



CASE STUDY

Adidas Scores Big With Real-Time Personalized Video

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Sometimes it's hard to stand out in a crowd — especially one of 30,000. But adidas found a way to do it, spotlighting every single runner in one of the most iconic races in the world.

As a lead sponsor of the Boston Marathon, adidas wanted to go beyond standard race-day swag. They wanted something memorable, meaningful and, of course, shareable. So they teamed up with digital marketing agency [Grow](#) and Idomoo to create a truly personalized post-race experience: a custom video for every runner, celebrating their incredible achievement, delivered with a lightning-fast turnaround.

How They Did It

Marathon runners put in months of work leading up to race day. Adidas wanted to capture that emotion, that sense of triumph — and make it personal.

But doing that at scale? That's where things get tricky. The creative vision was ambitious:

- ✓ Include actual race footage of each runner.
- ✓ Personalize the video with their name, race data and more.
- ✓ Deliver the finished videos the same day as the event, while buzz was still at its peak.

No pressure, right? Of course, for us, the scale of 30,000 videos was fairly small. We regularly do campaigns with *millions* of Personalized Videos. But what made this campaign unique was using footage from each individual runner and delivering the personalized recap to runners so quickly after the race.

“ **The result is an epic personal highlight film for every single runner who becomes part of the legend of this incredible event.**

— **Drew Ungvarsky**

*CEO and Executive Creative Director
Grow*

Grow handled the on-the-ground filming with a full crew — 18 people and 8 cameras along the course. Using the RFID chip embedded in each runner’s bib, they matched individual footage and race data to each runner.

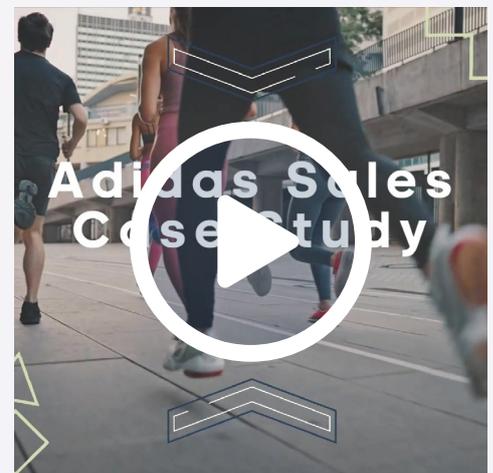
That’s where we came in.

Our platform made it possible to generate a unique video for each individual in a few hours — 100x faster than real time — while maintaining full creative flexibility.

The personalized elements (names, footage, times) were built into the video before rendering, not layered on top, so every video was studio-quality.

Watch This Case Study

If you’d rather see this story in motion, check out the video summary by our AI, [Lucas](#).



A Side-by-Side Comparison of 2 Personalized Videos



“Our idea was to harness the power of 30,000 runners – generating data from the very race bibs that sport the adidas logo – and transform the entire race into a creation engine,” said Drew Ungvarsky, Grow’s CEO and Executive Creative Director. “The result is an epic personal highlight film for every single runner who becomes part of the legend of this incredible event.”

In short, the runners became the stars of their own sports [highlight reel](#), and they got it while the excitement was still fresh.

Winning Big

So how did it go? In a word: legendary.

Over 25% of runners shared their video on social media. (Let’s be real – if you run a marathon, you’ve earned the right to brag a little.)

Those shares drove hundreds of thousands of views. Videos had an impressive 95% completion rate. And they attracted lots of online attention, including several media mentions. All told, the campaign brought over 80,000 visitors to adidas’ web properties.

“While crossing the finish line at the end of the day is likely a deeply satisfying reward in itself, adidas added a lovely (and very impressive) personalized touch for each runner.”

ADWEEK

“The achievement comes at a time when personalization is growing increasingly important, but is often an area where marketers miss the mark.”

MARKETINGDIVE

“An astounding example that speaks to how effectively content personalization can combat content shock.”

TRW

“Most runners would love to have a beautifully crafted recap video. Fortunately if you’re running this year’s Boston, someone else is doing the work for you.”

RUNNER’S WORLD

The email campaign delivering the videos more than doubled open rates, and product sales driven by the emails jumped an incredible 1,189%.

That’s not a typo. Eleven. Hundred. Percent.

“We’re capturing the excitement, support, and celebration that is Boston in a way no one has ever done before,” said Paul Bowyer, head of adidas Running U.S. “In our 30th year of partnership, [we’re] creating an epic moment for Boston by harnessing the power of technology and 30,000 runners to highlight the pride, firsts, wins, personal records and energy of runners who will become legends.”

A Look at the Stats

30,000
Personalized Videos

1,189%
increase in sales

95%
video completion rate

2x
email open rate

25%
social share rate

80,000+
site visitors

Off to the Race

Bowyer summed it up well. This campaign didn’t just celebrate achievement. It embodied it. Adidas showed how technology and creativity can come together to make marketing truly human: emotional, timely and share-worthy.

And thanks to Idomoo’s real-time video rendering, they did it all in record time – no marathon training required.

Want to wow your customers? We can help you cross the finish line.

[REQUEST A DEMO](#)