

#BestNightEver – ASOS 2012 Christmas campaign (Womenswear)

Summary

The WW ASOS Christmas campaign had to help deliver [REDACTED] whilst deepening brand engagement with fashion-loving 20something girls and driving advocacy. It also needed to launch the Christmas party wear collection and deliver promotional sales.

By shifting our approach to social media from a broadcast model towards a social currency model the campaign sought to create a new, totally integrated approach to social media – giving our audience music videos, celebrity interviews and advice, styling tips, games, offers and edits to help make their #BestNightEver. This content lived and breathed on social with over 15 activations tailored to the most relevant platforms – letting our 20something girls discover, discuss and share content however and whenever they wanted.

The campaign achieved its objectives delivering 5.6million positive acts of engagement across our social platforms and increasing our social audiences by 12% in 8 weeks.

Social also delivered [REDACTED] sales during the campaign, representing a [REDACTED] increase versus the yearly 8 week average. The success of social in delivering deeper brand engagement and driving advocacy amongst our 20something target audience meant the campaign as a whole was also tremendously successful, with UK traffic [REDACTED] vs LY and UK peak trading sales beating [REDACTED] enabling us to report +34% YOY UK growth to the City despite the fact that there had been relatively static growth during 2011 and the first half of the year (ASOS plc Trading Report 31st December 2012).

Objective

With 6 always on social platforms stretching across 7 key territories, ASOS are a brand that uses social media to drive traffic and sales via deeper brand engagement on a daily basis. Since mid-2012 we have shifted from being a social media broadcaster to being a valuable source of social currency – delivering content, innovations and conversations that resonate with our 20something female

audience's lifestyle and shopping habits generating meaningful interactions with the brand and driving advocacy, in turn inspiring them and their friends to come to the site and shop.

2012 peak Christmas trading was the first opportunity for all of our social channels to be focused on a single marketing brief over an extended length of time. The overall brief for the UK was clear; help deliver [REDACTED] UK Sales by launching the full price Christmas party wear collection and promotional sales to clear stock. The social element of the campaign needed to build towards these commercial objectives in a way that differentiated us from our competitors by being meaningful, exciting and valuable enough so that 20something girls would consume, discuss, share and love what we produced.

Insight

For 20something girls in the UK, getting ready to party is as important as the party itself, especially over the festive season. With the explosion of media channels, platforms and technology now available, this is no longer a simple process. Instead she consumes and discusses...inspiration, advice, content and clothes whenever and wherever she wants: on a night out, over email, a spare moment on her mobile or whilst checking into one of her many social networks.

The ASOS Christmas campaign needed to be as integrated as she was, meeting her needs by providing inspiration, advice, things to do and share, as well as great product and promotions, whenever and wherever she wanted them. So at any moment, on any platform or device, ASOS was able to help make her #BestNightEver. The campaign wasn't about delivering a discreet social activation on the platform with the biggest audience – it was about delivering a constant and exciting stream of highly relevant content on all our social platforms with cross promotion and user journey's enabling our 20something girls to pick and mix the content and the platform that most suited their tastes, needs and desires.

Our 20something girls are addicted to newness, technology savvy and always looking to be the first to uncover new experiences, so it was essential to ensure we lead with innovation to ensure we delivered a successful social campaign. Creatively we also needed to get the tone right and ensure our content was seen as credible, authentic and desirable in order for them to love it enough to engage with it and share it with their friends.

Activating a new, integrated approach to social

As well as theming our always-on activity around #BestNightEver, we also created 15 specific social activations designed around the existing customer behaviour on each of our 20something's most relevant platforms. Whilst these activations lived on a lead social platform they were cross promoted and integrated with each other and with non-social elements of the campaign such as ASOS.com, selected paid for media and content marketing. Ultimately each and every activation sought to provide social currency, deepening engagement with the brand and likeliness to come to ASOS.com and shop.

#BestNightEver Social Activations and lead platforms:

1. Win their #BestNightEver

- Fashion Bingo (Facebook)
- 'Want it, Pin it' (Pinterest)
- Fantasy #BestNightEver (Twitter)
- 'Like' to win (Instagram)

2. Be inspired for their #BestNightEver

- Shop-along G+ Hangouts (G+)
- Celebrity interviews and styling tips (YouTube)
- How-to beauty videos (YouTube)
- Celebrity behind-the-scenes party prep (Instagram)
- Blogger exclusives on what makes their #BestNightEver (Own blogs + Facebook)
- Now and Then, celebrity party inspiration from the fashion archives (Facebook)

3. Celebrate their #BestNightEver

- Chris-mix (Facebook)
- Global Party Feed (Facebook)
- #BestNightEver Facebook hub (Facebook app)
- #BestSongEver (Twitter)
- Cover Photo Generator (Facebook app)

Spotlight on...

Fashion Bingo

Originally conceived as a purely engaging, sticky game, to let a lucky winner win £1000 towards their #BestNightEver this simple Facebook game also delivered substantial revenue. Players matched a

digital bingo card to their favourite #BestNightEver celebrity music video for the chance to win a range of discount codes or the grand prize. In only 2 weeks code redemption alone drove sales of [REDACTED] with an average basket value of [REDACTED]

Want it, Pin it

A world first 'Want it, Pin it' button was added as an interactive layer inside our #BestNightEver celebrity music videos allowing viewers to pin their favourite scene straight to their Pinterest board and win the product without stopping the video. This generated over 28,000 re-pins of scenes from the videos, 35x higher than our previous re-pinned content. It was also one of the most clicked on components within the video interactivity and helped produce a 43.7% engagement rate on mobile and owned channels (previous best performing benchmark was 12% achieved by Nike, Adidas, Diesel and LVMH using the same software¹) as well as 2 days 18 hours of additional time spent with the brand over and above video views.

Fantasy #BestNightEver

To create a real world moment for the #BestNightEver campaign we launched a 3 way cover wrap with Stylist magazine featuring our celebrity talent, Azealia Banks, Ellie Goulding and Charlotte Free each leading a different cover. We knew this would generate conversation with our audience on Twitter and sought to capitalise on this even further by launching our 'Tweet your fantasy #BestNightEver' competition on the same day. The competition was broadcast on our usual channels, our Stylist cover wrap and, with a promoted Twitter trend. The result was over 930 creative and funny tweets totalling a Twitter reach of 17 million in just 24 hours (Twitter's benchmark is 9.5 million).

Shoalong G+ Hangouts

In another world first, Shoalong G+ Hangouts allowed Charlotte Free and Azealia Banks to be remotely interviewed from their bedrooms by industry taste-makers, fashion bloggers and existing social fans. Via a third window an ASOS fashion assistant also finds relevant product to highlight live on site, enabling viewers to click through and purchase directly. The events were pre-promoted on ASOS own channels, including email, as well as via the celebrities own Twitter handles and Facebook pages. Since the hangouts started, momentum has grown with [REDACTED] sales in just 1hr.

¹ Previous campaign results provided by our interactive video partner Brainient

“This year ASOS integrated Google+ Hangouts on Air into their social strategy as a service for online shoppers to receive real-time personal shopping advice from fashion influencers and celebrities. With such creative use of Google+ features, ASOS Shop-Along hangouts pioneered the concept of bringing together fashion influencers and fashion lovers in the context of online shopping” Zeynep Inanoglu, G+ Consumer Marketing Manager.

Party Photobooth

In another world first, Party Photobooth, a cover photo generator, let users customise their Facebook photos and create a totally unique momento of their night out using similar filters and embellishments to those currently popular with our audience on Instagram. Over 1800 people created and published a cover photo, sending an authentic, value-led, branded wall update to just under 1,000,000 friends (based on existing ASOS fans average friend numbers).

The Results

With over 15 tailored social activations, integrated across a broad array of other platforms, the social element of the campaign gave 20something fashion loving girls an exciting array of social currency which they engaged with and shared. Highlights from this new, totally integrated approach to social media include:

- Shoppable celebrity music videos received over 1 million views in the first 2 weeks
- Over 78,000 creative competition entries across Facebook, Instagram, Pinterest and Twitter
- Radian 6 Social Buzz monitoring shows ASOS #BestNightEver as the most used hashtag across the campaign period Vs competitor brand names and marketing tags (beating Topshop #Whosthatgirl featuring Kate Bosworth) (Fig 1).
- The #BestNightEver Facebook app had over 55,000 unique users, a return rate of 58% and an average dwell time of 3 minutes per session
- Behind the scenes model shots from our Savvy Sunday sale received over 39,000 likes on Instagram in just 2 days, demonstrating the power of a ‘social currency’ over ‘broadcast led’ approach to social media, even regarding promotions

Over 8 weeks, social activity delivered 5.6 million positive, measurable acts of engagement with campaign content, successfully delivering on the objective to deepen brand engagement with our

20something audience.² This represents a tripling of engagement vs an average 8 week period in 2012 and also saw an increase in the more meaningful actions as a proportion of the whole. A good example of this is within Facebook, where a general increase in activity was clearly matched with an increase in the proportion of comments and shares, not just likes (Fig 2).

Through advocacy alone (eg. without any 'like' driving activity or gated content) our combined social audiences grew +12%. Again, Facebook demonstrates this most clearly with page likes growing 2.94x faster than the yearly average over the campaign period generating 281,059 new fans.

Creating social currency, as opposed to broadcasting on social, also helped deliver sales with over [REDACTED] directly attributable from Facebook, Youtube, Twitter, Pinterest, Instagram and G+ over the 8 week campaign period. This represented an increase of over [REDACTED]. This helped the Christmas campaign meet it's broader objectives with UK traffic [REDACTED] vs LY and UK peak trading sales beating [REDACTED] enabling us to report +34% YOY UK growth to the City despite the fact that there had been relatively static growth during 2011 and the first half of the year (ASOS plc Trading Report 31st December 2012).

It's hard to pull out the specific social spend in a campaign that is so integrated, however we think that in a sector that spent £21M on media alone, the total UK budget of [REDACTED] (including production, celebrity talent, media and agency fees) represented good value.³

Fig 1

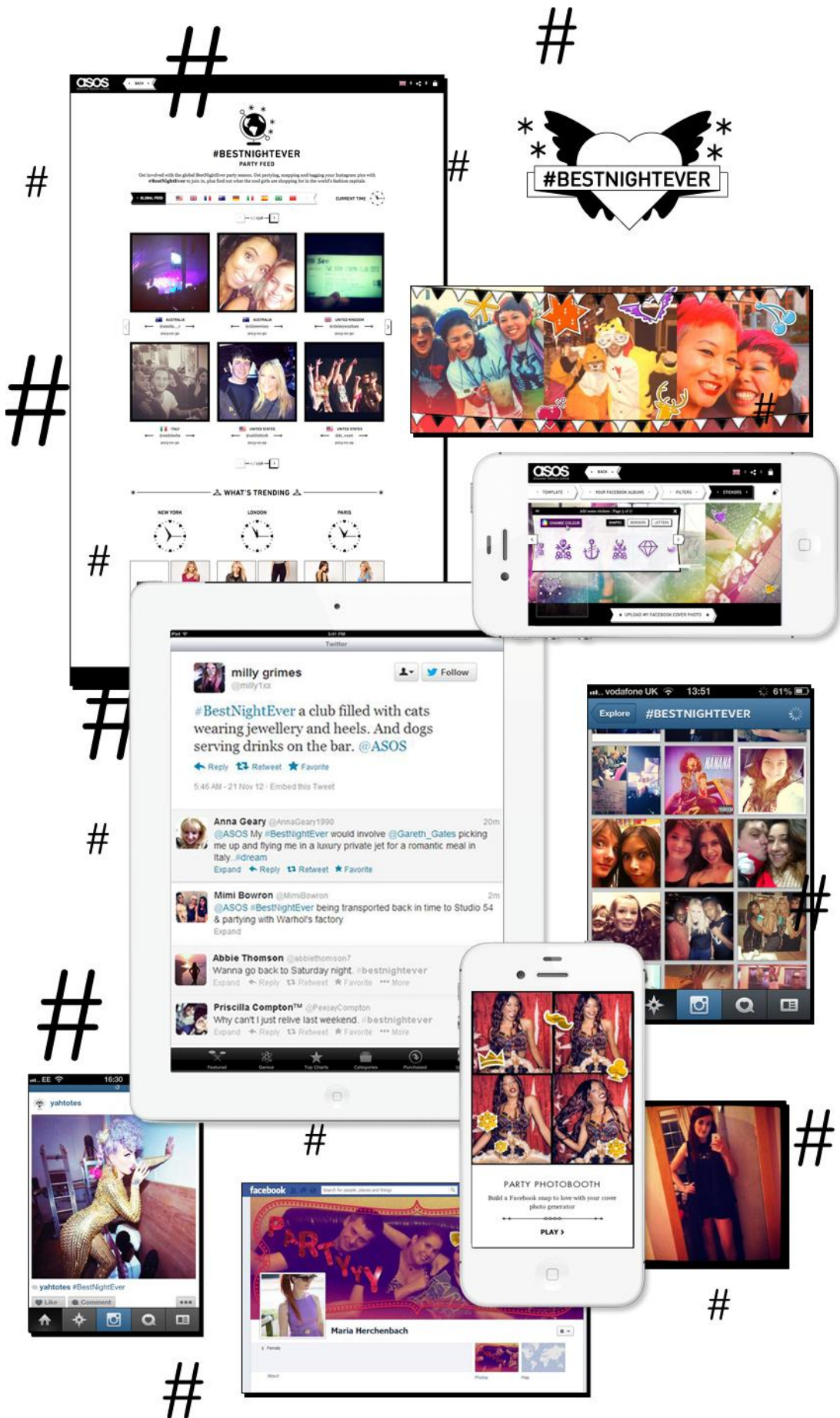
Brand & Campaign	Mentions
ASOS & #BestNightEver	11162
Topshop & #whosthatgirl	10346
Debenhams & #ChristmasSpectacular	5581
New Look & Kelly Brook	2552
H&M	133
Next	78

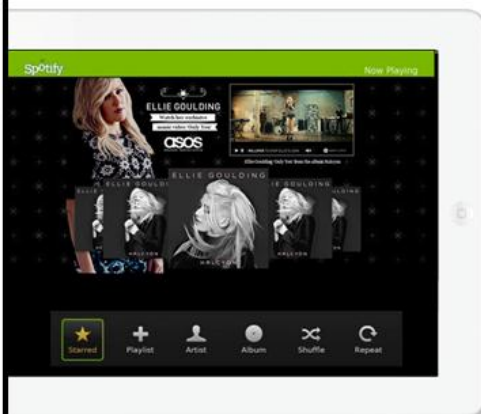
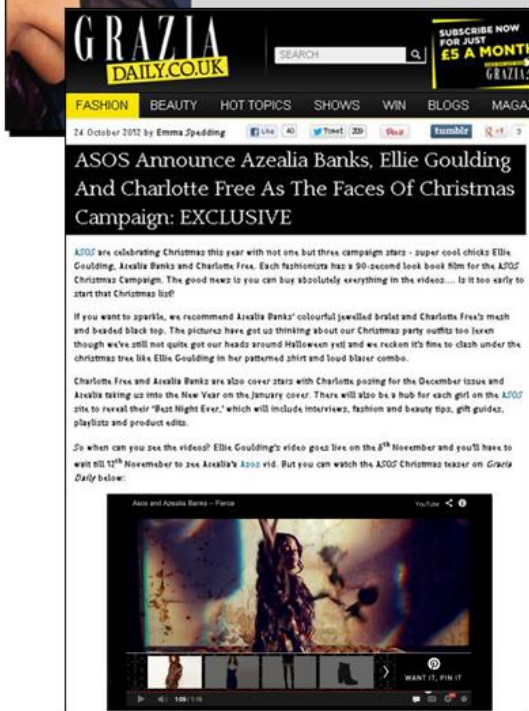
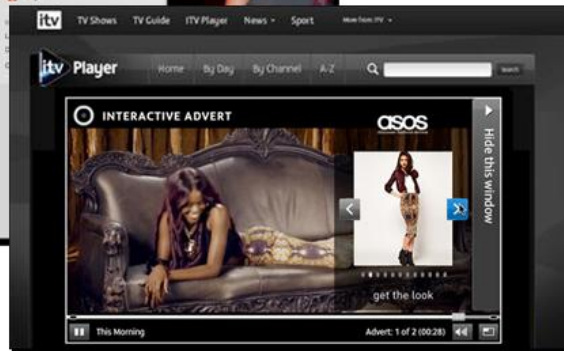
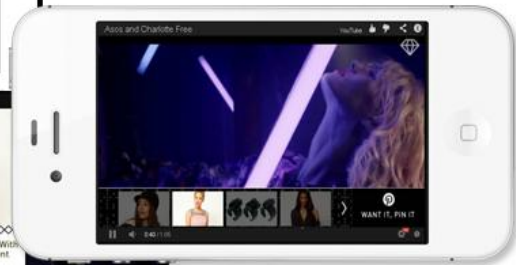
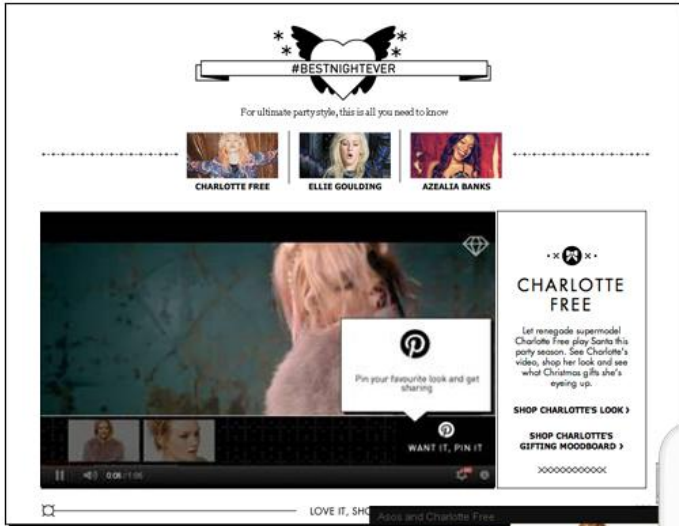
² This was manually collated across all #BestNightEver content on a weekly basis by the social media team and includes Facebook likes/comments/shares, Pinterest pins/re-pins/likes/comments, Twitter tweets/re-tweets/favourites and @ASOS mentions relevant to #BestNightEver, Instagram likes/comments/Fashion relevant #BestNightEver images, Youtube #BestNightEver video views/likes/comments, G+ comments/+1s, competition entries (where the entry mechanic is not already accounted for) and SMS. It does not include an action where someone became a 'follower', 'fan' or 'subscriber' as this is not directly related to any one particular item of content

³ Sector spend is based on monitored expenditure over the campaign period, competitor set includes: Topshop, BooHoo, Misguided, Next, River Island, Amazon UK, Ebay UK. Neilson data provided by Carat.

Fig 2







g+

ASOS Nov 5, 2012 · Public
 Want to steal Ellie Goulding's style? Now's your chance!

Check out the exclusive vid for her new track, Only You & shop her style here:
<http://asos.to/EllesEdit>

"MY FASHION INSPIRATION IS EVERYTHING FROM PATTI SMITH TO GWEN STEFANI, EVEN COURTNEY LOVE."
 - ELLIE GOULDING

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CUT YOUR OWN CHRISMIX

Send your friends the ultimate Christmas message with the help of Charlotte Free and Ellie Goulding.

1. Pick your fav artist
2. Layer a backing beat
3. Mix up the lyrics
4. Add SFX
5. Send your friends

PICK YOUR ARTIST

CHARLOTTE FREE
 Create your own
 Pre-mixed Chrismix

ELLIE GOULDING
 Create your own
 Pre-mixed Chrismix

Two mobile phone screenshots show the app interface with a 'PHOTO' view and a generated Christmas message: "TORTOISEHELL CAT'S EYE GLASSES LOOK CUTE WITH RED LIPS AND A BLACK DRESS" - CHARLOTTE FREE

SHOP ALONG

TOP PICKS FROM A TOP MODEL

CHARLOTTE FREE'S DAILY EDIT

SHOP NOW

ASOS
 discover fashion online

YouTube video player showing a 'shop-along' video with ASOS overlays and a 'SHOP ALONG' icon.

