

Absolute Fashion

Background

Chicago-based fashion and lifestyle brand, Absolute Fashion is deeply rooted in a love for fashion, culture, and the arts. The African American owned brand showcases a passion for art and culture in their edgy apparel and accessories that empowers and grows their client base.

Objective

The out of home campaign sought to promote Absolute Fashion's brand name through exposure, generate buzz in the community and drive website traffic.



Strategy

The campaign's strategy was to maximize brand exposure within a specific geography, while focusing on their core audiences of young adults ages 18–34, as well as African American women 18+. The campaign went live on a heavily trafficked bulletin near Stony Island south of 95th Street for four weeks. This board was chosen based on its higher percent composition against both target audiences. Absolute Fashion also used their social channels to promote a discount code for OOH viewers who took a picture of the billboard, tagged the brand, and uploaded it to the store's social pages.

Plan Details

Market: Chicago, IL

Flight Dates: 4 Weeks dates

OOH Formats: Bulletin

Target Audience: Adults 18–34, African American women 18+

Budget: under \$10,000

Impressions: 206,000 Adults 18–34; 183,000 African American Women 18+

Results

Over the course of the OOH campaign the brand saw a 116 percent increase in unique website visitations and a 67 percent lift in overall sales. In addition, there was strong consumer response to the billboard/social media promotion. Within the first 24 hours of the billboard being posted, the brand received the first tagged picture on social media.