

Fossil 'What Vintage Are You?' Brand Experience Campaign

Via an experiential campaign Fossil looked to drive awareness of its store base throughout the UK and introduce new consumers to the Fossil brand.

Objectives

- Increase brand awareness of the Fossil brand and current portfolio.
- Drive sales uplift within Fossil own stores and retailers.
- Data capture of target market.
- Increase understanding and insight into core consumer target.

Strategy

To create an innovative and engaging experiential environment to immerse consumers in the Fossil brand philosophy.

- Develop an interesting platform to maximise consumer dwell time, communication and interaction with the brand experience team.
- Utilise key visual and audio campaign communication tools to enhance the brand theme.
- Develop tactical communication tools to drive awareness pre and post campaign.
- Maximise promotional space opportunities at venues to increase the campaign reach.

The Campaign

A double decker bus was converted internally to offer a bespoke retail interior allowing Fossil to showcase their new autumn/ winter product range, whilst creating an engaging experiential platform to maximise consumer dwell time and interaction.

The exterior and interior of the bus were branded using creative reflective of Fossil's ATL 'modern vintage' theme.

Trained brand ambassadors advised individual consumers on the Fossil product portfolio and ultimately drove these consumers back into stores to purchase.

Via profiling questions developed pre campaign the team were briefed to collate and record insight into Fossil consumers.

Product information cards were completed by the team, referencing consumer's product preferences from the portfolio on board the bus. Consumers were then able to use these post contact to identify and purchase their preferred product in store.

Film soundtracks from key vintages; 1960's through to present day enhanced the brand theme whilst providing consumers with the opportunity to win spot prizes via a 'Name that Film' competition.

A competition to win vouchers redeemable on Fossil products in own brand stores acted as an effective tool to capture core consumer data.

Prime outdoor regional venues were chosen according to footfall, demographic and the proximity of a Fossil retailer/ stockist.

Outdoor shopping centres sites were supported internally via a branded backdrop, display cases containing a taster of the product portfolio and an additional team of brand ambassadors to drive awareness of the outdoor activity and maximise the campaign reach.

To procure prime sites in the capital, the campaign was required to 'add value' to the community, so consumers at this venue were given the chance to enter an exclusive competition to win tickets to the Raindance Film Festival Closing Gala Night, sponsored by Fossil. Vintage icon look a likes were also employed to generate interest and enhance the brand theme.

A bespoke POS package was distributed to Fossil stores nationwide and supporting retailers whilst pre-promotion opportunities including online features, centre guides and promotional screens procured at each venue drove awareness of the event and the Fossil brand.

Target Audience

- Male and female ABC1
- 21-39 yr old young professionals
- Style adapters and mainstream consumers
- Consumers of the 'Mark and Julie' psychographic

Results

- Campaign reach estimated at 7,994,000 consumers (figure compiled using venue and campaign footfall figures).
- Footfall onto the bus was approximately 2,500 consumers per venue.
- Across 5 venues 1650 competition entries were received, capturing essential consumer data.
- Fossil experienced an average sales uplift of 11.6% across stores nationwide.
- Significant consumer profile data was garnered from the team's interaction with consumers, providing Fossil with an insight into their target markets lifestyle preferences and attitudes.

