



EXTERNAL CAMPAIGN

DIGITAL CAMPAIGN: Our Digital campaign is aimed at 2 groups of customers – the ones that know Sunglass Style or Isabel Marant and the ones that don't!

New Customers

- DISPLAY ADS: Paid Ads to get SS/Isabel Marant in front of the right people (google will determine where these are placed based on individual peoples search habits and expected interest in the brand).
- SOCIAL MEDIA: Paid ads to reach new customers who may not yet know of Sunglass Style or Isabel Marant

Current Customers

- ADWORDS: We bid to buy the top positioned ad for "Isabel Marant" search
- EDM to SS customer database (138,590 customers w kickbox verified email!)
- Website Home Page, Dedicated Landing Page

Interesting Fact: Did you know that for every EDM sent to our database, the number one click is to store locations?
All our digital marketing activity is about driving customers to your store! Online promotion = results in store!

INTERNAL/INSTORE CAMPAIGN

Customer Facing

- Front Window Decals/Posters
- Table Displays
- Back wall light boxes

Team Facing

- Product training (Gen's video, brand book, look book)
- Sales Incentive (best one ever!!)



Timeline

ISABEL MARANT LAUNCH	START DATE	ACTIVITY
Digital Campaign - DISPLAY ADS	12/06/2021	Run for 4 weeks then review
Digital Campaign - SOCIAL	10/06/2021	Paid Facebook and Instagram Ads to reach new customers and boost internal campaign, 2 weeks on/off/on
Digital Campaign - ADWORDS	12/06/2021	Paid Search Ads, 4 weeks then review
Digital Campaign - EDM	10/06/2021	EDM to SS customer database (138,590 customers w kickbox verified email)
Digital Campaign - WEBSITE	10/06/2021	Website Home Page, Dedicated Landing Page
Printed Imagery 11 Doors	9/06/2021	Full store display dedicated to IM: Front window decals and lightboxes, in-cab signage, table displays
Sales Incentive: 9 June - 31 July	9/06/2021	2 AMAZING PRIZES! Top Prize and Runner Up!
Large format Lightbox Install	14/06/2021	Large scale lightboxes, remain in situ for 4 months