

The Campaign:

asou

As Seen On U



Brand Personality: The Rebel

- Promotes the idea of breaking away from societal norms
- Encourages people to be confident in who they want to be
- Provides options for consumers to ‘invent a style’ that is uniquely theirs

What is the Campaign Trying to Achieve?

This campaign aims to encourage consumers in their 20somethings to **step out of their comfort zone and take charge in finding their unique styles.**

While ‘As Seen On Screen’ implies that ordinary people could end up wearing the clothes they’d seen on TV, our campaign **‘As Seen On U’** takes it one step further where consumers themselves serve as a fashion inspiration to others.

Target Audience Insights

Behavioural: Technology savvy, Actively uses smartphone and digital devices.

Demographic: 20-something youth consumers

Psychographic: Prioritises saving money, Cares about the way they dress, Likes to try new things



The Big Idea

An avatar game feature within the ASOS app which consumers can use to virtually explore different styles and dress their avatars in ASOS apparel with boundless freedom and creativity.

How It Will Come to Life

- Customisable avatar (gender, body shape, facial features, etc.) where users can input their fashion preferences - what their current style is and what they want to try.
- Users will be given avatar clothing based on the user's style preferences, as well as identical real-life product recommendations which users can buy after trying out the virtual outfits.
- Users can interact with one another on this platform, allowing them to share their outfits and gain inspiration from others.
- Users are also encouraged to share their 'As Seen On U' outfits on their social media, as a new way of sharing fashion inspiration.

Emotions Involved

- We want our consumers to feel Confident, Empowered and Unfettered by showing them what '*turning an idea into reality*' and '*taking charge of your style*' is, through this campaign.
- We want to give our consumers a platform to explore fashion styles freely and creatively, unbound by any restrictions.
- This can inspire them to try clothes they've never tried before and break out from their fashion comfort zone.

AI Outputs:

