



OOH Case Study

Stitch Fix

Problem

How can Stitch Fix engage with new and existing clients to sustain momentum?

Solution

By creating a experiential event aligned to a major cultural event to engage consumers.

Background

Stitch Fix, the online personal styling service, experienced remarkable growth in five short years. As it moved into the next phase of its business, it sought to establish a more emotional connection with new and existing clients, while continuing to drive further growth. The brand was seeking an opportunity that was reflective of its clients' unboxing experiences; that of confidence, discovery, and delight.

Objective

In February 2019, as pop culture obsessed over celebrities' red carpet looks, Stitch Fix introduced its first-ever brand campaign, seizing an opportunity for everyday Americans to feel like stars. Stitch Fix sought to bring to life its ethos that everybody deserves to be seen, not just celebrities.

Strategy

An opportunity was created for everyone to feel like a celebrity and walk a real red carpet. Stunts ran in the subways of New York City and at The Grove in Los Angeles, complete with an illuminated step and repeat, hired 'paparazzi', and a press pit filled with 'reporters' from media companies. Stitch Fix celebrated attendees' personal style on real red carpets. Media partners interviewed participants about more than what they were wearing and created stories about these real life "celebrities". Stitch Fix worked with eight media partners, BuzzFeed, The TODAY Show, NowThis, Refinery29, and more, to record interviews side-by-side with one another, creating a true red carpet frenzy. From this unique media-meets-experiential approach, Stitch Fix transformed its traditional media partners into active participants in the experience itself. The end result? Sixty-two pieces of custom red carpet content that flooded the airwaves during Oscars week. This content, which positioned "everyday people" next to celebrities, empowered Stitch Fix to counter-program a major cultural moment that embodied the brand's core value that everyone deserves to be seen. Over 75 influencers that encapsulated Stitch Fix's diverse customer base were invited to the red carpet event across both coasts. Influencers teased the stunt in advance and later, shared their experience of walking the red carpet in real time. After the event, influencers continued to share their everyday red carpet moment- from first dates to college reunions to job interviews. In addition, a robust out of home campaign was created to target Stitch Fix's



demographic. Transit and urban placements were deployed in the following markets: New York City (Columbus Circle subway domination, MTA digital liveboards, subway cards, digital street shelters), and San Francisco (Subway station takeovers).

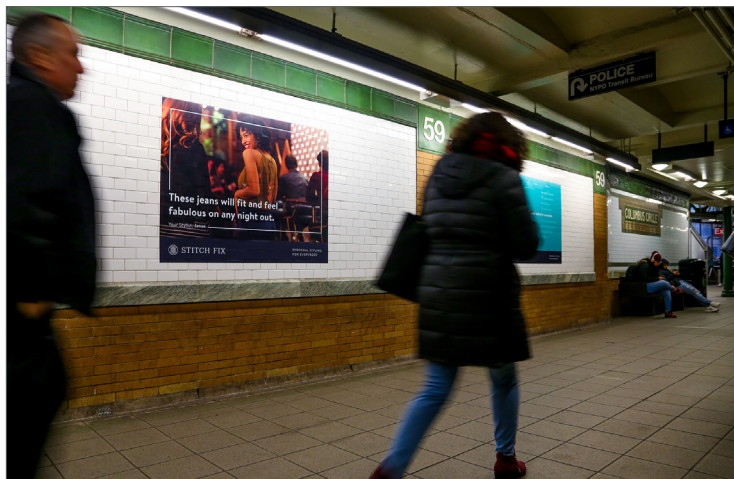
Plan Details

Markets: New York City, Los Angeles

Flight Dates: February 11, 2019 - March 31, 2019

OOH Formats Used: NY Columbus Circle Subway Station Domination (stair wraps, two sheets, backlit dioramas, turnstile)

Target Audience: Women & men ages 25-39



Results

- 953 Mentions of #StitchFixRedCarpet (2/11/19-2/12/19)
- 1.3M consumers reached (2/11/19-2/12/19)
- 2.6M additional shares (2/11/19-2/12/19)

