger target demographic.

88%

Trust
UGC over branded
content

28%

Higher
engagement than
branded content

4x

Higher
CTR than
traditional ads



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Impact through authenticity

The user-generated content proved especially efficient on social media, showing significant value in driving traffic.

Compared to global New Balance assets, there was a substantial uplift in CTR (0.03% vs. 0.42%).

When comparing the content to general Boozt campaigns targeting the same audience, we also see an uplift across both video and image ads.

2.9% CTR

580% increase vs.
std. campaigns
(Video Ads)

2% CTR

20% increase vs.
std. campaigns
(Image ads)

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High-Impact Results & Commercial Success

By leveraging channel-specific UGC tailored to each funnel stage, the campaign significantly outperformed benchmarks across all placements.

These results prove that aligning creative authenticity with platform context is key to driving both deep engagement and superior commercial performance.



1.8M SEK

Attributed Sales Revenue

6,87

ROAS
(benchmark 4,5)

5,46%

Conversion Rate
(benchmark 5,06%)

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