

Case Study

ADIDAS X SPEEDPORTAL FORTNITE ACTIVATION

Role: Influencer Strategy & Campaign Lead
Audience: Teens & Gamers (18–24, U.S.)

MISSION

Increase awareness and gameplay of adidas' X Speedportal Fortnite Creative map while promoting the X Speedportal cleats line to teen and young adult gaming audiences.

STRATEGY

Activate a dual creator model:

- Gaming creators to drive Fortnite map awareness and gameplay
- Athlete creators to promote X Speedportal cleats through sport-driven storytelling

Deploy a multi-platform content mix (TikTok, YouTube, Twitch) for reach + engagement.
Leverage short-form content for virality and Twitch livestreams for deep gameplay immersion.

EXECUTION

Collaborated with creators across gaming and sports verticals.
Delivered a mix of:

- Short-form TikTok & YouTube content highlighting the Fortnite map + cleats
- Twitch livestreams showcasing gameplay inside the X Speedportal Fortnite experience

Ensured messaging balance between brand product and in-game activation.

RESULTS

11.3M	344K	743K
TikTok views	Twitch views	YouTube views
+8.3M over-delivery	+169K over-delivery	+20K over-delivery

All platforms exceeded guaranteed view goals, validating the dual-creator strategy and cross-platform distribution model.

IMPACT

Successfully connected adidas' cleats narrative with gaming culture, bridging athletic performance and Fortnite engagement to elevate X Speedportal awareness among Gen Z.

