

Challenge

When ELLE magazine launched its newly redesigned elle.com website, they looked to Brickfish to help build buzz around the site and to help bring new visitors to the site.

Solution

The Brickfish solution for elle.com was to launch the “Yours by Design” campaign which asked consumers to create an original t-shirt design on a Thakoon tee, engaging participants with the ELLE brand in a new and creative way.

The campaign was promoted on the Brickfish site, elle.com, through email marketing to its consumer database and PR outreach to fashion and beauty blogs.

Results

The “Yours by Design” campaign received 926 entries in just six weeks and generated over 560,000 consumer engagements. The campaign was shared to over 1,000 URLs including LiveJournal, MySpace, Xanga, Friendster, and Facebook. Each participant spent an average of 8.9 minutes with the campaign.



“Beautifully designed top that I would LOVE to see featured in ELLE! The design looks as if Thakoon himself could’ve created it. You really captured what Thakoon is really all about. And most important...it’s very wearable and would compliment Thakoon’s look.”

- Reviewer
Yours by Design Campaign



Campaign in Action

Campaign is launched on Brickfish.com®, elle.com, through email marketing, and PR outreach to fashion and beauty blogs.



The campaign is featured on a variety of fashion and beauty blogs across the Internet such as FashionWeekDaily, graphic:Design:basics, and Unbeige and dozens more.

Campaign generated 926 entries in just 6 weeks.



The campaign is virally shared to reach over 1,000 URLs, resulting in more than 560,000 engagements.

