

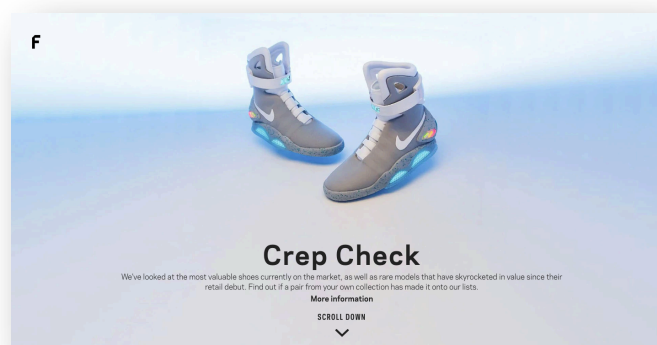
CASE STUDY

Client: Farfetch

Campaign: [Crep Check](#)

Markets: UK

Services: Creative Campaign development and Strategic Outreach



The objectives:

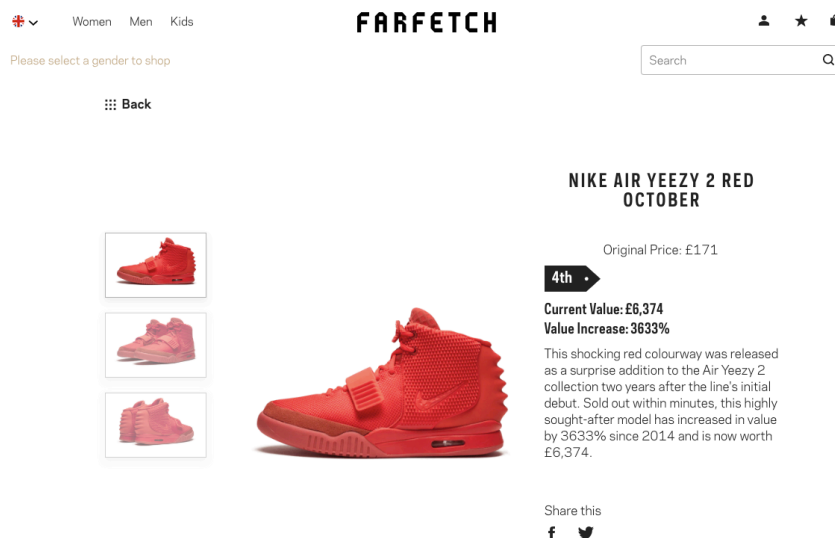
The overall objectives were to:

1. Achieve top-tier, authoritative, editorially valid links that increase site authority.
2. Deliver a LinkScore of at least 2,500 points.
3. Support and increase brand recognition efforts through coverage, social and print.

What we did:

Sneaker fans are some of the most passionate collectors, and the resale market is now worth well over \$1 billion. From Nike Dunks, to Air Jordans, some of the rarest pairs of shoes can fetch tens of thousands of dollars at auction, while others have seen their value appreciate by more than 1000x their original price.

Lifestyle, hip-hop, streetwear fashion, and money journalists love to follow the most recent collectible sneaker trends and valuations. We wanted to tap into the conversation by providing a definitive breakdown of the most valuable and appreciative trainers in modern times. By collaborating with Stadium Goods', THE experts in this particular area, we were able to bring together interesting data along with the opinions of professional valuers to help tell how and why so many of these shoes have become worth such vast sums of money.



The results:

- **A surprising and unique creative campaign** was produced which had broad appeal for journalists and general public.
- The **achieved 130 linking root domains** (and still counting) from some of the biggest authority sites including; [CNN](#), [MSN](#), [CNBC](#), [Daily Mail](#), [Yahoo](#), [Business Insider](#), [GQ](#) and [Glamour](#).



- Already more than **1,731,406 coverage views**
- **17,115** social shares
- A Linkscore of **4,206** points.