

## #BestNightEver – ASOS 2012 Christmas campaign (Womenswear)

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### 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.

The campaign had to be content led – giving our audience music videos, celebrity interviews and advice, styling tips, games, competitions, apps and promotions that would help make their #BestNightEver. By creating content that inspired them, making them interact and share, we could deepen their engagement with the brand and increase their likelihood to shop with us.

It was crucial we listened to our audience and got the tone of our activity right, seeking to be as relevant, helpful, innovative and surprising as possible to ensure we felt like a credible part of their party preparation over the festive season and maintaining their interest throughout the 8 weeks.

The campaign achieved its objectives delivering 5.6million positive acts of engagement with campaign content. The content and the advocacy it generated also delivered our most successful Christmas to date with [REDACTED] increase in UK traffic across Nov and Dec, importantly, the nature of the content also delivered the right type of traffic and sales with an increase in conversion and a remarkable fit between our actual customer profile and the target audience we sought to engage. This helped beat our peak trading sales target by [REDACTED] enabling us to report +34% YOY UK growth to the City in January, despite static growth throughout the first half of the year (ASOS plc Trading Report 31<sup>st</sup> December2012).

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### Objective

2012 saw a re-calibration in our global marketing strategy with a tighter focus on driving traffic in ways that deepened fashion-loving 20something girls' engagement with the brand. At the heart of this strategy was a move away from being a broadcaster brand, towards 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 advocacy, in turn, inspiring them and their friends to come to the site and shop.

The biggest test for this new content led approach came in the shape of peak Christmas trading, with a clear brief for the UK; help deliver [REDACTED] UK Sales by launching the full price Christmas party wear collection and promotional sales to clear stock. To stay on strategy the campaign needed to deliver on these commercial objectives in a way that differentiated us from our competitors by being meaningful, exciting and valuable enough that 20something girls would consume, discuss, share and love what we produced. The success of the campaign was therefore tightly dependant on the content we produced and how well it lived up to the brief.

### **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 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 branded content in the form of 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 channel, ASOS was able to help make her #BestNightEver.

Creatively we needed to get the tone right and ensure our content was seen as credible, authentic and desirable in order for 20something fashion-loving girls to be genuinely inspired and share it with their friends. We worked with marketing research company Brainjuicer to analyse and refine the themes of our content based on their social aggregation tool DigiViduals®. As such, we knew we needed to carefully factor in aspirational celebrity content, technological innovation, newness and ways to enhance what they already do on night out.

### **Launching the Christmas party wear collection**

87% of women watch online video on a daily basis, with this tendency increasing amongst Millennials, so we decided to focus our launch strategy on video. We collaborated with three

surprising, unique, authentic and talented celebrities, creating two exclusive 60" music videos with Azealia Banks and Ellie Goulding featuring unreleased tracks from their breaking albums, and an interactive fashion video with in-the-know favourite, US model Charlotte Free. We let their talent and creativity speak for themselves, with the ASOS party wear product, styling and art direction complementing what the girls do best in a genuine collaboration. Creating credible content that 20somethings would be inspired by, leading them to engage, share and shop. PR, blogger outreach and a teaser campaign on social that used the celebrities' audiences and our existing base, generated appetite for the campaign leading to over 1 million views in the first two weeks.<sup>1</sup>

In addition to the original branded content videos we created interactive versions which included shoppable product carousels and a world first 'Want it, Pin it' button allowing viewers to pin their favourite scene straight to their Pinterest board and win the product, leading to over 28,000 re-pins of scenes from the videos (35x higher than our previous re-pinned content). These interactive videos acted like a virtual shop window, sparking interest and desire whilst simultaneously enabling viewers to shop and engage. They featured across ASOS.com, ASOS's YouTube channel, mobile in-app media, Spotify, and were also seeded on relevant lifestyle and fashion blogs. Viewed over 1.4million times, the interactive videos drove deeper engagement. The best results were seen on mobile and owned channels with 43.7% of viewers actively engaging (previous best performing benchmark was 12% achieved by Nike, Adidas, Diesel and LVMH using the same software<sup>2</sup>), delivering 2 days 18 hours of additional time spent with the brand over and above video views.

*"ASOS's use of shoppable video in their 'Best Night Ever' campaign places them at the forefront of social commerce. Using the most up-to-date technology, ASOS combined shopping with entertainment to reach their customers in that magic moment and make it actionable." Peter Fitzgerald, Country Sales Director, Google UK*

### **A fully integrated approach to content marketing**

For the rest of the campaign, we looked at all the ways we could add value to our girl's party prep before she leaves the house, as well as ways to help her celebrate the night itself. Whatever her style, wherever the party, we provided the clothes, styling tips, music, insider knowledge, games and offers to make her night that bit better than everyone else's – getting her engaged, inspired and shopping via content tailored to every platform.

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<sup>1</sup> 3,048,122 total UK views during 8 week campaign period

<sup>2</sup> Previous campaign results provided by our interactive video partner Brainient

Azealia, Charlotte and Ellie shared details of what makes their #BestNightEver, such as weekly party product edits, styling tips, beauty secrets, story-based interviews and playlists. They even gave live style advice via our innovative world first 'Shopalong' G+ Hangouts – where Azealia accidentally let slip about her upcoming collaboration with Beyonce in a global exclusive! A selection of content was hosted on an ASOS.com celebrity hub (desktop and mobile), as well as a variety of formats in print editorial, mobile apps, emails, YouTube, Twitter, G+, Facebook, Instagram and Pinterest, with fresh content released every week to sustain interest. A PR and blogger outreach campaign used beauty edits of their interview films to generate a second wave of coverage for the campaign in week five.

Because we know that getting ready doesn't stop once 20something's buy their outfit, we created an 'inspire hub' with practical 'how to' videos providing a wealth of ideas for styling, hair, make-up and nails. This type of content featured heavily on Friday afternoon and Saturday – enabling us to engage with our girls about 'getting ready' even though this wasn't normally a time to engage with the brand as it's normally too late to shop. Every week on Facebook, a new influential blogger also shared what made her #BestNightEver with hints and styling advice to try that week. This content not only gave the campaign a credible presence within the bloggers own community, it also gave us new and engaging material to inspire our existing ASOS fans.

Our branded content didn't stop at fashion based editorial and video content – we also created a series of games, competitions and tools to excite and entice our 20something audience, giving them ways to win and celebrate their #BestNightEver. 'Fashion Bingo' on Facebook, 'Like to Win' on Instagram, 'Want it, Pin it' via the interactive videos and 'Tweet your fantasy #BestNightEver' generated over 78,000 unique entries. 'Tweet your fantasy #BestNightEver' was broadcast on our usual channels, our Stylist cover wrap and, with a promoted Twitter trend, generated 930 creative and funny tweets totalling a Twitter reach of 17 million in 24 hours (Twitter's benchmark is 9.5 million). Fashion Bingo, where players simply matched a digital bingo card to the celebrity music videos for the chance to win a range of discount codes or the grand £1000 prize towards their #BestNightEver, delivered on engagement and sales. In only 2 weeks code redemption alone drove sales of [REDACTED] with an average basket value of [REDACTED]

Images of our audience's #BestNightEver were pulled in via a Global Party Feed and a world first Cover Photo Booth let them personalise their party photos to generate a totally unique memento for their Facebook page cover photo. The Facebook app featuring both tools had over 55,000 unique visitors, a 58% return rate and an average dwell time of over three minutes. Over 150,000 #BestNightEver photos were sent in and 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).

Our content led strategy was also applied to promotions. We created weekly Savvy Sunday timed sales, giving our 20somethings access to ASOS and designer brands at up to 70% off for only 24 hours at a time. During these Sunday events, shoppable product videos were live on ITV Player, with the same targeted buy as the celebrity videos, driving 20something female catch-up audiences to ASOS.com during Sunday viewing; the strongest week delivering an ROI of [REDACTED]. Mobile rich media within the Xfactor app and engaging social content across Instagram, Facebook and Twitter led the communications each week, complemented by digital display and social spend to boost the existing content. The sales drove a peak in UK Traffic every Sunday, with the final Savvy Sunday promotion on 16<sup>th</sup> Dec putting ASOS into the no.1 spot for UK online retail visits on the Hitwise report, beating Next for the first time in 2012.

## The Results

Content marketing in the form of music videos, celebrity content, style advice, how-tos, games, competitions and apps sat at the very heart of the #BestNightEver campaign. This content and the advocacy it generated led 20something girls to engage with the brand more meaningfully than ever before. The fact this content inspired, engaged and drove our girls to shop, also helped deliver on the broader campaign objectives of traffic and sales.

Over 8 weeks there were 5.6 million positive, measurable acts of engagement with campaign content, tripling the level of engagement we saw over an average 8 week period in 2012.<sup>3</sup> We also saw an increase in the more meaningful actions as a proportion of the whole, as demonstrated with the trends on Facebook in Figure 1.

UK traffic to ASOS.com from marketing sources were [REDACTED] This represented a huge increase vs the 2012 average and laddered up to [REDACTED] increase for total UK Traffic vs the same period LY (Fig 2). It was also the right type of Traffic with UK conversion [REDACTED] for November and December vs LY, which is all the more encouraging as typically, when traffic grows at this rate, we expect to see a dip in conversion not an increase.

Our Christmas party wear content really resonated with our target and we saw that customers who purchased the hero product SKUs that featured in the videos were more likely to be:

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<sup>3</sup> 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

- *Aged 22 to 29*
- *From the UK*
- *Classified as a high value customer*

We also acquired over 40% more new UK customers in Nov and Dec vs LY, despite having been on a downward trend in the first 6 months of the year and without any specific UK activity around customer acquisition.

UK peak trading sales beat [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 31<sup>st</sup> December 2012).

It's hard to pull out the specific content 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.<sup>4</sup>

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<sup>4</sup> 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







