

Warehouse targets 9 million fashionable consumers with stunning social campaign.

Modern, urban design for the high street – that’s the essence of Warehouse, one of Britain’s most fashionable online retailers.

Wearable urban chic comes across loud and clear in the brand’s 2014 autumn collection and its multichannel campaign to bring it to the world.

Sophisticated, edgy photography showcases the collection well, and it provides a centerpiece for Warehouse ads online and off, all of which are designed to support the company’s Tales from the City content marketing campaign.

Warehouse and their media agency, Chalk Social, wanted a way to bring the new looks to as many target consumers as possible. Working with Sizmek, the team ran a highly successful social rich media and display campaign that hit the mark with fashion-savvy women.

Campaign execution

The campaign ran across Facebook, Twitter, and display channels. The creative was built in HTML5 and Flash to maximize audience rich media across various devices. The rich media units paged through a selection of images and provided multiple interaction options. Users could click through to the in-ad lookbook to see more of the collection, share across diverse social channels, or click through to the Warehouse website to shop.

Results

Women who saw the ad clearly wanted to see more. They engaged actively, shared freely and clicked at rates well above industry benchmarks. On social channels, in fact, *nearly half* clicked through to the site to shop.

- CTR from the ad to the Warehouse site: **45.58% (social)** and **0.45% (display)**.
- Ad interaction rate: **313.08% (social)**
- Share rate: **2.73% (social)**

The combination of an innovative rich media campaign complete with a lookbook that allowed a full viewing of the Warehouse collection and easy sharing on social media delivered excellent results for this fashionable brand.



“Combining social and display enabled us to reach a massive audience with this striking rich media campaign. The creative was the star of the show, and Sizmek made engaging with the ad, sharing it, and proceeding toward conversion both enticing and seamless.”

Davina Dunlea
CEO, Chalk Social