

Newsworks Awards 2016

McArthurGlen: #MGINSIDER – Hijacking London Fashion Week

Executive Summary:

McArthurGlen is a destination discount retailer, with 6 centres throughout the UK. Their key business challenge is that the brand is known for discount fashion, not designer fashion. It is also a common misconception that the product in-centre is dated or last season.

We needed to shift this perception of the brand and focus on heightening our fashion credentials, whilst reaffirming that the latest trends are available in-centre. To achieve this, we took 5 daily trends live from London Fashion Week (LFW) and proved we could instantly replicate this look with product from their outlets.

In order to achieve this, we needed to partner with a credible newsbrand that could offer us: live access to London Fashion Week shows and influencers, national scale, fashion heritage, and the framework to deliver live streaming around the clock, throughout the 5 days of LFW. Being an official LFW newsbrand sponsor, ESI Media was the perfect partner to deliver the trusted, authoritative voice, at the fashion moment of the year.

Background and Objectives:

To make this campaign a success and to drive immediate sales, we worked with ESI Media to overcome communication, consumer and business challenges.

As a non-e-commerce business that is unable to mention product or brand within communications, it becomes almost impossible to communicate our fashion offering to new customers, and persuade them to shop with us. So how do we sell a Prada coat, without mentioning the Prada brand?

Our audience increasingly demand fast-fashion and instant gratification when it comes to being inspired. In order to be perceived as a reputable fashion retailer, we needed to keep up with the pace of the ever-evolving world of fashion.

We also know that this audience seeks high-quality video content, served to them in channels that they frequently engage with and are inspired by. We needed to leverage our content with a newsbrand that still withholds fashion authority, and within the right channels.

Ultimately, we needed to capture the attention of this audience, engage them with our inspirational content, and give them a reason to shop with us.

The key to this was to reach the right people (fashionistas), in the right environment (social, online and print), with the right authority (ESI) and at the right moment (LFW).

Insight:

Our campaign framework was designed to put great content at the heart.

Firstly, we know that fashionistas respond to industry influencers over and above branded content. We therefore needed to gain traction by weaving celebrities, fashion designers and influencers into our communications.

Secondly, fashion at a local level can mean a very different thing across each of our 6 centres. The contents of a carrier bag at Bridgend is very different to the contents of a carrier bag at Cheshire Oaks. That said, all of our shoppers share one common desire – to look good, feel fine, and keep up with the latest trends.

By placing in-centre content alongside LFW content, not only could we meet the objectives of the campaign, but most importantly, we could make LFW accessible to the local catchments.

The Plan:

As an around-the-clock team: client, agency and publisher, we launched the #MGINSIDER campaign, which ran throughout the duration of LFW. The content partnership was designed to constantly seed live video content straight from the catwalk.

The campaign launched with a pre-promote in the LFW special edition of ES Mag which consisted of a full page advertorial, as well as a HPTO on standard.co.uk, both of which acted as a teaser to the pending live content.

Each day we took one unique trend from the catwalk, whether that be trench coats or party wear, and had a fashion influencer from ESI on-hand to match the look with product found in-centre that day, which we showcased through the use of video content which was placed around relevant editorial content. Online cascades, interstitials and MPU's showcased this product, and gave details of which centre consumers could 'shop the look' at.

All content was seeded socially through ESI's fashion talent who were on-hand at each centre matching the daily trends and highlighting them through a series of branded content posts, building up to the pinnacle moment of a Facebook Live edition of the Henry Holland show.

All activity drove traffic to a bespoke hub page which housed further details of McArthurGlen's brand offering and captured all of the previous day's content.

Using Krux audience targeting, we harvested relevant online impressions through rich display formats which drove consumers to the hub.

Swing tags on the featured product were placed in all 6 centres, alongside free distribution of ES Magazine, both of which brought the partnership to life on a local level.

The campaign was summarised with a wash-up DPS advertorial and OBC display page which ran in the Evening Standard newspaper the day after LFW.

Results:

The campaign was estimated to reach 2.5m unique users across all touchpoints. By the time the campaign had finished, we had reached a total of 5.4m, 3m of which were served in the digital space.

The content featured interviews with a number of key fashion influencers such as Mollie King, Ella Eyre and Pixie Geldof.

The engagement levels surpassed all expectations, with the average dwell time on the hub being **2.36 minutes**. For the first time in ESI's history, the commercial content had a higher engagement level than the editorial content.

Facebook Live alone was seen by 237,000 people and our content was shared by influencers such as from the Caroline Rush from The British Fashion Council.

Whilst the campaign was live our footfall increased by 5% and our online traffic increased by 13%, resulting in a 10% increase in sales across all 6 centres. The campaign was a huge success!

Client View:

"The partnership with ESI was a huge success for a number of reasons. Not only did it give us the opportunity to push the boundaries and do something we'd never done before, but it also showcased the power of newsbrands in producing instantly accessible, live content that we know our audience craves. Working closely as a team, we delivered a truly integrated cross-platform campaign that positioned our brand as current, diverse and inspirational."

-Georgina Norris, Regional Marketing Manager at McArthurGlen

"The partnership with ESI helped us to deliver relevant, newsworthy fashion content to our followers and customers. The Facebook live broadcasting was one of the highlights, giving our followers the opportunity of being inside LFW and watch exclusive live interviews with designers and front-row attendees. Another highpoint was the campaign hub page which not only delivered great traffic, but also proved to offer quality content having an average time spent per visit of nearly 3 minutes."

– Ana Costa, Digital Marketing Executive at McArthurGlen