

## Challenge

Coach turned to the Brickfish network to promote awareness of the Coach brand among a new, younger audience, females 17-22, with a custom-designed campaign that would reach this new audience on the social web.

## Solution

The Brickfish solution for Coach was to launch the “Design a Coach Tote” campaign to engage consumers in creating a unique design for their classic tote. The winning tote design would be turned into a special edition item and sold in select Coach locations across the country. The campaign was promoted on the Brickfish.com® site, through an iFrame on the Coach site, and through intensive PR efforts targeting online fashion blogs.

## Results

Through media outreach, the campaign resulted in significant blog pick up on notable sites including Fab Sugar, Fashcentric, Nitrolicious, and dozens more.

In just 6 weeks, the Coach campaign generated over 3,200 entries and a record 6 million+ consumer engagements on over 8,000 URLs including Facebook, MySpace, Xanga, LiveJournal and hi5. Each campaign participant engaged 20-21 times and spent an average of 8.5 minutes with the brand campaign. The campaign also added over 7,000 emails to the Coach customer database.



“The ‘Design a Coach Tote’ campaign blew our expectations out of the water... it totally surpassed our goals. The campaign was an exciting chance for us to both partner with Brickfish and connect with our young customers across the Internet. The creativity and innovation of the entries was amazing and we were delighted to have inspired so many fans of the brand to participate. Brickfish was great to work with and we are already thinking about the next campaign we want to run.”

- Vanessa Flaherty  
Public Relations  
Coach



# Campaign in Action

Campaign is launched on Brickfish.com® and Coach.com.



Through PR outreach, the campaign gets featured on leading fashion blogs across the Internet, driving traffic to the Coach.com site.



Campaign generates over 3,200 entries in less than 6 weeks.



Using Twitter, consumers discuss the campaign and their entries, creating more buzz.



The campaign reaches over 8,000 URLs, generating over 6,000,000 consumer engagements.

