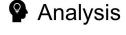


# Case Study Skinny Skinny Campaign





Marketing Objective: Create a campaign that would go viral, marketing American Eagle's denim in order to stay relevant and retain customers

Customer Marketing Goals:

Social Media

Objectives

Customer

Interaction

Release "Skinny Skinny" campaign ad on Youtube, Facebook, hoping for the ad to be comedic and go viral

**REACH** 

Intended for followers to share with others, create buzz among the brand

**ENGAGE** 

Continuous posts on social media promoting the Skinny Skinny jeans leading up to April 1st

Reminded and engaged customers, getting them excited

for the launch

**ACTIVATE** 

the new limited

more time on site

Bring customers to

the website by linking

edition product in the

ad (can of paint that is "Skinny Skinny" jeans Customer may go to website when otherwise would have not, is more likely to make a purchase and spend

Shock customers with reveal of joke, posting on social media videos of humorous customer reactions

**RETAIN** 

Customers who provided their email to get a notification when it was back in stock got a coupon code upon reveal on April Fools. enhancing loyalty

Strengthen relationship with customers and the their brand image through humor and

word of mouth

**ADVOCATE** 

Received significant press coverage and increased their exposure due to everyone talking about the joke



## ☑ Benefits

#### Intrigue

This campaign has a timeline that highlights multiple steps and uses tension and uniqueness. This will keep customers, new and returning, on the edge of their seat patiently awaiting the email and reveal.

#### Humor

This campaign has a sharp sense of humor that sets it apart from typical advertisements. Humor can be a great way to break the "corporate" image and reach younger audiences.

#### Reach on Platforms

A social media campaign can reach across a number of different platforms which leads to more views. To keep the intrigue relevant, the campaign has to keep customers constantly in the loop.



### **❷** Risk

#### Main Risk: Defamation of Image As mentioned in the case study, the main risk of this campaign is the risque aspect. Though this

lends into the humor and younger audiences, the older group might find this distasteful. Supporting Risk: Loss of Customer Loyalty

### With the risk of defamation, the returning customers might not see AEO as a "serious" business

jeans promotion being approved

that can be relied on. This campaign has the opportunity to intensify and split your customer base up. Supporting Risk: Uphill Battle After



#### AEO was made to cater to preteens/teens and if this is taken the wrong way, the battle to regain customers and respect will be hard and will take a long time. AEO has to ask if the positives

outweigh the potential consequences.



### We recommend the following enhancements to increase the probability of the Skinny Skinny

x Enhancement

- **Conduct consumer surveys** Create mock product pages and ads to test reactions from target audience Measure interest levels, perceived offensiveness, likelihood to share on social
  - Send advance samples to fashion/style influencers in target demo

Partner with social media influencers

- Ask them to promote the "launch" of Skinny Skinny jeans to their followers Having influencers involved could make the campaign seem more authentic
- Gradually reveal more details leading up to April 1st Slowly share more photos and details about the "jeans" over a few weeks Build anticipation while gauging audience responses online
  - Reveal it as a prank right before April Fools to maximize engagement



#### Number of AEO stores in the United States:

**া Finances** ■

Total population store after

campaign:

738

300.000/year Estimated percentage of people

who will purchase jeans

Estimated population per

store:

1% Revenue generated by the sale

of 1 pair of the jeans:

\$49.95

Estimated increase in population

per store after campaign

Total estimated revenue generated from campaign

\$22,339,038.00

campaign:

22.361.400

22.361.400

Total estimated revenue

generated from the campaign

Gross profit margin of AEO from

Estimated gross profit generated from the campaign

\$22,339,038,00



fiscal year 2013:

33.7%



\$7,528,255.00







Numbers:

- Profit estimates seem to be very positive without even counting all the online sales that could be generated from the impact of
- the campaign could break AEO's image of traditional brand and contribute to their goal of increasing popularity amongst Gen Zs. Conditions:

Although the campaign carries some collateral damage putting at risk the brand's image, it presents many positive potential outcomes increasing brand awareness, sales, engagement and customer entertainment. Furthermore, the humoristic aspect of



- Partnering with social media influencers: trends show that paid partnerships could be a crucial component of future digital marketing
- Respect of timing: gradually releasing more details leading up to April 1st will give AEO backup in case of negative feedback. The campaign could be cancelled before final release if the situation gets worse. April Fools' Day gives us the freedom to try a risky move since we could hide behind the fact that it was "only a bad joke."