

# STRIDE SHOES WWW.STRIDE-ON.COM

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INFORMATION  
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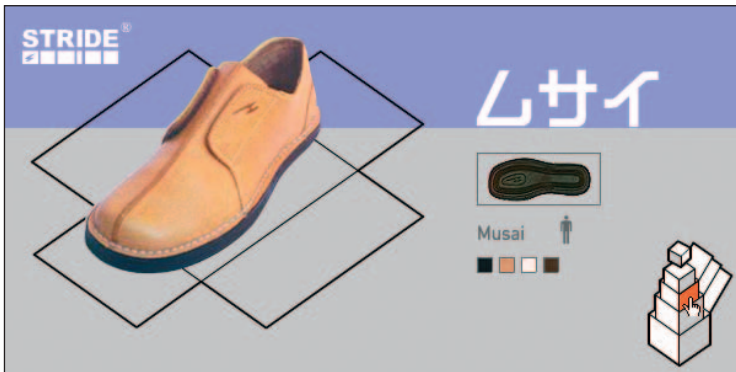
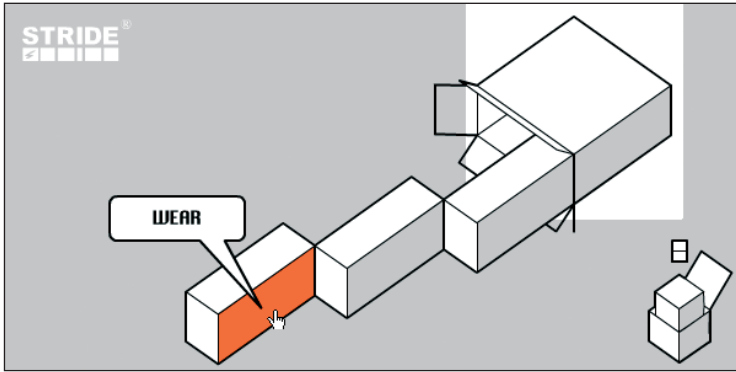


'SAVE YOURSELF!' WAS ONE OF THE NOW-YOU-see-it-now-you-don't blipverts flashing up subliminally on the shoe company, Stride's, website. It had the first connected screensaver, updating itself instantly on-line to give the audience – that broad and difficult to target 'youth' market – a daily dose of the Voice of Stride. The site generated coverage in both the youth culture/style press like *Sky* and in trade magazines.

Games such as 'Learn to Dance' riffed on the Fifties follow-the-footprint dance mats only updated with Stride shoe soles; while Pachinko translated the popular Japanese arcade game – a cross between pinball and a fruit machine – for the web. Even more impressive: though not an e-commerce site, Stride managed to sell 10,000 pairs of shoes in Asia because of the site alone.

'FIBRE NOT ONLY ANSWERED THE BRIEF, THEY INFLUENCED THE MARKETING DIRECTION OF STRIDE'

Craig Throne – Overland



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