

# CASE STUDY – COACH FASHION



## Blipverts and Exclusive Events

### Background

- Coach NY fashion wanted to engage with potential consumers in the 6 weeks lead up to Christmas, promoting their Brand Ambassador Selena Gomez and the Coach Winter Holiday collection.
- Their christmas creative was playful, bringing to life each of the brand’s animal mascots in an audition to ‘make’ the Holiday window display

### Idea

- Coach playfully utilised the big screen by running blipverts in reel, creatively placed to showcase the tongue in cheek nature of the advert and provide cut through in a highly competitive retail market.
- In addition to screen time, Coach launched the campaign with a luxury cinema event for journalists and influencers at The Electric Portobello, as well as a consumer facing event at Everyman Baker St.
- For both events, guests were treated to A VIP experience including canapes, champagne, goody bags featuring exclusive merchandise, and a screening of a Christmas classic (Elf screened at The Electric Portobello, and Home Alone at Everyman Baker St).
- To promote the event at Everyman Baker Street, dedicated e-shots and newsletters were curated and sent to targeted segmentations of the Everyman database, reaching over 85,000 recipients in a drive to raise awareness of the event and campaign.



### Campaign Details

Sector	Retail	Media Agency	JK&K
Target Audience	Christmas Consumers	Duration	16 <sup>th</sup> Nov – 23 <sup>rd</sup> Dec
Package	Film Pack		



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