

H&M 2017: the Erdem case

- **SAMENVATTING VAN DE CASE :** *H&M, the biggest fashion retailer needs more than ever to strengthen its position by a distinctive & impactful communication. In 2017 H&M launched a capsule collection in collaboration with a prestigious Designer, Erdem Moraloğlu. The Designer Collections are year after year seen as a key driver to position H&M as real Fashion brand to stand out versus its competitors, knowing that Erdem was not known at all in Belgium.*

- **ACHTERGROND & BEWIJSVOERING :**
 - **Product**
 - *H&M is with its 90 fashion stores in Belgium & Luxembourg, one of the leaders in terms of implementation and volume, yet times are hard:*
 - *Strong competition of pure online players with high focus on prices*
 - *Sales are suffering*
 - *Communication style is copied by competitors*

 - **Doelstelling**
 - *Communicate about the Capsule collection of H&M in collaboration with Erdem.*
 - *H&M Designer collections make high-end fashion affordable for about everyone*
 - *Stand out of the crowd and focus on the exclusiveness of the Collection*

 - **Probleem**
 - *Double Bottleneck:*
 - *Who Is Erdem?-> Less than 3% of the Belgian Population has ever heard about this Disgner (compared of previous Designers like Balmain, Kenzo, Isabelle Marant,...)*
 - *Reduced media budget compared previous years for our Designer Collections*

 - **Creatief concept**
 - *In all Erdem's collection, flowers always play a dominant role. Therefore, use of animated (real) 'Flower' visuals to make people start dreaming about the collection*
 - ***H&M does not have any creative agency in Belgium, all ideas were built via creative brainstorming with our Space team & our major partners:***
 - *Elle Magazine & Weekend Knack*
 - *Outsight & Urban Media*

- **Vertaling van deze uitgangspunten en inzichten na strategische uitwerking,...**
 - *Focus on awareness and exclusiveness*
 - **Awareness :**
 - *Create reach in a disruptive & impactful way with a mix between traditional & nontraditional ATL approach*
 - *Focus on high-end fashion & prestige to reach our care target group of pure Fashion Lovers as the collection is **only for Sale in 3 stores in Belgium***

- *Exclusiveness :*
 - *Focus on Fashion lovers, yet Image builder for a broad target group*
 - *Always looking for the latest fashion trends*
 - *Looking for quality*
 - *For them, clothing is a way of designing their own style*
 - *Keeping in mind that on the launch day (Thursday 2 November in 2017) people will be waiting hours before opening of the stores*

- **Welke media werden gebruikt in de strategie met het oog op de communicatiedoelstellingen?**
 - *Selective TV & Cinema for 3 days*
 - *Print : selection of the most Selective Fashion magazines:*
 - *Elle = Erdem flowers within the magazine (Sommaire), VIP flower VIP entrance to the stores in Brussels & Antwerp*
 - *Weekend Knack/Vif = Flower Frame around the cover the Black Luxe*
 - *Janette (Lux) = French door*
 - + *Editorial Cooperation's with Belgium's biggest Fashion Editors*
 - *Digital (Facebook, Display & video)*
 - *OOH : Combination of strategic networks :*
 - *The wall (giant billboard of 60m² recto/verso in different key locations)*
 - *Giant Banner Ch. d'Ixelles- above own store (impactful & disruptive format) with a tailor-made & relevant copy, building closeness with the target audience*
 - *CityPlay network in Brussels*
 - *Giant LED screens at the entrance of Brussels (E411 & Van Praet)*

- *In order to be highly premium and generate impact at very crowded locations, we used flowers as our key creative distinctive component. The name ERDEM was written with **real flowers on the giant banner and flowers were put near the digital screens**, using the newest LED technology for the digital screens. This LED wall had a length of 10 m.*

- **WAT IS DE TOEGEVOEGDE WAARDE VAN HET GEBRUIK VAN DE MEDIAMIX?**
 - *Cinema & TV : Impact & targeted awareness, highest recall- building medium, capacity to communicate product intrinsic & make Erdem known towards the Belgium audience*
 - *Print : Authoritative and credible, high loyalty of the reader*
 - *Excellent to show large part of the collection, longer term TOM, most selective medium to reach high-end Fashion lover*
 - *OOH : Geo-localization, fast reach & frequency builder, targeted visual impact with the real flowers wall*
 - *Digital : Image & commitment media, Interactivity, Context & targeted connection, 1-to-1 marketing > direct relation, advocacy*

- **WAT IS ER VANUIT MEDIA-EXPERTISE TOEGEVOEGD?**
 - *To be seen in a non-traditional way and get in touch with our target audience in a disruptive way. The Designer was also not as mainstream as the ones we collaborate with in the past, therefore we also wanted to push and create desire towards the brand but also the collection and paly with the key element: flowers*

- **RESULTATEN**

- **Best Results for ladies on the market ever for a Designer Collection even if Erdem was a Designer absolutely not known in Belgium.**
 - Overall Recognition : 50%
 - Even if our campaign was focused more on fashion lovers
 - 93% sell through pieces
 - 91% Sell through value
 - 95% Sell through pieces Ladies
 - 94% Sell through pieces value
 - 87% Sell through pieces Men
 - 84% Sell through pieces Value
- **WAAROM KOMT DEZE CASE IN AANMERKING VOOR EEN AMMA?**
 - We worked with innovative media solutions to break the audience advertising exposure habits and get as much attention & maximize the reach.
 - H&M did not expect such a success selling wise. So with a limited budget, we received a lot of attention thanks to the never-seen before experience in media: this unique combination was welcomed and congratulated Internationally
 - Belgian arrangements of international components.

Appendix

Video

<http://www.clearchannel.be/fr-be/actualites/2017/octobre/au-coeur-de-l-univers-fleuri-de-la-collection-erdem-x-hm-avec-urban-media-et-clear-channel>