

Case studies: Abercrombie & Fitch

Online campaign by Cascade Creative

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Abercrombie & Fitch

- **Brief:**

- Drive awareness of the launch of the A&F quarterly book
- Make sure there is a queue on launch day at London flagship store
- Do not use advertising
- Do not use conventional PR
- Do not talk to journalists
- Do not use POS or direct marketing
- Do not use images / film
- Create a buzz online
- Single agency project (Cascade), no other parties involved
- Campaign timeline: 2 weeks

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- **Solution:**
 - Create SEO micro sites for rumor distribution (fast-track submission campaign)
 - Discover and engage real fans quickly through social networks
 - Use gossip emails eg: Pop Bitch / Holy Moly
 - Use wiki's, blogs and fansites to spread the launch rumour

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- **Results:**
 - 2000 copies sold in 2 weeks from launch
 - Each copy was £100, only sold one copy per person with over 18 passport ID from under the counter
 - Mainstream press pickup from online buzz
 - A large queue on launch day
 - Reach: 2.5m+ core target market contacted directly