

hub.

HUB CASE STUDY:  
WHITE NOISE CAMPAIGN

saucony





# SAUCONY: WHITE NOISE

## Campaign Overview

Since its foundation in 1898, the Saucony brand has become synonymous, among athletes and serious runners, with quality running shoes and apparel.

With their popularity in the dedicated running community already firmly established, Saucony set their sights on achieving broader commercial appeal. Their latest footwear collection, White Noise, was created with more casual markets in mind. The collection features nine new trainers that pair Saucony's patented technology with fashionable designs.

Saucony planned to launch the new collection with a campaign that celebrated the meditative effects of running. This was to be promot-

ed on their website and through popular social media platforms. For the first time, their strategy also included video content.

Hub developed a creative treatment that both opened up the campaign to a broader range of markets and extended its lifespan beyond what was originally planned. A set of studio-based product videos, two live action commercials, and a series of photographs were produced.

Saucony praised Hub for their use of video to get the required messaging across in a succinct and focused manner, elevating the campaign in new and exciting ways.

*If you wish to view video Saucony's White Noise campaign Concept 01 video, please [click below to watch](#).*



## BACKGROUND TO CAMPAIGN

### Saucony



Saucony have been producing footwear for athletes since the end of the nineteenth century. In the midst of the late 70s/early 80s running craze, they became one of the most sought-after brands among running enthusiasts. Over three decades later, Saucony have maintained their popularity in professional and dedicated running circles, however they are yet to break into more casual markets.

Saucony approached Hub to produce the campaign to launch White Noise, their latest collection of running shoes. The collection was designed to appeal to occasional and inexperienced runners as well as existing Saucony consumers. The shoes contain some of the same features seen in Saucony's technical ranges, but also boast a more minimal and fashionable design.

One way to sell more running shoes is to create more runners.

With that in mind, Saucony decided to promote the lifestyle benefits of running in order to entice a new group of consumers. Alongside life-long runners, they wished to target individuals who live in stressful urban environments are looking for a way to escape modern life. To be effective, this campaign needed to be about more than just shoes.

### Insight

One way to sell more running shoes is to create more runners. With that in mind, Saucony decided to promote the lifestyle benefits of running in order to entice a new group of consumers. Alongside life-long runners, they wished to target individuals who live in stressful urban environments are looking for a way to escape modern life. To be effective, this campaign needed to be about more than just shoes.



## Technical Product Video

Behind the White Noise collection's stylish design, lies over a hundred years of knowledge regarding what makes a great running shoe. It was important that this campaign not only promoted the collection's distinct look, but also its technical prowess. With this in mind, it was decided that the videos would feature 360-degree product fly-arounds. These would be overlaid with animated text and graphical elements that highlight the shoes' technical specifications.

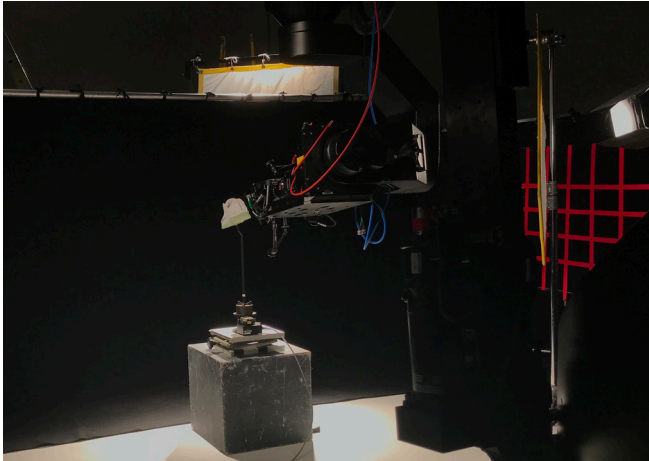
In order to truly capture the textures, colours, and material quality of the White Noise collection, Hub opted to shoot footage of the actual product rather than build 3D digital models. The decision to do this presented a number of technical challenges. However, with Saucony's legacy of technical innovation, it seemed appropriate to approach the production of these videos with a similar solutions-focused technical mindset.

*Behind the scene: Saucony White Noise collection shoot. [Click images below to watch the Behind the Scene video.](#)*





Behind the scene:Saucony White Noise collection shoot.



To achieve the 360-degree fly-around effect, without the immense cost and impracticality of a 360 backdrop, a motion-controlled MILO rig and turntable were used. The shoes were mounted on the rotating turntable while the rig's computer-controlled robotic arm was programmed to move in and out and capture details.

The rig's every movement was meticulously planned, requiring mathematical precision. This allowed for shots to be captured in a reliable, and repeatable fashion, and resulted in footage that appears smooth and effortless.

Following the shoot, in order to attach the animated text and graphical elements onto the rotating shoes, the product footage and rig movements had to be imported into a 3D program. This data was used to map a 3D space, onto which the animated text and graphical elements could be pinned.

The final series of videos marries stylish aesthetics with a highly technologically proficient method of production. What better way to showcase Saucony's new collection.

If you wish to view video Saucony's White Noise product video, please [click below to watch](#).





## Live Action Commercials

As part of Saucony's strategy to attract a broader base of consumer, they planned to promote the White Noise collection by championing the lifestyle benefits of running. Through a live action commercial, they wanted to illustrate how running is able to provide an escape from the hustle and bustle of modern life.

Hub proposed for two separate commercials to be produced instead of one, broadening the campaign's ability to target different markets and extending its lifespan. These two commercials would take an audio-led approach, following three runners as they turn the sounds of the city into white noise through their running.

Shot in the wind and rain, over three days, and across multiple London locations, this was an extremely mobile production. A rickshaw, mounted with a camera on an electronic three-axis Ronin gimble, followed the runners as they moved through the city at speed. Avoiding traffic and pedestrians, this required careful plan-

ning and diligent management to ensure the safety of the cast, the crew, and the public.

Due to the use of the rickshaw and gimble, the camera's focus and aperture had to be manipulated remotely. Capturing sound, on the other hand, required the sound technician to sprint alongside the runners while holding a boom mic aloft. In the cool air of a British spring time, eight hours of running wasn't enough for the cast to work up a sweat. Fortunately, a makeup artist was also on-hand to apply fake sweat made out of a water and glycerine solution.

Through the talents of the cast and crew, and the magic of post-production, the finished videos depict a tranquil break from the madness of modern life, despite being filmed the middle of it!

*If you wish to view video the Live Action Commercials, please [click below to watch](#).*





Objectives

Saucony sought to commission a single live action commercial, a set of six product videos, and a series of 100 photographs. This content would need to champion the lifestyle benefits of running while simultaneously promoting the White Noise collection's aesthetics and technical attributes. The resulting campaign had to appeal to Saucony's existing audience of dedicated runners as well as to others who may be new to the hobby. Success would be monitored through engagement with the content on social media.



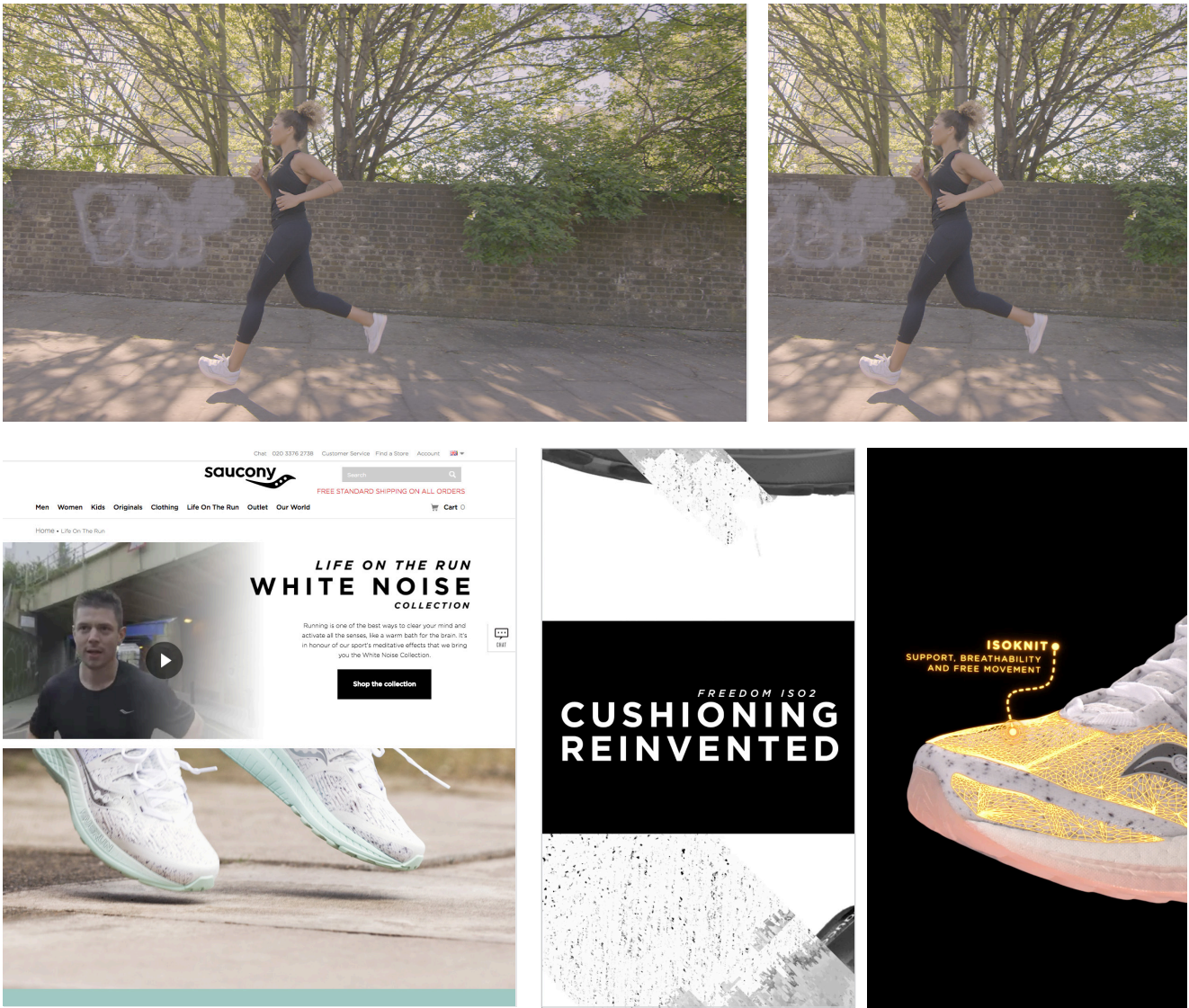


Strategy

Considering the campaign's requirement to engage with a broad and varied consumer base across a number of social platforms, Hub developed a treatment for a second live action commercial. This commercial could be produced in tandem with the other deliverables and would provide a range of content, including video cutdowns, GIFs, and stills.

The benefit of the increased variety in content would be three-fold; it would allow for greater customisation of messaging for different audiences and distribution methods, it would extend the campaign's lifespan by giving the option to drip-feed content over time, and it would provide new content for use when retargeting.

Various deliverables to provide a range of content including video cutdowns for their website, 1 x 1 and vertical formats for social media etc.





## RESULTS TO DATE

The first part of the campaign *immediately*

**increased Saucony website visits by 26%**

compared to last year. The campaign is currently on a roll out with 75% of the content yet to be released.





“

We loved that Hub understood what the brand was trying to achieve.

Hub came up with an idea that helped tell the story in an even stronger way.

*Jonny Quint, Marketing Director, EMEA Saucony*





“

We're really impressed by the amount of detail and depth Hub have gone into.

It's really exciting to focus more on video in our strategy... It elevates things a lot further.

Working with Hub has made us realise how much goes into making video and into getting it right.

*Emma Roache, Digital Marketing Manager, EMEA Saucony*



## FOR FURTHER INFORMATION

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