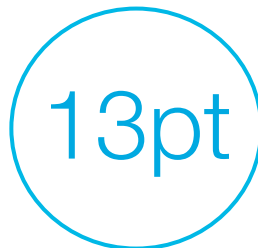


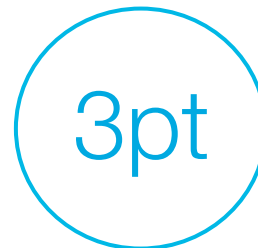
THE ICONIC

A Match Made Online

Australia's leading online fashion retailer launched a combined Instagram and Facebook campaign to drive key brand metrics and sales of its Autumn/Winter collection.



lift in ad recall



lift in purchase intent



uplift in conversions

STORY

Fashion at your fingertips

Putting an Australian lens on global trends, online fashion destination THE ICONIC has reinvented the shopping experience. Showcasing more than 700 local and international brands, it focuses on innovation through a dynamic mobile-first website, mobile app and is widely recognized for its excellent customer service.

GOAL

Building the brand and the basket

THE ICONIC wanted to raise brand awareness among 21 to 40-year-old Australian women, while also driving sales of its newly launched Autumn/Winter collection.

SOLUTION

The best of both worlds

THE ICONIC developed a mobile campaign strategy that would not only inspire but also influence its female target audience to take action.

Launching on Instagram, the campaign featured photos and videos of its new season collection, modeled amongst the rugged Australian wilderness. Crafted specifically for Instagram, the scenic and editorial style creative fitted naturally into the target audience's feed, generating positive engagement. The second crucial phase of the campaign launched one week later, showcasing individual products via direct response ads on Facebook.

“

From a brand marketing perspective, working with Instagram has reinforced our hypothesis that traditional media isn't where our consumers are anymore, and there was a bigger opportunity to engage with them in more emerging digital platforms.

”

Adam Jacobs
Managing Director and Co-Founder
THE ICONIC

THE ICONIC successfully used Instagram to lift ad recall and increase purchase intent, while Facebook helped to drive online sales. Of the audience that saw posts on both Instagram and Facebook, there were 23% more conversions and 25% more basket adds than of those who saw only the Facebook ads.