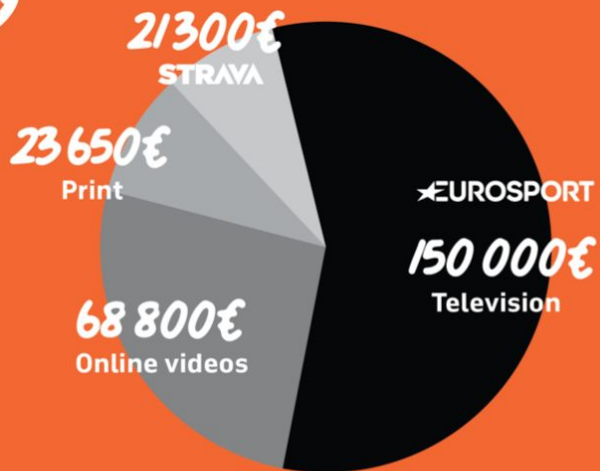


**BRAND  
BUILDING**



**SALES  
ACTIVATION**





*Isadore*

+

*la*PASSIONE®  
CYCLING COUTURE

↑ **35%** higher ad recall with  
lower media budget

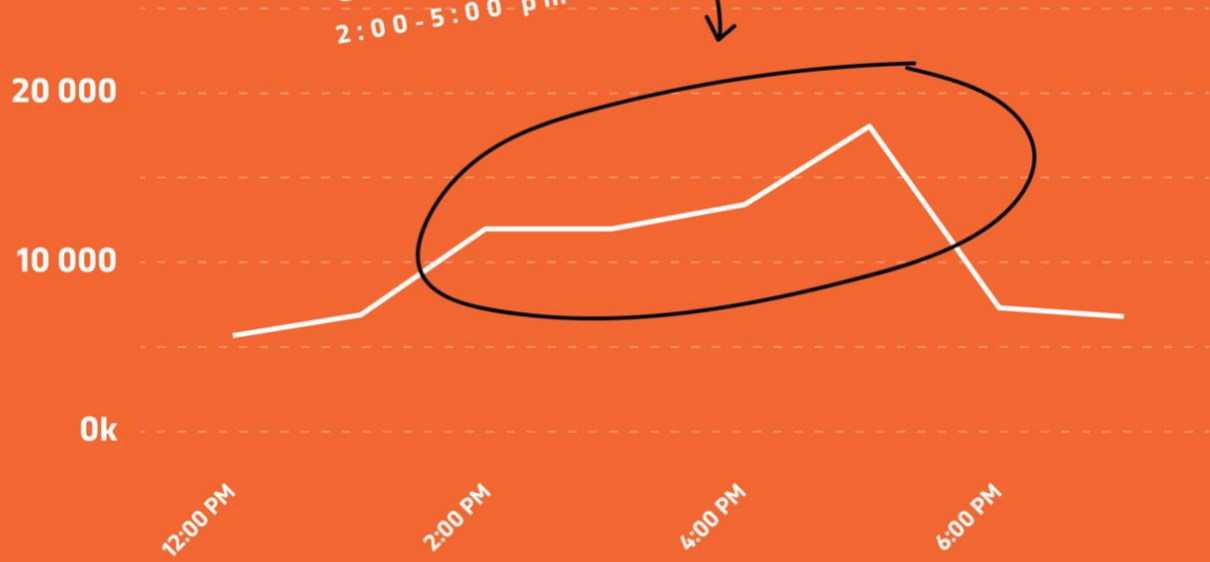
The TV spot has high likeability, customers rate it 8,5/10.

Source: Nielsen ADmosphere

Le  
de TOUR  
FRANCE

ETAPS

2:00 - 5:00 pm



USERS

*PURCHASE  
INTENT*



**+52%**

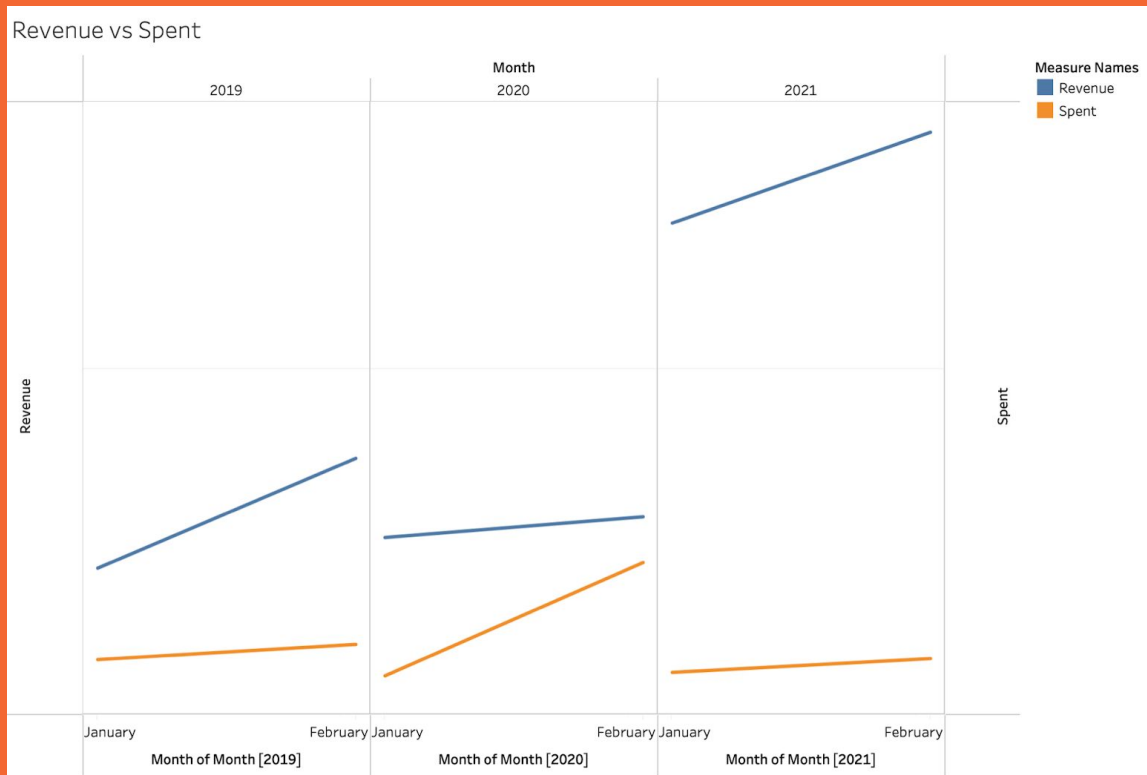
*IMPROVED  
BRAND  
PERCEPTION*

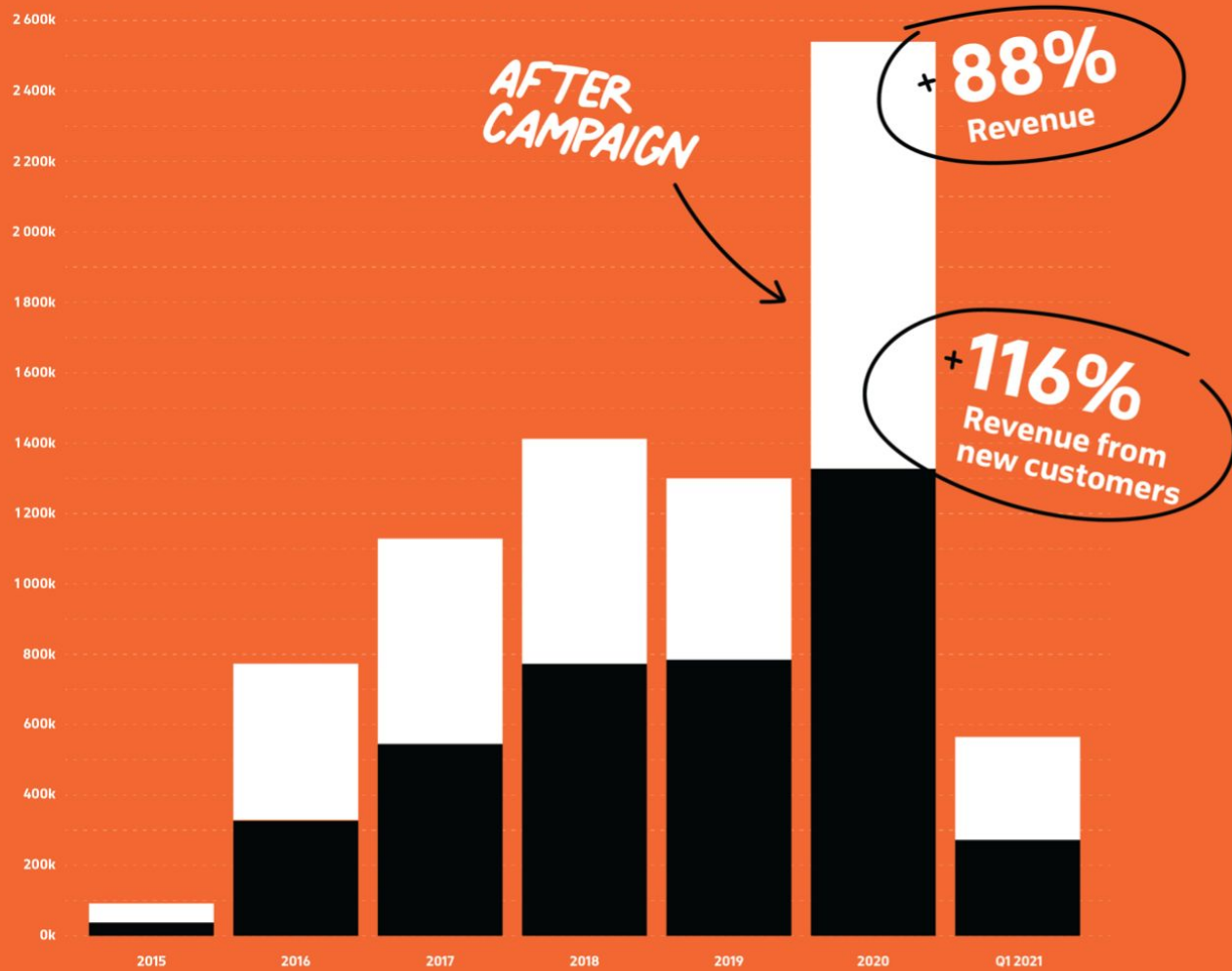


**+49%**

Revenue growth  
during campaign  
**+ 177%**  
Year-over-Year

Revenue growth  
after campaign  
+186,5%  
Year-over-Year





## Revenue:

- RETURNING CUSTOMER
- NEW CUSTOMER

\*Orders without tax

Campaign pays back the investment immediately and growth continues after it.

Total Campaign Cost (production, media):

**360 000 €**

Growth of Online Revenue in 2020:

**1 180 000 €**

Campaign acquires high quality customers:

- Average Order Value remained stable - before campaign 178€, after campaign 186€
- Retention rate and Order Frequency of new customers is similar to returning customers