

Longchamp Paris

Background

Couture by Hanny's is a local retailer in the Rochester, MN Skyway Transit system, that wanted to drive product sales for their Longchamp inventory.

Objective

Increase Store/Business Facility/Special Event Traffic

Couture by Hanny's sought to promote their Longchamp baggage and purse inventory, and reach affluent clients in the Rochester Subway/Skyway system.

Strategy

This annual campaign used one static backlit ad panel located near the Galleria Mall in downtown Rochester, and deployed directional copy to entice and lead skyway shoppers to their store located in the Kahler Grand Hotel subway underground.

Plan Details

Market: Rochester, MN

Campaign Posting Dates: Jan-Dec 2023

OOH Formats Used: Static Backlit Panel Target

Demographic: General Market (18+ Adults)

Budget: Budget under \$10,000

Results

Couture by Hanny's campaign led to a notable 30% increase in sales of Spring products and a 20% increase in sales of Fall products compared to the previous year. The advertisement also sparked curiosity among customers, resulting in an increase in inquiries and visits to other Hanny's store locations. Many customers even stopped into these locations with photos taken on their phones of the Longchamp ad panel, seeking directions to the Couture store. This multifaceted impact underscores the effectiveness of the campaign in driving sales and increasing brand engagement across multiple touchpoints.

