



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Promoting Public Awareness...



Accessory City wanted us to create a promotional campaign that would be designed to build a closer relationship with its customers while introducing the retailer's large selection of fashion jewelry and accessories to potential new customers.

Our Accessory City Girl – Model Search promotional concept was used to raise the awareness level of Accessory City's Tulsa, Oklahoma location, promote store traffic and to find fresh-face talent that would model the retailer's products in Accessory City's advertising. We used a targeted approach and combined the latest fashion accessories with an individual's desire to be recognized by her peers and community.



Client: Accessory City

Assignment: Promotional contest using broad-based and targeted media

Space: Fashion accessory consumer retail

Target: Women of all ages

Scope: Creation of a promotional awareness campaign that utilized in-store signage, online, printed and targeted radio advertising

Business Issue: Raise the awareness level of Accessory City's Tulsa, Oklahoma location, and promote store traffic.

Recommendation: Play on emotions – "A fresh, fast-paced campaign that appeals to the consumers' sense of fashion and their desire to be noticed". The cornerstone of our strategy will be based on key aspects. What do many women want? To be accepted, noticed and recognized. The qualities that help build this sense of acceptance revolve around an individual's personality and physical appearance. Our idea will be to create a contest that delivers both fashion and notoriety. Ultimately, our promotion will be geared toward leading consumers in the direction you want to take them:

- Play to an individual's vanity, self-image, self-expression and confidence
- Link Accessory City more closely to the consumer by proactively engaging the community
- Create retail store traffic and create selling opportunities through promotion
- Generate revenue by selling fashion accessories
- Create a positive community image – Align Accessory City with American Heart Association's Go Red, a cause-worthy national organization that educates women on how to prevent heart disease.

Solution: Employ a targeted mix of radio, Internet and printed advertising and in-store signage to promote Accessory City's Model Search. Use contest prizes as a vehicle to motivate women of all ages to register at the store as a contestant and for a chance to win cash and prizes that included:

- Being judged by local celebrities
- An appearance in an Accessory City television commercial
- Model fashion accessories during Accessory City's Gala Fashion Show
- A deluxe fashion portfolio photo shoot
- Cash and other prizes

Strategy/Tactics/Media:

- **Radio Advertising** – Advertise on Tulsa's top rated radio stations: 106.9-K-HITS (KHTT-FM) Top 40 and KWEN-FM (Country favorites) and scheduled "Live Remotes"
- **Printed Advertising** – Ads placed in Oral Roberts University school newspaper
- **In-store** – Electronic (animated) signage, printed promotional banner and scheduled live radio remote promotions
- **Printed Posters & Flyers** – Distributed locally to the area's universities, high schools, health clubs and hair/nail salons
- **Internet:**
 - MySpace Landing Page – Tie-in promotional MySpace page with 106.9-K-HITS (KHTT-FM) Top 40.
 - Promotional Web Site – A Web site dedicated to promote the Accessory City Girl Model Search. Include contest rules/restrictions and a printable and/or downloadable contest registration form

Results: Through the use of multiple forms of media to promote the contest, Accessory City registered nearly 400 contestants. Accessory City was able to secure three contest winners that were used as talent to model their fashion accessories. Accessory City also was mentioned within the local media as Tulsa World Scene Writer, Jason Ashley Wright, wrote a news article on the promotion and its celebration of local modeling talent and fashion.