

## 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

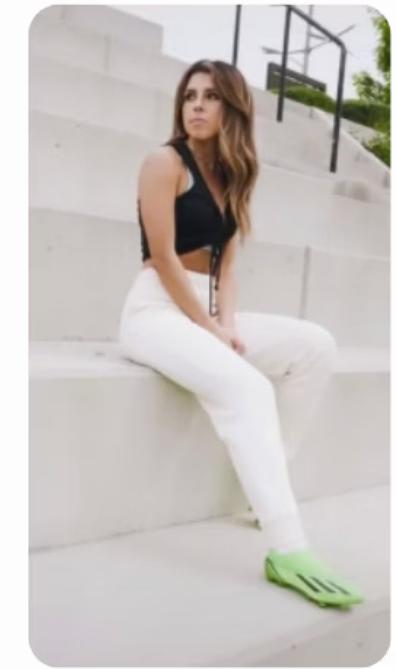
Deploy a multi-platform content mix (TikTok, YouTube, Twitch) for reach + engagement.

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**

TikTok views

+8.3M over-delivery

**344K**

Twitch views

+169K over-delivery

**743K**

YouTube views

+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.