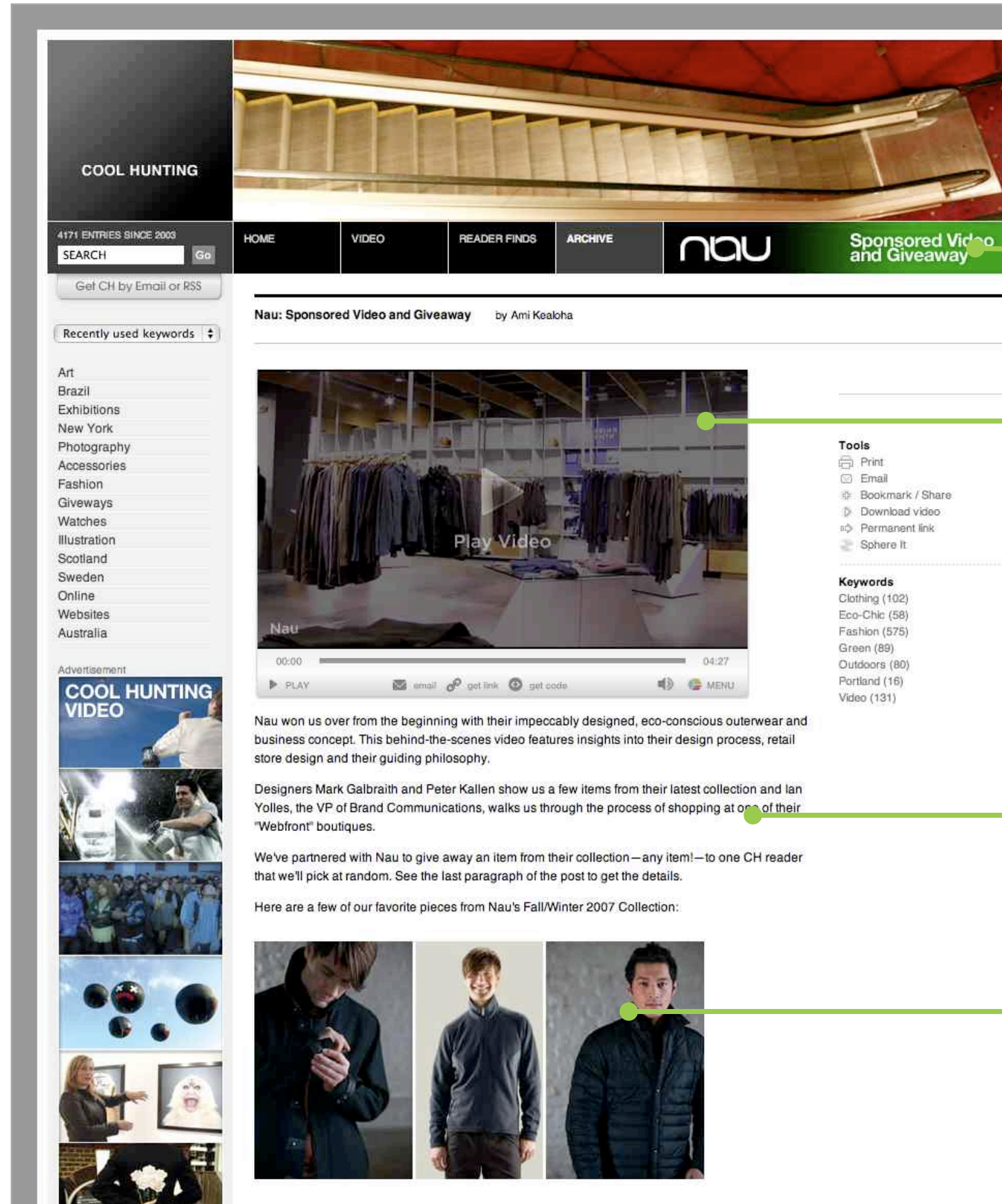


MULTIFACETED SITE TAKEOVER

For eco-conscious outdoors wear company Nau, Cool Hunting produced editorial print and video coverage, organized a contest and created a custom ad unit to form an integrated, non-intrusive custom campaign in the form of an advertorial site takeover. They also collected names for Nau's mailing list and newsletter.



Custom tag on home page header placed in highly visible prominent position on all pages provided a contextual click through to Nau's website. Nau experienced a spike in traffic throughout the campaign.

Cool Hunting's Webby award winning video team produced a behind the scenes look at Nau highlighting their environmentally friendly business philosophy. This "sponsored" video has the same look and feel of our editorial videos and reaches an audience of over 100,000 in its first month. Cool Hunting was able to effectively and efficiently expose interesting aspects of the brand through a new engaging medium. Watch the video here: [http://www.coolhunting.com/archives/2007/11/nau\\_sponsored\\_v.php](http://www.coolhunting.com/archives/2007/11/nau_sponsored_v.php)

Cool Hunting staff selected a few of their favorite pieces to highlight editorially in print to accompany the video, forming a more holistic custom campaign.

To help build Nau's client database Cool Hunting ran a contest where contestants needed to join Nau's mailing list in order to enter a contest; the winner was able to choose a Nau product of their choice. Nau was extremely happy with the volume of new subscribers to their mailing list.

