



A TONGAL + SOCIALCODE CASE STUDY

How New Balance **Increased Viewership 5X** by Optimizing Content For Facebook

SOCIAL
CODE



THE CAMPAIGN

GREATER THAN THE WIN

GOAL: Build brand loyalty by showing consumers that New Balance is a modern, progressive and inspiring brand for today's athlete.

New Balance knows every athlete has a story to tell. Working with Tongal, the global athletic brand developed its *#GreaterThanTheWin* campaign to bring these stories to life.

Together, we sourced authentic stories of exceptional young athletes from around the world: from Victor, the champion cricket player from humble beginnings; to Emmy, the underdog Boxer; to Bryce, the homeless student turned track star. Then, Tongal filmmakers were tasked with capturing their journeys.

*"The *#GreaterThanTheWin* film series tells the **unique and inspiring stories** of athletes intent on carving their own path, whom we admired and think reflect the new **values of New Balance.**"*



MEET THE ATHLETES

THE **UNTOLD** STORIES

57 STORIES SUBMITTED **46** FILMMAKER PITCHES **13** COUNTRIES REPRESENTED



BRYCE ROBINSON

Video by: Michael Kortlander



HELLCAT

Video by: Chris Logan Harley



VICTOR DAVIES

Video by: Indie Machines



THE PARTNERSHIP

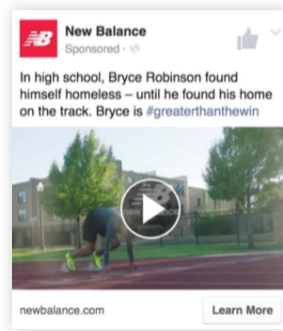
THE TONGAL + SOCIALCODE ADVANTAGE

New Balance is the first joint client to benefit from the Tongal-SocialCode partnership, with Tongal developing the campaign and SocialCode informing the best creative approach for deploying it on Facebook.

Using the original video and three optimized 90- and 15-second cuts, SocialCode conducted a four cell test on the creative to evaluate performance between mobile, newsfeed optimized videos and conventional videos.

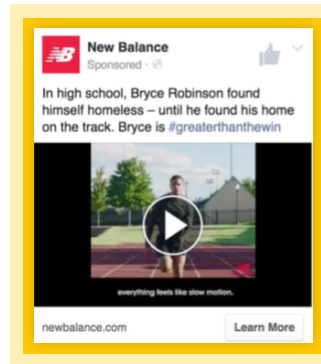
THE RESULT? The optimized 90-second video and 15-second version B vastly outperformed the original video on view rate, video retention and ad recall.

New Balance is already leveraging key campaign learnings to inform strategy for subsequent projects.



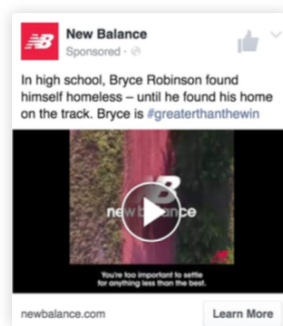
ORIGINAL:90

Long-form story build, no captions, logo on opening title, no logo watermark



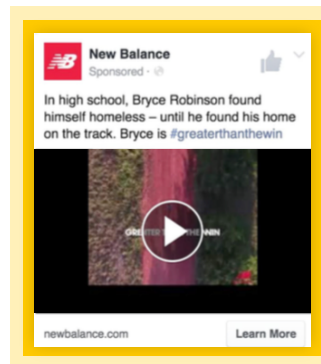
OPTIMIZED:90

Facebook format, no sound or captions, logo in first :02, logo watermark



VERSION A :15

Optimized length, no sound or captions, logo on first frame



VERSION B :15

Optimized length, no sound or captions, no logo in opening title

KEY TEST FINDINGS

OPTIMIZING FOR THE PLATFORM PAYS OFF

Content optimized for the Facebook newsfeed saw significantly more viewership than non-optimized ads. The 15-second version saw **5x more views up to 95% completion**, while the 90-second version saw **3x more views**.

SHORTER ISN'T ALWAYS BETTER

Ad recall was 20% higher for both the optimized 90-second spot and Version B of the 15-second spot, compared with the original, non-optimized video. Length of a video is not a strong indicator of performance on Facebook. This test proved that engaging content that is optimized to the platform can significantly outperform shorter-form content.

CREATE AN EMOTIONAL CONNECTION EARLY

Establishing an emotional hook within the first few seconds—before introducing branded imagery—retains viewers more effectively. The view-to-10 second rates for the top performing pieces of content that leveraged this strategy were **1.7x to 3.4x higher** than the bottom performers.

Viewer Retention :90 Videos



Viewer Retention :15 Videos



CAMPAIGN SNAPSHOT

A GLOBAL SUCCESS

"This campaign resonated with our audiences because of the **meaningful, authentic stories** that Tongal found and brought to life with their unique approach to content development. The consumer behavior learnings from SocialCode helped us **plan, distribute and optimize** it in the best possible way. The results have definitely influenced how we think about our content marketing strategy."

- Steven Ruhl, New Balance, Global Brand Marketing

AT A
GLANCE:

8.6M

Impressions

2.4x

Increase in Comments

on the New Balance U.S.
YouTube Channel

4.7M+

Video Views

5

Countries Aired Ad

United States, New
Zealand, Canada,
Australia & Spain