

Fruit of the Loom

Problem

How does a well-known brand launch a new product?

Solution

Use high-profile OOH locations to grab consumers' attention.

Background

Fruit of the Loom reinvented their boxer briefs with improved, no ride-up legs. The planning team had a limited budget but wanted people to know Fruit of the Loom had changed their underwear, so they should to. The team was looking for a fun way to spread that message, but it can be difficult to talk about something as intimate as underwear with consumers.

Objective

Fruit of the Loom is a well-known brand, so the campaign needed to increase awareness specifically of the new boxer briefs design. The objective was to drive broad awareness with OOH advertising and get the products in people's hands by giving away 5,000 pairs of free underwear. While press impressions are never guaranteed, the hope was to receive some press coverage of the campaign.

Strategy

The team decided the campaign should have a presence in a high profile location: Times Square. The location would allow for advertising on a large video OOH board and maximize the opportunity to give away product and get press coverage. Due to the limited budget, the campaign could only run in Times Square for one week, but the team decided to bolster the coverage with a one-day special event to give away products.

Plan Details

Market: New York

Flight Dates: May 5 - 9, 2014

OOH Formats: NASDAQ/Reuters OOH video boards

The campaign ran for five days on the NASDAQ/Reuters OOH boards, where the Fruit of the Loom messaging was live for 15 minutes each hour. On Tuesday, May 6, there was an event in Times Square with the Naked Cowboy, a regular Times Square presence. The Naked Cowboy sang songs, gave away free underwear, and took pictures with fans, which were transmitted to the Reuters OOH board so that people could see themselves on the big screen in Times Square. During the rest of the week, the message on the NASDAQ board was relevant to the location, with the copy reading, "Stocks go up and down, but our boxer briefs stay put."

Results

The campaign was a huge success. It was picked up by almost all the major media outlets including *TIME*, *USA Today*, and the



NY Post. There was even CNN coverage, as well as a six minute piece on *Good Morning America*. Total press impressions were over 535 million. The campaign also gave away 4,904 pairs of underwear and hundreds of people had their photos posted to the OOH boards in Times Square.

The client was extremely happy with the results as the press coverage blew away their expectations.

Below are a few samples of the coverage Fruit of the Loom received:

<http://time.com/86406/nyc-naked-cowboy-fruit-of-the-loom-underwear/>

<http://www.usatoday.com/story/money/business/2014/05/02/fruit-of-the-loom-puts-naked-cowboy-in-new-undies/8615967/>

<http://www.nydailynews.com/new-york/naked-cowboy-model-fruit-loom-underwear-article-1.1777521>

