



Chalk Global

Hello.

Curating Advertising Relevancy



WAREHOUSE

Warehouse have been building genuinely smart, connected fashion experiences since 1976.

Customers are loyal, but the brand needed an injection of new customers.

Chalk.

Introducing Style Me If You Can

Repositioning brand perception across multiple digital channels. AW13





‘Ambitious Stylists’ should be shopping at Warehouse. Fact. With roots in the British Fashion Council it was high time these trend setting, multi-device consumers took notice.

Plus, Warehouse rolled out a 90 minute delivery service, a compelling USP for our fast paced target audience.

To connect with their loyal, existing consumer base, a competition was launched giving them the chance to style their own Warehouse campaign.



YOU PICKED THE PLACE. YOU CHOSE THE LOOK.
HER LIFE CHANGED EVERY 90 MINUTES.

WATCH THE VIDEOS



09:00 THE CAFE

STYLED BY: SAFFRON ROGERS

WATCH THE FILM | SHOP THE LOOK



10:30 THE INTERVIEW

STYLED BY: KERRY ASHTON

WATCH THE FILM | SHOP THE LOOK



12:00 THE DOG WALK

STYLED BY: LAURA MYNETT

WATCH THE FILM | SHOP THE LOOK



13:30 THE BOOKSHOP

STYLED BY: ERICA TAYLOR

WATCH THE FILM | SHOP THE LOOK



15:00 THE BUS STOP

STYLED BY: SARAH DENNISON

WATCH THE FILM | SHOP THE LOOK



16:30 THE PARK

STYLED BY: GRACE O'GORMAN

WATCH THE FILM | SHOP THE LOOK



18:00 THE CINEMA

STYLED BY: MARTA KOCOT

WATCH THE FILM | SHOP THE LOOK



19:30 THE COCKTAIL BAR

STYLED BY: ROSIE TOOLE

WATCH THE FILM | SHOP THE LOOK



21:00 THE DINNER

STYLED BY: ROSIE ETTRIDGE

WATCH THE FILM | SHOP THE LOOK

The 9 winning entries came to life through videos released every 90 minutes across a dedicated landing page and the Warehouse YouTube channel.

The featured clothes were available to purchase.



MENU

WAREHOUSE

SHARE





We had reams of impactful video content to package into a 30 second trailer and video ad banners. Now it was time to start connecting Warehouse with their new target audience – the ‘Ambitious Stylist’.

Warehouse AW 13 Collection -- Style Me If You Can

Warehouse Fashion 29 videos

Subscribe 357

543,300

582 37

We identified 4.9 million 'Ambitious Stylists' through cluster targeting:

FACEBOOK

FEMALES AGED 18-35 WITH DOMAIN ADS, LIKE ADS AND SPONSORED STORIES. AD COPY INCLUDED A MIX OF BRAND AND SMIYC CAMPAIGN MESSAGING. OVERLAYED WITH A LIST OF 317 HIGH-FASHION BESPOKE KEYWORDS ACROSS DESKTOP, TABLET & MOBILE.

YOUTUBE TRUEVIEW

FEMALES AGED 18-35 INTERESTED IN THE BROAD CATEGORY OF 'FASHION' ALONGSIDE 681 BESPOKE KEYWORDS. USING TRUEVIEW TO SHOWCASE THE STYLE ME IF YOU CAN TRAILER ACROSS IN STREAM, IN DISPLAY AND IN SEARCH AD FORMATS. WE USED DESKTOP, TABLET & MOBILE DEVICE TARGETING

PROGRAMMATIC VIDEO

HANDPICKED AN ELITE UK FASHION WHITE LIST, WHICH SHOWCASED THE STYLE ME IF YOU CAN AD UNIT AROUND RELEVANT CONTENT. THE AD UNIT INCLUDED SOCIAL LINKS TO TIE THE CAMPAIGN TO THE OTHER TWO DIGITAL CHANNELS. THE SPECIFIC DECISION TO STEER CLEAR FROM SEMANTIC TARGETING WAS PUT IN PLACE AS WAREHOUSE HAD TO BE TO BE SURROUNDED NOT ONLY BY THE RIGHT CONTENT, BUT ALSO BEST IN BREED FASHION PHOTOGRAPHY.

You Chose The Look
WAREHOUSE



Click Here To Watch
Your Campaign
#StyleMeIfYouCan

Like 90 Minute Delivery?
WAREHOUSE



Like Warehouse
#StyleMeIfYouCan

Facebook results

35,319 new fans

87% of paths to sales started with Facebook.

Page post ad after the new connections were recruited resulted in a 68% higher basket value than the average customer.

Love Style? Like Warehouse
WAREHOUSE



You Chose The Look
#StyleMeIfYouCan

Hurry, Like Us
WAREHOUSE



For Exclusive Offers
#StyleMeIfYouCan

You Chose The Look
WAREHOUSE



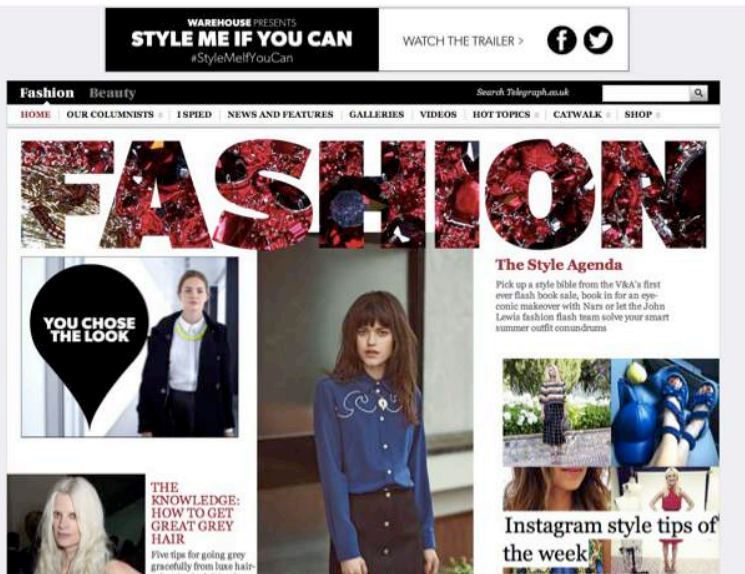
Click Here To Watch
Your Campaign
#StyleMeIfYouCan

Like 90 Minute Delivery?
WAREHOUSE



Like Warehouse
#StyleMeIfYouCan

Display video results



7% engagement rate

91,385 video views

Average user watched 69% of the video

25% of ads were bespoke dropdowns

YouTube results

Watch Your Fashion Film

by **Warehouse Fashion**

Her Life Changed Every 90 Minutes
#StyleMelfYouCan

Watch Your Campaign

by **Warehouse Fashion**

You Chose The Look
#StyleMelfYouCan

Watch Your Fashion Film

by **Warehouse Fashion**

Her Life Changed Every 90 Minutes
#StyleMelfYouCan

543,300 views

16,125 clicks to site (5%) of all views

Average user watched 75% of the video

216,357 organic views

Chalk.

Style me if you can

WAREHOUSE



REACHED 87% OF NEW
TARGET AUDIENCE



543K YOUTUBE VIEWS
135K ENGAGEMENTS
35K FACEBOOK FANS



523% ROI



1 INDUSTRY AWARD+
9 NOMINATIONS





Thanks.

186 City Road

London, EC1V 2NT

+44 (0)203 700 3071

@chalkglobal

chalkglobal.com