

ebay™

PRESENTS

POST SHOW REPORT

# SNEAKERNESS®

30 SEPT – 01 OCT 2023

THE TRUMAN BREWERY LONDON

[www.sneakerness.com](http://www.sneakerness.com)

Evening  
Standard

Christian  
Louboutin

THE EDIT LDN™



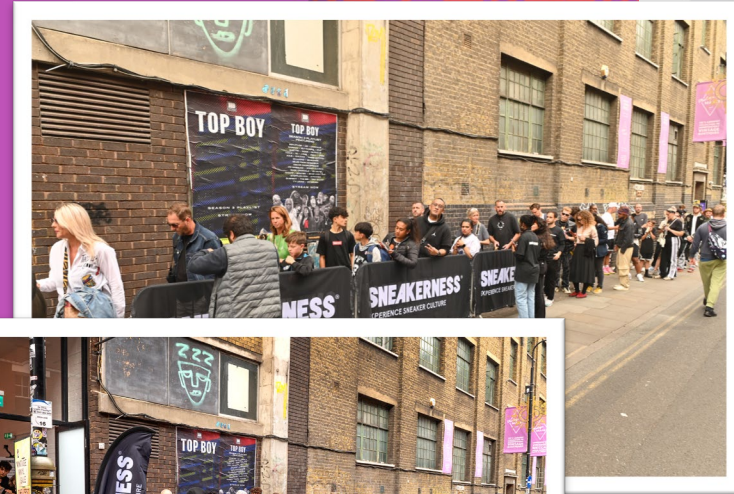
2K24



CHILLY'S

## THE CONCEPT, THE LAUNCH

SNEAKERNESS LDN is a convention that promotes and connects the premium sneaker, fashion and lifestyle scene. It offered an attractive platform for the launch, sale and trade of rare and exclusive sneaker collector's items, high end fashion as well as immersive activations that engage a dedicated audience within the urban street culture market. SNEAKERNESS LDN 2023 combined fashion, music, gaming, art and sports for our audience.



# ACTIVATIONS

SNEAKERNESS LDN created different immersive activation areas that set a new and fresh mindset for our community and partners. The objective was to ensure the growth of the sneaker community and to create an immersive platform for brands to connect with the community



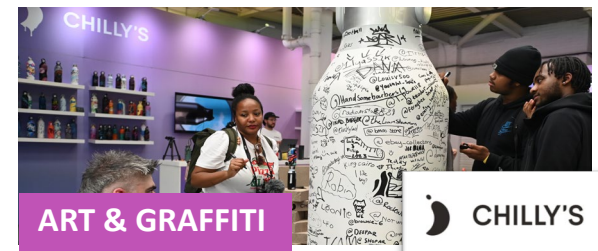
## SNEAKERS

**Special Sneaker Release**, Best Sneaker worn, Sneaker Exhibition, **Sneaker Auction**



## FASHION & TRENDS

**eBay Main stage**, talks about **fashion** what to wear with your sneakers, what's trending, panel talks and **Celeb appearances**



## ART & GRAFFITI

**Graffiti, Art**, customise your Chilly's water bottle with the latest Graffiti



## BASKETBALL

**Score on Me Basketball** tournament with Jamell Anderson & Christian Louboutin



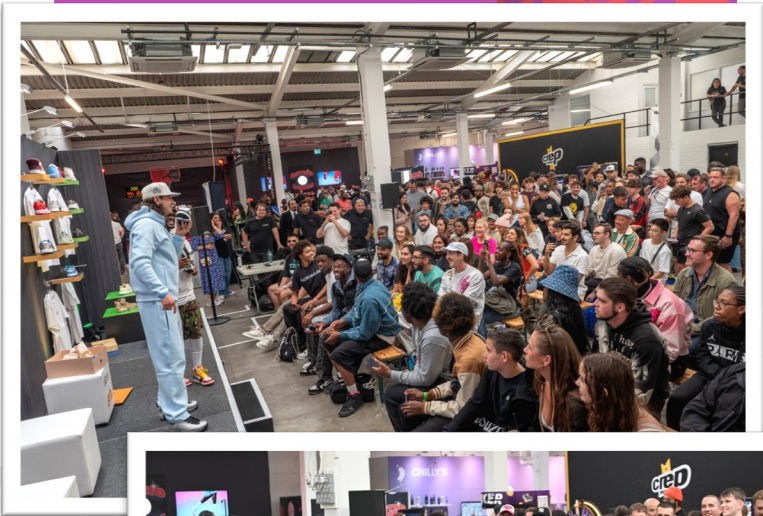
## GAMING & TECH

Gaming experience with **EDIT LDN & NBA 2K24 Basketball in Gaming**



## SUSTAINABILITY

**VYN Sneakers** activated their **SUSTAINABLE Sneakers** – the Future of Footwear



# VISITOR STATS

SATURDAY, 30<sup>th</sup> SEPTEMBER

4,025 Visitors

SUNDAY 01<sup>st</sup> OCTOBER

2,996 Visitors

TOTAL VISITORS OVER 2 DAYS

**7,021**

OVERVIEW - [SNEAKERNESS LDN '23 YOU TUBE](#)

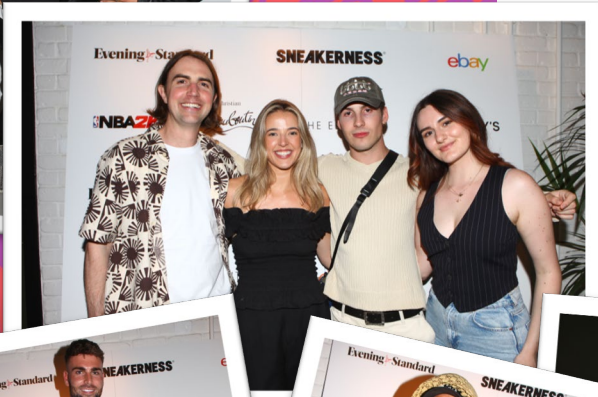
# VIP LAUNCH PARTY

SNEAKERNESS LDN hosted an exclusive VIP launch party at KoKo's Camden

THURSDAY, 38<sup>th</sup> SEPTEMBER

700 INVITED

VIP PARTY - [SNEAKERNESS LDN VIP PARTY YOU TUBE](#)



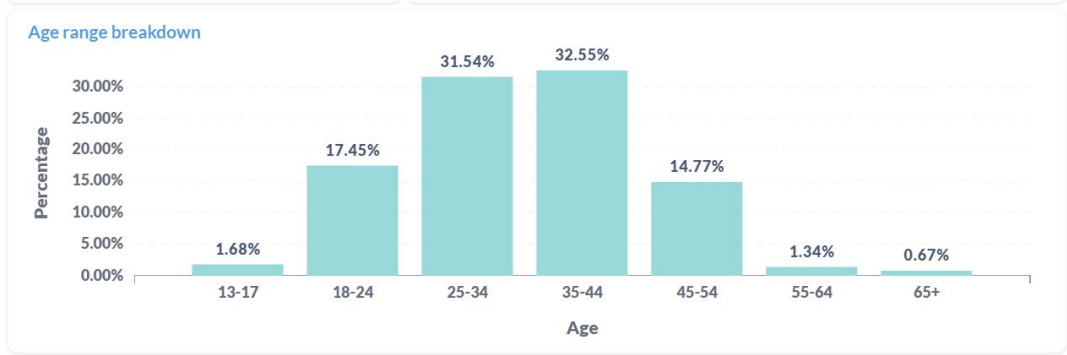
# VISITOR DEMOGRAPHICS

## AGE BREAKDOWN

32.55% - 35 -44 yrs

31.54% - 25 – 34 yrs

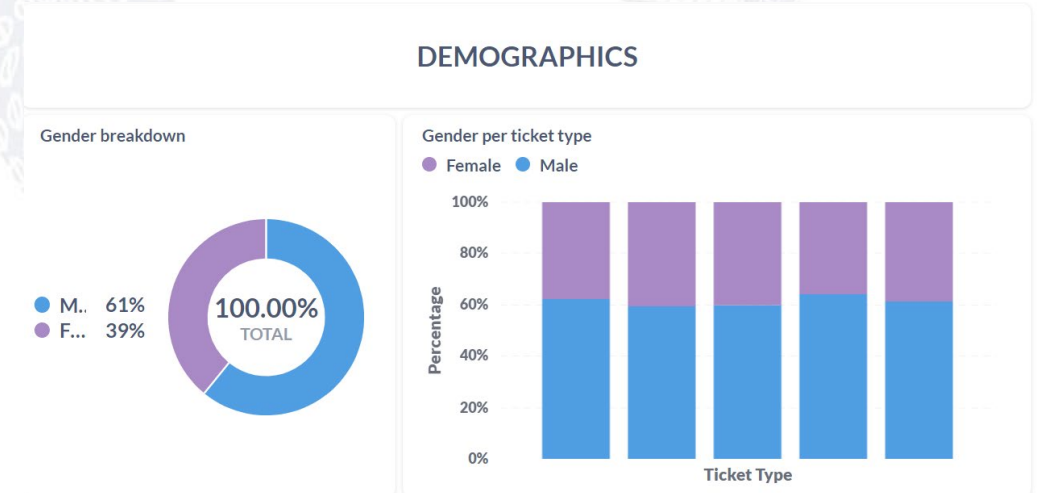
17.45% - 18 – 24 yrs



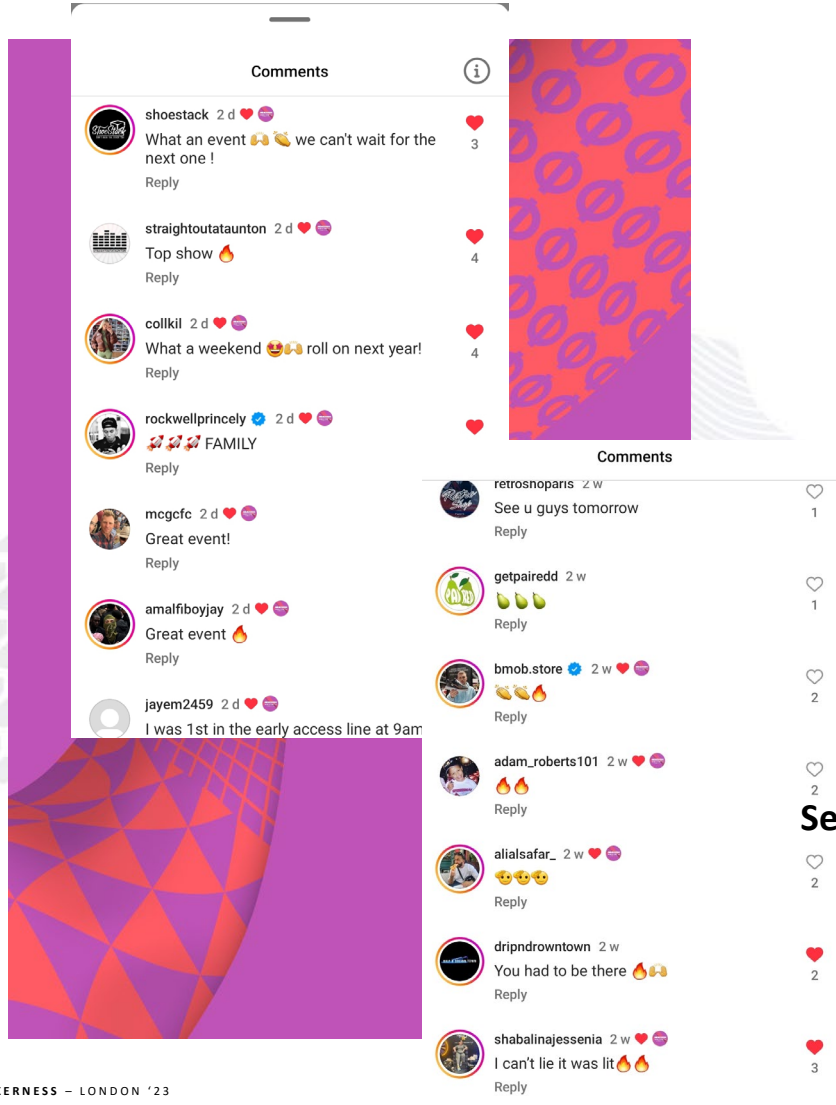
## GENDER

61% - MALE

39% - FEMALE



# VISITOR TESTIMONIALS



“Best Event Ever”

“can't wait for the next one”

“This event was LIT”

“Great Event”

See Visitor Overview - [YOU TUBE VISITOR RESPONSE](#)

# CAMPAIGN REACH – PRINT

ES Print	TOTAL	READERS	DAILY COPIES	PRINT VALUE
Adverts (ES Mag + ES)	15	907K	491K	£343K
Articles (ES Mag) DPS	2	402K	181K	£420K
Coverwrap (ES)	2	505K	310K	£180k

## TOTAL REACH - 1,814M

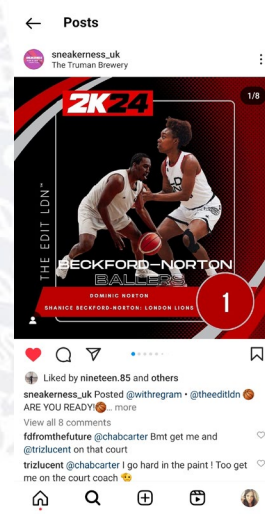
## TOTAL VALUE - £930K





# CAMPAIGN REACH – SOCIAL MEDIA

SOCIAL MEDIA	TOTAL POSTS	REACH	POST REACH
Instagram - Sneakerness_uk	1497 stories & posts	5.1M	1.2M
TikTok - Sneakerness_uk	21 videos	57K	50K
Twitter - ES	18	172.4K	2.5K
TikTok - ES	7 videos	4.4M	73K
Instagram - ES	3	150K	702K



**TOTAL REACH – 9.8M**



# CAMPAIGN REACH – DIGITAL

ES Digital	Total	Send Count
Eshots	5	939K
The Insider	3	104k
The Weekender	5	30k
Stylist Live	1	77k



**20% DISCOUNT TO SNEAKERNESS LDN**

Use **ESSNEAKERNESS20** code to redeem your discount.

[BUY TICKETS](#)

BRING THE WHOLE FAMILY FOR A SNEAKERNESS DAY  
OUT! Kid's under 10yrs old enter for free, when accompanied by  
adult with a day ticket.

Kids, Mum's & Dads and the whole family will enjoy a day out at  
SNEAKERNESS LDN 30th Sept – 01st Oct at the Truman  
Brewery. With so much to see and do, why not make it a day



**ONLY TWO WEEKS TILL SNEAKERNESS LONDON!**

Join us at the most exclusive and jaw-dropping Premium Sneaker  
Event ever, SNEAKERNESS LDN 30th Sept – 01st Oct at the Truman  
Brewery.



**TOTAL REACH – 1.1M**