

DOSSIER : the Fashion Vending Machine



H&M 2017: the Fashion Vending Machine

- **SAMENVATTING VAN DE CASE :** *Out of inspiration for your Christmas presents or no time to explore the shops? For the End of Year (holidays) campaign, H&M revolutionizes the purchase with gifts for friends & family by creating the first **Fashion Automatic Vending Machine** in the world. In just a few minutes, passersby and travelers could buy an accessory from the Holiday Season collection, also available in stores and online at www.hm.com.*
- **ACHTERGROND & BEWIJSVOERING :**
- **Product**
 - *H&M is with 90 stores leader in terms of implementation of fashion stores & successful leader*
 - *Strong competition of pure Online players which also play on prices (Asos, Next, About You, Zalando,...)*
 - *Sales are decreasing*
 - *Communication style is copied by competitors*
- **Doelstelling**
 - *Establish H&M as the number one fashion destination for holiday shopping and create desire & inspiration for gifts.*

- *For this year's Holiday campaign H&M wants to tell a visual fantastic fairytale. A story that is visually powerful and magical and take us through reality and fantasy, always with a twinkle in the eye and fashion in focus.*

- **Probleem**

- *It is always an extremely busy & crowded time to advertise. H&M needs to stand out from the competition and put themselves at the forefront of holiday season.*

- **Creatief concept**

- *Concept is very Audiovisual. We decided to add an extra Local layer on the campaign to spread our message in a nontraditional way. As number 1 in Fashion brand, we need to re-invent our brand by doing never seen before actions in Media*
- *With the idea of the Vending Machine, we developed a **tailor-made dispenser**, building closeness with the target audience. On the other hand, Visual merchandisers could highlight the top presents of the stores*

- **Welke media werden gebruikt in de strategie met het oog op de communicatiedoelstellingen?**

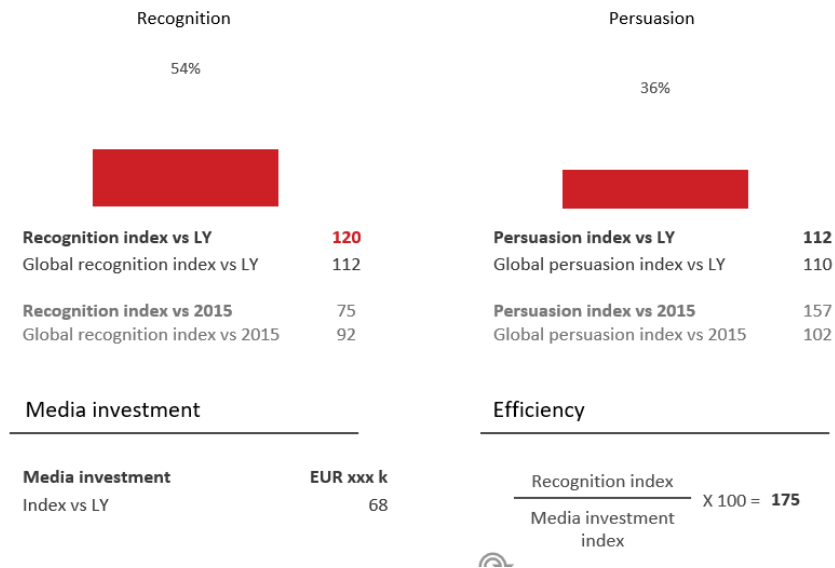
- *TV: impact & awareness, highest memorization medium, capacity to communicate product intrinsic & make the audience dream*
- *Digital: image & commitment media, interactivity, context & targeted connection, 1-to-1 marketing > direct relation, advocacy*
- *OOH : **vending machine = impactful & disruptive format**, gives extra attention to gifts for holiday*

- **WAT IS ER VANUIT MEDIA-EXPERTISE TOEGEVOEGD?**

- *to be seen in nontraditional OOH places and get in touch with the target audience in a disruptive way. Our objective was to push & create desire towards the brand but also towards the Holiday collection and play with the key element : gifts*

- **RESULTATEN**

- *We worked with more innovative media solutions to break the audience advertising exposure habits and get as much attention & reach.*
- *We achieved global recognition figures of 54%. Results were 20% better as last year (112 on an International basis. In terms of Efficiency we speak about an index of 175, our best campaign of 2017*



- *Doing this Out of the box campaign gives us a lot of visibility & PR attention. High item also on our Social Media account. We did this as a Stand-Alone action with an efficiency index of 1.579. This is the best result worldwide on an activation project & **vending will be copied in different countries in 2018!***

- **WAAROM KOMT DEZE CASE IN AANMERKING VOOR EEN AMMA?**

This case is not only about creatively using OOH. It is about a clever solution to stand out from the crowd and help consumers in the shopping rush of the Christmas period.

It is also about making a small part of a small budget incredibly efficient (OOH 9 times more efficient than average for all media!)

And finally it is about making a never before (to our knowledge) stunt: it is new and it is in Belgium !

APPENDIX

Video of the case