

Wallflower Jeans Campaign a 'Dream Fit'

Social media and in-store activity engage target consumers during back-to-school season

By Joe Bush

NEW YORK — Using social media, a YouTube celebrity, QR codes and a contest, **Mamiye Brothers'** WallFlower Jeans brand ventured into uncharted waters this year with its back-to-school campaign called "Dream Fit."

"This is a real departure and an investment on every level," says Jennifer Bina, director of marketing, WallFlower Jeans, "from the media buy to the talent cost, production fees to the build of our internal resources — all while working with our PR, creative and digital marketing agencies. It's

been a worthwhile investment with an immense amount of learnings."

Guided by New York creative agency **Hyperbolic**, WallFlower presented an omnichannel appeal to its school-aged consumer target. In stores such as Kohl's, Meijer, BonTon, Shopko and Fred Meyer, shoppers could scan QR codes on displays and a label of each pair of WallFlower Jeans. The code reveals videos featuring Eva Gutowski, known for her YouTube series "My Life As Eva." She offers advice on the product's fit

and latest back-to-school fashion trends.

"In a hyper fragmented media world, we wanted to focus on influence more than traditional celebrity," says Bina. "We are still learning where and how consumers like to engage with the wealth of content



Shoppers could scan QR codes on displays and labels of WallFlower Jeans to access video content.

that we now offer them."

Videos and product information are featured on a microsite where consumers can sign up for "Dare To Dream," a contest to win a trip to meet Gutowski. Bina says that, in addition to sales, one of the success metrics is cost-per-lead-acquisition. Contest entrants must share their email addresses and date of birth.

"We're most satisfied with our leads-acquisition costs, which we very quickly optimized to reach well below \$1 per name," says Bina. "We identified one highly responsive audience group and activated it around its lead influencer and face of our campaign, Eva. It's a simple and highly efficient strategy that is positioning us for fast growth both on and offline."

Bina says the QR code was important because of the role brick-and-mortar plays in retail clothing. Despite the growth of online and mobile tools in consumer life, department stores remain by far the most important revenue channel in that category, she says. "In short, digital is the No. 1 influencer, but brick-and-mortar generates more than 80% of the apparel industry's total revenue. Therefore, we placed the store experience at the center of our marketing eco-system. We worked through the various stages of our engagement funnel to pull consumers into the lifestyle quality of the brand while in parallel delivering a consistent message about the product fit."

The contest, social media and PR drove awareness and store visits. Hyperbolic handled every aspect of the promotion, says Bina: strategy, creative, production and execution across all touchpoints. The agency coordinated all executions and managed the relationship with Gutowski and Kohl's, set up the QR code, built the microsite, planned digital marketing, and made sure the campaign message was consistent with the brand and audience.

Bina says the promotion took two months to plan and three months to produce. "This new campaign challenged every facet of our work, and the growing pain has been a tremendous growth opportunity that we are just starting to understand." **SM**

BRANDS: WallFlower Jeans

KEY INSIGHTS: Social media and the Web have huge influences on shoppers, but brick-and-mortar still carries the day for the apparel industry.

ACTIVATION: A "Dream Fit" campaign used a contest and social media for awareness, to drive store visits and to capture leads from entries. QR codes on displays and product labeling took consumers to videos featuring YouTube celebrity Eva Gutowski, a target audience influencer.