

FACEBOOK MARKETING TECHNIQUES THAT CAN DRIVE FOOT TRAFFIC & REVENUE TO YOUR BUSINESS

UNIQLO CHECK-IN CHANCE

UNIQLO launched “Uniqlo Check-In Chance” campaign, giving anyone who checked-in at one of their 62 stores in Tokyo a 100 yen coupon.

This case study looks at how the retailer worked with agency Dentsu and Facebook to generate sales of 10 billion Japanese yen for the three days of the campaign.

<https://youtu.be/fVlclIBES98>

THE CHALLENGE

The Japanese clothing chain Uniqlo was about to have its once-yearly major sale.

A Facebook campaign was executed to ensure that people came to the stores. This resulted in record-breaking crowds and sales.

THE SOLUTION

Facebook check-ins were originally just for sharing with friends. But during this campaign, check-ins by all who came to Uniqlo were made visible as entertainment.

The excitement at individual stores combined to become a giant festival encompassing all stores.

THE RESULTS

- a total of 202,479 people checked in as a result
- the web site garnered 10,000 Likes
- total sales came to over 10 billion Japanese yen for the three days
- both store visitor numbers and sales recorded historic highs

However Uniqlo didn't just stop there.

How do you make a new fashion range stand out from the crowd in a saturated market?

Simple, make your shoppers the models!

This case study looks at how clothes retailer Uniqlo made smart use of social media and a unique in-store event to boost awareness of its Ultra Stretch Jeans in Indonesia.

CASE STUDY SUMMARY

- Retailer pushes new fashion range with instore event and social media push
- Shoppers given free fashion shoot that is shared with their friends online
- Campaign generated thousands of impressions on social media

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If you have any questions, please call 0800 CHAMBER (0800 242 623).

DATE: JULY 2015

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THE CHALLENGE

Uniqlo Ultra Stretch Jeans are designed to provide shape to the wearers legs regardless of their figure. The fashion store wanted to push out its message that its new apparel could turn customers into an ‘instant model’...but how could they prove it?

THE SOLUTION

The fashion brand worked with agency Dentsu to develop a special instore event publicised on digital channels, where most of their young audience were most active. Through Indonesia’s most popular social networks, including Facebook and Twitter, the brand announced to fans that they could “turn anyone into a model”, and invited them to attend an event to prove it.

At the event, consumers could choose a colour, strike pose for the instore camera, chose their favourite picture and share it on social media- looking like a real model for a fashion brand.

In return, each consumer that participated received a Uniqlo shopping voucher.

RESULTS

In just 12 days, the brand achieved their KPI goal of 1000 people sharing their poses online, generating thousands of impressions on social media.



The social media messages encouraged fans to go to Lotte Shopping Avenue for an ongoing event running in one of the Uniqlo stores.



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