

## Naja

### Problem

How does a growing lingerie company attract women of all skin tones to its unique product line?

### Solution

Push an OOH subway station domination campaign that showcases successful women of many skin tones wearing their perfect nude lingerie.

### Background

Naja was growing at a steady pace and was about to launch the first ever lingerie collection available in seven shades of nude. The creative aimed to showcase real women as successful role models. As a start up, Naja's paid marketing budget was limited and the team needed to plan media where one calculated smaller buy would ripple into a big splash. Naja wanted to raise awareness of its brand, the product line, but most importantly the hole in the fashion market and lingerie category for all skin tones to find their perfect nude.

### Objective

The team wanted to maximize its ROI from media buy to online visits. When examining Naja's existing customer base, the NY market was its largest. The campaign's core message for the creative was to communicate that fashion can cater to women of all skin tones. Naja appreciated the ethnic diversity of the NY demo - a cosmopolitan with fashion forward, socially conscious shoppers.

### Strategy

A station domination would have made the campaign's images unavoidable to all those commuters at the Bedford L stop. The team chose this as it was highly trafficked by those who lived in Manhattan and Brooklyn. All the different media formats would allow the campaign to showcase the various creatives and the rainbow of nudes Naja had to offer. The campaign included a user generated content contest as well as discount code in the creatives to increase engagement and measure direct purchases.

### Plan Details

Markets: New York

Flight Dates: May 2016 - June 2016

OOH Formats Used: Bedford Station Domination

Target Audience: Women 25-44

Budget: Naja's budget was allocated amongst facebook ads and the station domination only.



## Results

Naja's #NUDEFORALL campaign launched with a product release and a site re-design on the same day as the OOH campaign. The creative went viral and was covered in press in 46 different countries with notable mentions by Richard Branson, AdWeek, AdAge, Vogue, WWD, Elle, Refinery29 and 200 other press outlets and counting. Naja's website visits increased 5x within the first 3 weeks of OOH campaign.

## Testimonials

"Catalina (founder of Naja) took my advice away and planned a strategy to launch #NudeForAll...The results? Website traffic has quintupled and #NudeForAll is all over the press, getting free publicity for the brand – it certainly caught my eye! Which leads us onto another crucial element of modern day advertising – online promotion and social media cut through – these ads will definitely achieve that. Catalina's company has purpose beyond profit too. " -Sir Richard Branson. Read more: <https://www.virgin.com/richard-branson/how-get-free-publicity>

