

Retail (Branding, Promotion & Social Media Virality)

Background

One of the best fashion studio in the region who is very famous for the designer wears.

Problem

They wanted to promote the new store and increase the brand awareness and footfall in the store.

Solutions

vidCampaign team helped them to perfect the video to meet the customer expectations. The team identified the audience based on the category. The store would fit in weddings segment - people who are getting married and reached out to them.

Result

The campaign was a great success with superb open rate as it was tailor made and customized to the various audience needs. The open rate was phenomenal as the target audience was well picked along with the campaign theme.

Benefits

The campaign theme was selected to be weddings. The video explained the value proposition and the store look up. The line of collections of the dresses were positioned right. This gave the audience an excitement and the campaign generated enquiries in various forms including the email lead generation form, facebook, website and phone calls.