

## CIPR PRIDE AWARDS 2014

**REGION:** SOUTH OF ENGLAND  
**CATEGORY:** BEST USE OF SOCIAL MEDIA  
**AGENCY NAME:** OCTANE  
**CAMPAIGN NAME:** FIT FOR FESTIVE FASHION



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### 01. Brief & Objectives

How do you launch a party footwear collection in a saturated Christmas media landscape with only 6 weeks window from brief to launch? British label DUO approached Octane with this very challenge: launch their inaugural party collection and get fashion-conscious women quickly talking about the new range. All activity needed to reflect the 'fit' values associated with the brand, drive sales and start a dialogue with a younger demographic – customers not traditionally targeted.

### 02. Strategy & Tactics

Creating a tangible, interactive experience that could be optimised for online audiences lay at the heart of the strategy. Octane recommended hosting an in-store 'style night' entitled "Fit For Festive Fashion" to capture the interest of emerging fashion and lifestyle bloggers – contacts that could act as a gateway to younger customers and be galvanised to action in a short time frame. Contacts were selected on the proviso that they had high Google ranking blogs and were active across Twitter and Facebook, where there was already some chatter that would appeal to potential customers and fans.

By using a face-to-face launch event to start social dialogue, there were guest number restrictions which couldn't be solved without reallocating to a larger, more expensive venue. Octane solved this with a "coverage<sup>4</sup>" mechanic – a strategy based on developing four repeat commentary opportunities for each of the 40-strong guest list to stretch coverage opportunities.

### 03. Innovation & Creativity

#### (i) Enticing Competitions

Creating online content with genuine 'share appeal' can be a challenge for boutique brands. Although the social landscape is growing at a rapid pace, established competitors typically have generous advertising and gifting budgets to court or sponsor even the smallest of bloggers and vloggers. In order to address this inequality Octane proposed offering a 'money can't buy' prize - the chance to step in to a dream job for the day and design DUO's Christmas window display in their central London store.

Entry necessitated each invitee to post a #FitForFestiveFashion feature on their blog two weeks before the event, styling their dream party outfit around a pair of shoes from the new collection. A live submission and corresponding tweet confirmed their participation, with posts being cross fertilised across DUO's own social media channels.

**(ii) Expert Partner**

DUO's tailored footwear expertise needed to be amplified from the start. Octane secured the involvement of Cosmopolitan columnist Laura Puddy, a champion of inclusive catwalk sizes, to embody this message. As well as judging the blog outfit competition, Laura hosted a career Q&A alongside DUO's in-house designer, offering industry insights from a fashion and media perspective. Tweets and Instagram posts also formed a part of her contract in order to provide extra credible interaction

**(iii) Creative collateral**

Octane created a variety of material to drive campaign buy-in and maximise the "coverage<sup>4</sup>" target. A microsite was built to put relevant material quickly at the bloggers disposal and position DUO as an industry patron. It included tips from Laura Puddy, a comprehensive image directory and career advice. Specially commissioned photography with a younger aesthetic was used across all collateral and platforms to build campaign recognition in a small timeframe.

**(iv) Real Social**

An element of face-to-face activity made the virtual more visible, plus Octane colleagues could steer activity. A live tweet-up around the #FitForFestiveFashion hook encouraged attendees to share their own festive fashion disasters. The party décor and festive cocktails provided rich Snapchat and Instagram stimulus, with posts synchronised across DUO's own channels to increase the opportunities to see with the target audience.

**(v) Post Event Dialogue**

Every attendee left the event with a gift from the new collection, a tactic to drive the second wave of styling posts. How to work in fashion' career content provided the third set piece, and was optimised by providing Q&As from different roles and tips from Laura Puddy. The overall winner worked with DUO to create a 1920's themed window display that was featured in the local Covent Garden shopping magazine and spent a week as DUO's guest blogger, sharing their experiences directly with DUO's customers.

**04. Measurement & Evaluation**

Octane drove meaningful social media dialogue by giving a small target media realistic reasons to remain loyal before and after an event. Fit For Festive Fashion became more than just one night, with 40 fashion bloggers delivering 487 individual social media impressions in a six week period.

## Outputs

- The “Coverage<sup>4</sup>” blogger strategy was surpassed by 204% with coverage secured across blogs, Twitter, Facebook, Instagram and Snapchat:
  - 40 ‘dream party outfit’ entry posts and 40 corresponding tweets
  - 40 event attendance blog posts
  - 198 event social commentary on Snapchat, Twitter or Facebook
  - 43 gift review posts (3 bloggers featured their gift twice)
  - 18 career / industry related posts
  - 104 post event social interaction on Twitter
  - 6 prize related blog posts (runners up and winner)
- The #FitForFestiveFashion campaign hash tag featured in 100% of entry posts and 68% of total coverage. Chat reached an estimated 876k fans over the 6 week period (Source: Meltwater)

## Outcomes

- Week-on-week in-store traffic grew by 14% and sales for the party collection surpassed £62,000 in the pre-sale Christmas shopping window.
- Traffic to the party collection page on DUO’s ecommerce site grew by 19% and four styles sold out within three weeks – a month ahead of schedule.
- Where customers provided their age during the optional ecommerce registration process, the mean age of shoppers dropped from 37 to 29 years old.
- Laura Puddy’s involvement provided an independent endorsement that allowed DUO to credibly talk to a younger audience without diluting their fit message.
- There was a 1:3 cross cross-pollination rate across other social platforms for every blog post, tweet, facebook ‘like’ or instagram share, demonstrating that even a niche audience can make a big social media footprint.

## 05. Budgets & Cost effectiveness

Retail sales of £62K were delivered against a management budget of £6k with costs fixed at an additional £1,600. The campaign delivered over 8 times the value of the original investment.

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