

## Lucy

### Problem

How does a national clothing retailer connect with consumers who are active and on-the-go?

### Solution

Communicate with consumers in an engaging and interactive manner with mobile technology.

### Background

lucy is a lifestyle apparel company for women who value fit, style, and performance in their clothing. The typical consumer leads an active life and is difficult to reach with broadcast media.

With the increase in media fragmentation, businesses are constantly looking for innovative ways to reach consumers and drive sales. An advertiser's message needs to work harder to break through the clutter.

### Strategy

In order to engage the target audience, the marketing team at lucy decided to use outdoor in conjunction with a mobile marketing effort. Mobile phones and other handheld devices provide unique and convenient opportunities to reach customers wherever they are.

"We are always interested in connecting with our customer in a direct and non-traditional way. She leads an active, on-the-go lifestyle so communicating with her through the one device she carries at all times was an opportunity worth testing—especially in a large market where the media is fragmented and your message is easily lost," said Crista Lindberg, the Director of Marketing at lucy.

The three week campaign utilized two street level wallsapes to promote its mobile message. Bluetooth access points were installed at both wallsapes to reach out to bluetooth enabled phones passing by the displays. The creative on each wallscape engaged the consumer, asking her to enable her Bluetooth phone or to opt-in via a text message. A Bluetooth or SMS (text) coupon was subsequently delivered for 20% off at the store. A directional conveniently pointed out the closest store location.

### Results

The three week long campaign showed impressive response rates for both Bluetooth and SMS. 46 unique users opted in by texting to receive the coupon via SMS. The Bluetooth hotspots detected over 340 Bluetooth enabled phones. Out of the 146 unique users, 41 (or 28%) accepted the content via Bluetooth.

The client was pleased with the campaign results. Crista Lindberg said, "The program drove sales directly to our store which was the objective, plus it gained us an immeasurable amount of brand awareness. The store team and district were thrilled with the effort."

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