

Challenge

Brickfish was enlisted by Saks Fifth Avenue to help generate awareness for the brand and the Theory clothing collection and drive traffic to their E-commerce site among their target audience, females ages 25-45.

Solution

Brickfish launched the “What’s Your Theory on Style?” campaign to engage consumers in sharing their personal theory on style in a video or photo. Consumers were encouraged to visit a participating Saks Fifth Avenue store to record their video, or they could create their own. The campaign was supported with Saks and Theory launch efforts including in-store promotion, an email blast to their customer database, and promotion of the campaign on the Saks Web site, the Brickfish site and selected other sites that reach the target audience including CaféMom.com and iVillage.com.

Results

In just 30 days, the “What’s Your Theory on Style?” campaign generated over 230 entries and 400,000+ consumer engagements and spread across the Web to over 800 unique URLs, including MySpace, myYearbook, Tagged, Xanga, LiveJournal and Facebook. The campaign was also featured in Women’s Wear Daily.



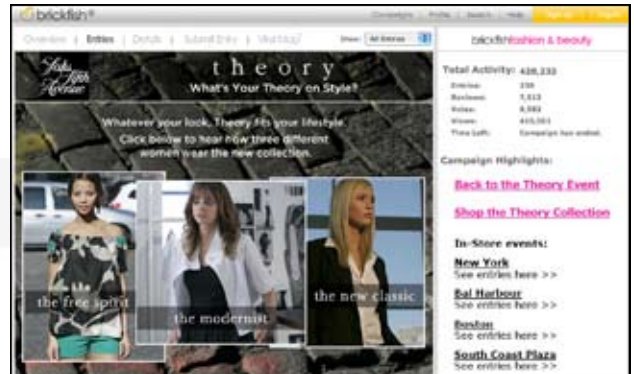
“We absolutely saw a lift on the in-store piece. For us, it was a question of how do we reach a customer segment we’re not reaching today. There is social media out there that we think is cannibalizing our shoppers’ time. We need to be involved.”

- Denise Incandela
President, Saks Direct
Women’s Wear Daily, May 14, 2008



Campaign in Action

Campaign is launched on Brickfish.com®, SaksFifthAvenue.com and other selected sites that reach the target audience, females ages 25-45.



The campaign is featured in Women's Wear Daily generating increased awareness and buzz in the industry.

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