

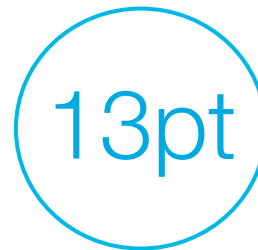
# MYER

## Partners in Style

Australia's largest department store group partnered with influential Instagrammers to create bespoke content and build awareness of its new Autumn/Winter women's fashion collection.



lift in ad recall



lift in campaign awareness



lift in brand affinity

### STORY

#### A century of chic

Myer has a rich Australian heritage dating back more than 100 years. As one of the country's largest and most respected retailers, its vision is to provide great shopping experiences while inspiring customers with the latest style trends.

### GOAL

#### Taking new looks to the next level

Myer was looking for a fresh approach to bring its new women's collection to life. It wanted to enhance its fashion authority among savvy 24 to 54-year olds, while staying true to its established brand position and the Instagram platform.

### SOLUTION

#### Reframing fashion from the top

At the heart of Myer's campaign was its collaboration with two key influencers, to create content that would resonate with its target audience. Creative director and blogger Amanda Shadforth brought her sharp eye to styling and photography, while Myer's new Ambassador Rachael Finch effortlessly modeled pieces by Australian designers, including Maticevski and Arthur Galan. The seven image series was shot on the rooftop of Myer's flagship store in Melbourne, featuring an industrial setting and dramatic city skyline.

By collaborating with trusted experts to shoot beautiful and relevant imagery, Myer's posts captured the attention of women as they scrolled through their Instagram feeds. The successful campaign delivered a 13-point increase in awareness and 22-point lift in ad recall. Brand affinity also rose, particularly among 35 to 40-year-olds, with an 18-point lift among this group.

“ Partnering with Instagram and collaborating with established influencers Amanda Shadforth of Oracle Fox and Myer Ambassador Rachael Finch gave us a whole new way of inspiring and engaging fashion oriented Australian women.

Tara Lordsmith  
Group General Manager - Marketing  
Myer