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## **New Balance to Brandlive Broadcast Launch of its Latest Running Shoe**

*Live interactive video drives simultaneous in-store shopping experience and online ecommerce conversions*

PORTLAND, Ore. and BOSTON — August 12, 2014 — [Brandlive](#), a real-time online video + social + commerce platform for brands to showcase products, engage customers and spark sales, today announced New Balance as its latest customer. The footwear manufacturer and its retail partners are harnessing the power of live interactive product demonstrations with a series of [online and in-store video](#) events running August 11-14.

The four-day campaign will debut version four of New Balance's popular 880 shoe line to employees and the retail channel, and culminates in a nationwide online and in-store customer Brandlive on August 14 at 7 p.m. EDT.

This omnichannel initiative will feature special sales demonstrations broadcast online and to approximately 50 running and sporting apparel retail stores across the U.S. In-store and online shoppers will connect via video kiosks or any standard web browser to a video feed from New Balance's Boston headquarters, where product experts Kevin Adams, Keith Kelly and Claire Wood will be on hand to showcase the latest 880 features and answer questions sent in via online messaging. The integrated video, chat, social feeds and ecommerce will be powered by Brandlive.

"Brandlive's online video and social platform gives our omnichannel marketing a powerful and consistent means of visually connecting with fans and customers, bridging the gap between in-store and online," said Tom Taylor, New Balance Spokesperson. "I can't think of a better way for us to tell the fantastic story of the new 880."

New Balance will also use the Brandlive platform on August 11-13 to conduct field rep training sessions, acquainting them with key product specs and the New Balance brand message.

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“We’re extremely excited to see the way New Balance is using our platform to combine both in-store and online conversations into a single engaging event,” said Fritz Brumder, CEO and co-founder of Brandlive. “We’ve been privileged to work with a who’s-who of brands to help each better connect with customers online, driving both engagement and sales conversions, but New Balance is adding a unique live retail component to leverage the best of both in-store and online.”

The online product launch sales event can be accessed here:

<http://newbalance.yourbrandlive.com/c/880v4/>.

**About Brandlive, Inc.:**

Brandlive, Inc. provides a cloud-based video + social + commerce software platform embraced by major brands to conduct live, interactive online product demonstrations, training and commerce. The innovative platform enables brands to scale their best product experts and salespeople directly to a global online audience. Clients such as GoPro, eBay, Levi’s, Rockwell Tools, Adidas and Nautilus use this solution to launch products, increase ecommerce sales, create innovative marketing programs and conduct better sales training.

Brandlive, Inc. is based in Portland, Oregon and can be found at

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