

# Reebok Spoken Rights



# Introduction

In August, Reebok linked back to their legacy in Human Rights with the Human Rights Award (a ceremony honoring activists who are fighting for the cause) and launch of the **Human Rights Now (HRN) capsule collection**. This collection brings back the original HRN tour merch graphics and some 1-for-1 pieces from the archive.

## Program Objectives

- Drive **Product Consideration** for the HRN capsule collection
- Drive awareness of **Reebok's Social Purpose**, aligning Reebok's historic Human Rights heritage with the Human Rights Now capsule collection to educate consumers (specifically the Gen Z demographic) about Reebok's roots in the Human Rights movement.
- Capitalize on the momentum of the launch of the **Reebok Collective** to further define the brand for a new generation



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A global study analyzing the business value of brands having a well understood “purpose” revealed that consumers are **4 to 6 times more likely to buy** from, trust, champion, and defend companies with a strong purpose.

We asked ourselves:

*“As more brands fight for causes how can we break through the clutter with our POV on human rights?”*

**We needed to put a name and face to the Reebok spirit fighting for human rights since the 1980s.**

# The Human Behind Human Rights



# Strategy

We were so moved by the power of Amanda Groman's words at the 2021 presidential inauguration. "The Hill We Climb" touched on many aspects of looming human rights struggles and reminded us all of the power of the spoken word that day.

This inspired us to use the power of spoken word to deliver our message.

At its core, our strategy aimed to get the **Gen Z gamechanger audience who see human rights issues affect people around them, to see Reebok as a champion of human rights by reframing "human rights" as the rights of the people in their lives.**



To deliver successful programming as well as on-site amplification and social support, we leveraged existing resources including talent from the Reebok Collective, an ensemble cast of tastemakers and creatives chosen for a year long ambassador program with the brand and up and coming poets who could bring some cultural cache to the campaign and tee off a day that spoke to the gamechanger at every surface -- both online and off.



# Execution

On August 13, Reebok took over MetroTech Walk in Brooklyn New York with a spoken word poetry drop to celebrate the brand's long standing heritage in human rights.

The Reebok Spoken Rights event featured performances by Black Thought from The Roots and three other poets, a live art installation, music, and more.

To deliver a meaningful on-site activation took months of virtual planning to ensure the safety of all involved and also that every point of contact felt intentional. We chose Brooklyn because of the borough's long-standing history of social justice and activism as well as the ability to stay outdoors. We also worked with a local Black-owned ice cream brand, Whipped Urban Dessert Lab for food truck giveaways and an eclectic cast of brand ambassadors to draw attention to the event.

## SPOKEN RIGHTS

Metrotech Walk  
Brooklyn, NY  
August 13, 2021  
11am - 3pm

A pop-up poetry performance  
by Black Thought and more.

HUMAN RIGHTS NOW!



MADE POSSIBLE BY Reebok



**While the event was a moment in time, our collaborations were not.**

We did not just engage our talent to amplify on social but **sought their partnership in every aspect of the event - ideation, programming, production, performance, marketing and of course amplification.** A long-term influencer partner even created our wrap video.

This ***created a unique experience and result which felt authentic*** and not just like a brand partner schilling a brand.

A highlight was when Black Thought, delivered a profound poem -that was further amplified against Maxwell Pearce's stage-side mural which spoke against police brutality and the power of community.



# Results

The event far exceeded all expectations and metrics benchmarks and was a powerful experience for all those involved and in attendance.

- **6.6M UVPM** from earned media coverage across outlets like Complex and NY News 1, in addition to a digital audience reach of 3M+ that exceeded our benchmark by nearly 2x
- **8 creators** drove **40 social posts**
- An estimated **700 people** in attendance and high volume foot traffic (over **850 units** of ice-cream handed out to passersby!)
- **300 Reebok HRN products** seeded to community IRL, deepening brand experience for those taking a piece of the collection home

*The event provided a forum for connectivity and relationship building by bringing together Reebok Collective members as well as the HRA winners -- a community of collaborators who engaged with one another around the brand.*







SEE THE HUMAN  
BEHIND THE RIGHTS

RIGHTS

POSSIBLE BY

Thank You