

John Lewis

A Perfect Fit For Fashion

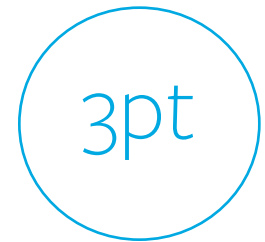
By partnering with some of Britain's hottest fashion bloggers – and most influential Instagrammers – retailer John Lewis was able to reach a young, female audience to drive brand metrics and purchase intent.



lift in purchase intent
among 25- to 34-year-old
females



lift in ad recall



lift in brand favorability
among 18- to 24-year-
old females

STORY

Constant evolution

Since its humble beginnings as a drapery shop in the 1800s, John Lewis has grown into the largest department store in the UK. In that time, it has remained faithful to its founding spirit of innovation and its promise to customers to always deliver the lowest prices possible.

GOAL

Fashion forward

John Lewis set out to connect with a younger, female audience and raise awareness of its autumn and winter collections.

SOLUTION

Fashioning the right strategy

Working closely with its creative agency, John Lewis has developed a long-running quarterly campaign called “The Edit,” which spotlights the latest looks and trends at the forefront of fashion. For its autumn and winter collections, John Lewis partnered with influential British fashion bloggers for a six-week campaign that brought its Christmas party line to life on Instagram. The campaign began with simple fashion shoots starring the popular bloggers, but Instagram’s creative possibilities allowed the team to explore new ideas, including “get the look” videos.

The results were phenomenal, with John Lewis seeing a 14-point increase in purchase intent amongst 25 – to 34-year-old women. Social engagement has also increased, with Instagram followers almost doubling from 14,000 to 24,000. By harnessing the power of Instagram, John Lewis was able to give itself a brand new look as a fashion leader.

“*People are excited about Instagram as a channel. We can be quite experimental and it’s really helped us grow our community. Instagram is a perfect fit for fashion, and now we’re looking to see how we can use this content in our store environments.*”

Angela Bertram,
Social Community Manager,
John Lewis