

COMPARATIVE ADS LEAD TO 2X CONVERSION AMONGST TARGET AUDIENCE



After engaging with an apparel company for our Customer Insights Report, we realized that the brand's biggest issue wasn't not knowing *their* customer – it was *their* customer not knowing *them*. Prior to moving the client to Step 5 (conversion) of our Undeclared Marketing System, we needed to increase their brand awareness and retargeting pool. Leading up to the holiday season, time literally was money. So, we asked ourselves the question: what was a fast way to increase recognition amongst a competitive target audience?

CONCEPT

- Win BIG Media decided to create a comparative advertising campaign in which we could show that the quality and look of our client's apparel was superior to their competitors'.
- With a target audience of men ages 35+, our client was fighting an uphill battle. We needed to make a splash in this competitive market. We focused on customer acquisition during the "awareness" phase of their customer journey.
- Win BIG Media created three different creative, comparative concepts geared toward driving engagement to increase our retargeting pool to a usable size.

EXECUTION

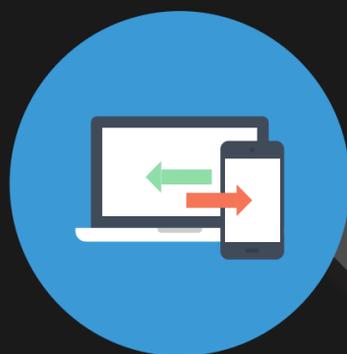
Again, fighting that uphill battle with a minimum time frame, we wanted bold comparisons to quickly capture our audience's attention. Our ads played on taglines of popular, competing brands among our audience, such as Nike and Forever 21.

- While all three ads performed respectably, our "Just Don't Do It" ad performed exceptionally well. This speaks to the direct correlation to our client's brand – performance wear and high-quality apparel.
- Our copy spoke to the mindset of the consumer and played on the psychological motivators discovered in our client's Customer Insights Report. It was short and to the point, but also spoke to the need for comfort, independence, recognition, and being a trendsetter amongst peers.

RESULTS

The "Just Don't Do It" ad was successful at, not only achieving our goal of creating a larger retargeting pool, but also *converting* our male target audience.

The ad:



7.2x
more engagements than the next best performing ad



Over 2x
the merchandise bought by males than women



3x
better ROI than typical ads ran (\$0.02 compared to the client's typical \$0.06)