

Westfield Back-to-School

Wrap Report

September 2013



Overview

To drive awareness and sales during the key Back-to-School shopping period, Westfield activated local Influencers, conducted an in-Center SMS campaign, and provided shoppers an opportunity to win \$1,000 via their local Facebook pages.



 **Blair Fowler @juicystar007** 20 Aug
Shopping for a video that will be up this week at the @WestfieldCulver mall!!! #WestfieldB2S
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

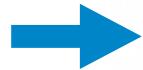
6 RETWEETS 26 FAVORITES 

4:47 PM - 20 Aug 13 · Details



The graphic features a collage of images related to the 'Unlock to Win' campaign. It includes a woman holding a pink polka-dot bag, a 'Westfield' logo, a 'UNLOCK TO WIN' sign, a girl smiling by lockers, a 'WIN \$1,000 FOR B2S' sign, and a woman in a denim vest. Text on the right side reads: 'Enter for a chance to win a \$1,000 back-to-school shopping spree on us!' and 'Like - 20,938 people like Westfield Valencia Town Center.'

Customer Journey



Westfield invited 10 local mom bloggers and 12 local fashion & teen vloggers to share their Westfield BTS shopping experience, calling out key retailers and the BTS Facebook Sweepstakes.



Followers were then encouraged to "Like" their local Westfield page and submit their email for a chance to win a \$1,000 BTS shopping spree.



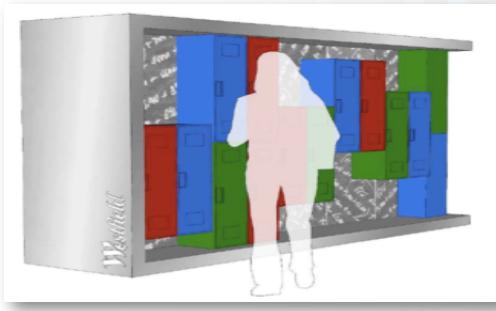
Westfield shoppers received an email driving awareness for the Unlock-to-Win in-Center mobile campaign.



While doing their BTS shopping, shoppers had the opportunity to text their Center's designated code to 51515 to receive a locker combination to try and win prizes via the custom-made locker sets in-Center.



Following their shopping experience, users received an additional SMS message reminding them to visit their local Westfield for their last-minute Back-to-School shopping.



Text-to-Win Campaign

To help increase in-person interaction with the locker set, the back-to-school text-to-win activation allowed shoppers to text to receive a code, several of which opened lockers and revealed prizes at the ten participating Centers.

The activation far surpassed the campaign goal of 250 text-ins per Center (for a total of 2,500 text-ins) and successfully engaged with shoppers in-Center, with **8,505** shoppers texting in to participate.

BTS Facebook Enter to Win Sweepstakes



To create additional awareness for the Back-to-School campaign, 36 Centers nationwide participated in an enter-to-win sweepstakes to support in reaching digital KPIs. To drive entries, Attention executed 36 Facebook ad campaigns across participating Centers, resulting in:

- **43,910 new Facebook fans** as a result of this campaign, which is **10%** of the year end goal for the 36 Centers.
- **8,611** fans gained from the sweepstakes entries
- **35,299** fans gained through paid media (**↑ 8%** from 2012)
- **16,402** sweepstakes entries (**↑ 30%** from 2012)
- **5,396** new email sign ups (**↑ 58%** from 2012)
- **\$18,000** spent on paid media (**↓ 10%** from 2012)
- **Average Cost Per Fan** through Facebook Ads: **\$0.41** (**↓ 20%** from 2012)
 - \$1.00 is the benchmark cost for a Facebook fan
- **2,764,037** paid, earned, and owned media impressions

Influencer Campaign

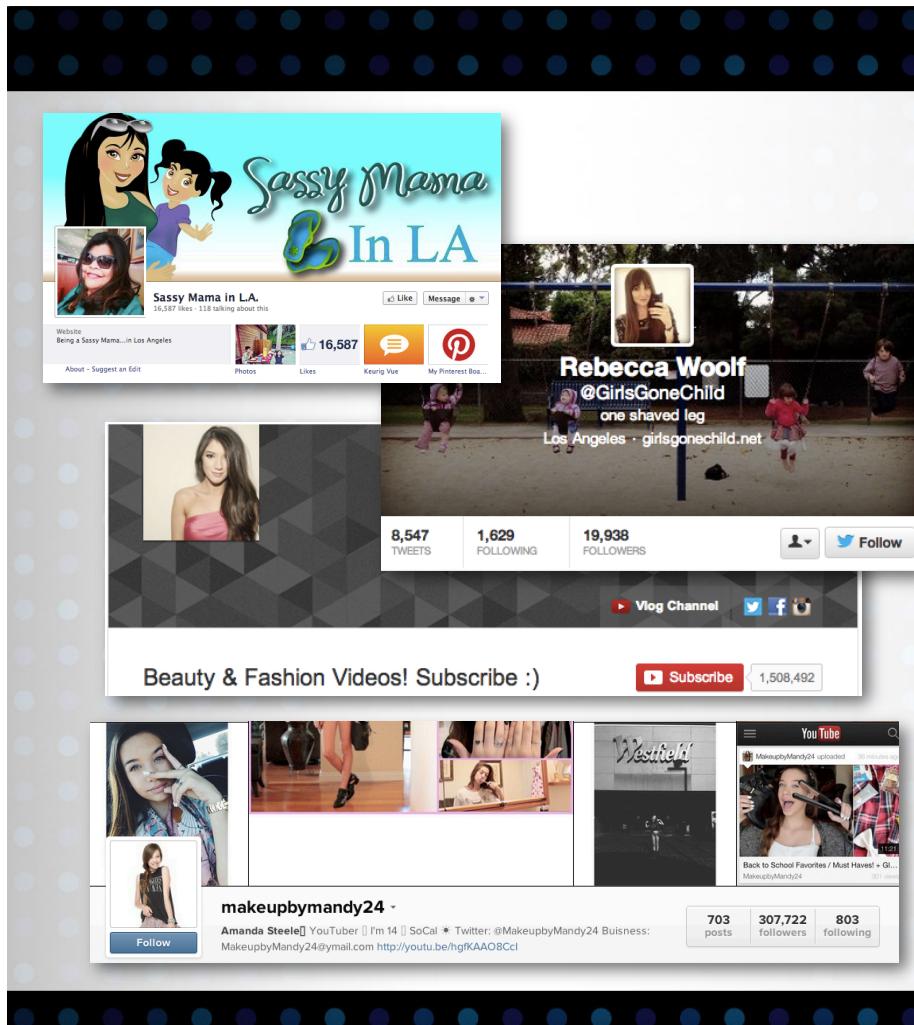
To drive brand awareness and retail sales during the Westfield Back-to-School campaign, Westfield activated **10 local mom and 12 fashion & teen influencers** to illustrate the back-to-school shopping experience for their fans and followers.

TUESDAY, AUGUST 20, 2013
Back to School Shopping at Westfield Connecticut Post Mall #WestfieldB2S

Westfield provided compensation to facilitate our back to school shopping experience. All thoughts and opinions are my own.

The school year is almost upon us here in Connecticut which means parents and children everywhere are heading to the malls for some back-to-school shopping. Now while I normally love shopping, having four young boys to buy for can be a little daunting for a few reasons. The biggest of course is price. I have four growing bodies to outfit and four sets of supplies to tackle and the cost adds up super fast. The other problem is doing the actual shopping with four children because let's be serious here, kids do not have the patience for shopping. Nor do husbands, I recently learned. However, shopping at the Westfield Connecticut Post Mall made the entire experience easier for us.





Influencer Reach

Influencers included **mom bloggers** with a strong Twitter and Facebook following as well as **fashion & teen vloggers** with a wide-reaching YouTube and Instagram presence.

Altogether, influencers had a total reach of over **4.8 million**. The highest reaching platform was YouTube with **almost 3 million** followers for all influencers combined.

Total reach for all platforms –

YouTube: 2.9 million subscribers

Twitter: 906,000 followers

Instagram: 545,000 followers

Facebook: 269,000 fans

Blogs: over 53,000 monthly unique visitors per blog, on average



Jenny Ingram @jennyonthespot 22 Aug
The look of temptation...Our @WestfieldSC back-to-school haul isn't unworn until SCHOOL STARTS! #westfieldb2s #pon pic.twitter.com/VEDV0lcz4I
Details Reply Retweet Favorite More

WestfieldSouthcenter @WestfieldSC 22 Aug
Oh!!! Isn't it sooo hard to wait?!
Details

Jenny Ingram @jennyonthespot 22 Aug
EXCRUCIATING #BacktoSchool RT @WestfieldSC: @jennyonthespot Oh!!! Isn't it sooo hard to wait?!
Details Reply Retweet Favorite More

11:04 AM - 22 Aug 13



Liza Hawkins · Follow · Freelance Ideabook Creator at Houzz.com
Love it! My 8yo is finally getting to the age where it's fun to shop with her, and it sounds like she'd really enjoy the experience at Westfield Annapolis Mall!
Reply · 3 Likes · Follow Post · August 15 at 3:16pm



girlsgonechild 3 weeks ago
today's post on GGC is about back-to-school shopping. Sponsored by @westfieldanapolis #westfieldb2s I didn't realize H&M had shopping bags so I had a pile in the corner of H&M for a good half hour. Nice work, self. :)

ellishmarieb_4avarretes, irishmermaid and 105 others like this.

snowmama
Those polka dots!!! Oh @pocketfullajune I just saw yours!! YES!!! #polkadotsoneverything

heyecho
@girlsgonechild h and m has a super cute tank with a Boston on the front right now...just in case you need something adorable for back to school too

mettemcgrath
OMG @girlsgonechild I'm reading your post about the rainbow shoes thinking, fably would just live the shoes my fairypinkcessballarina picked out the other day. Reading, reading... And lo and behold, they there are!! In your post!! Our girls have matching shoes. Halfway around the world. Am I a little too excited about this? Possibly :)

Leave a comment... Reply



Jen W. August 21, 2013 at 11:56 PM

Westfield has malls in the Chicago area too and they are great! They always have stuff for the kids to do and always have a good selection of stores.



Kelsey Cate 3 weeks ago

What?! I used to go to that mall all the time, I MISS Brandon!!!! Hated moving to this new area last year. Great video!!

Reply · 1 Like 1 Dislike

Influencer Engagements

Influencers created **10 blog posts** and **12 YouTube videos** showcasing their Westfield Back-to-School purchases and promoting their respective Center's Facebook sweepstakes. All influencers also used hashtag **#WestfieldB2S** on Facebook, Twitter, and Instagram.

Westfield-sponsored blog posts, videos, and social media posts resulted in **1,374,000 active engagements** comprised of comments, reposts, likes, tweets, and video views, at a total **cost per engagement of \$0.03**.

This campaign was Westfield's first experience working with young YouTube vloggers. YouTube video views comprised **948,000** of all active engagements.

Highlighted Retailers & Products

All mom bloggers referenced and many shopped at the Westfield Back-to-School sponsoring retailer, **The Children's Place (+xx%)**, plus other stores like **Target (+xx%)**, **H&M (+xx%)**, **Justice (+xx%)** and **Gymboree (+xx%)**.

Fashion & teen influencers commonly shopped and referenced **Forever 21 (+xx%)**, **Pac Sun (+xx%)**, **American Eagle (+xx%)**, **Charlotte Russe (+xx%)**, and **Sephora (+xx%)**.





In-Center Meet & Greets

The following Centers hosted meet & greets for their young influencers to gather with their fans, resulting in a total attendance of **270**. At Westfield Santa Anita, especially, the attendance of fans at the meet & greet resulted in increased retail sales.

- Westfield Santa Anita – Makeup By Mandy
 - 150 attendees
- Westfield Southcenter – Monica & Shelby Church
 - 80 attendees
- Westfield Fox Valley – Lauren Elizabeth
 - 40 attendees



Factors of Success

Text-to-Win Campaign

- **Keep it simple:** give shoppers an easy way (i.e., only having to text one number to receive one code for one locker) to participate with an in-Center activation.
- **Have greeters on hand,** who are trained and well-versed in the program details and who can quickly and easily explain those details, while encouraging shoppers to participate.
- Take pictures with winners and **share them on social media** feeds to encourage awareness, engagement, and further participation in the in-Center campaign.

Facebook Enter-to-Win Sweepstakes

- Westfield Digital should **continue supporting all sweepstakes with paid media** campaigns comprised of marketplace ads to drive entries and Facebook page Likes.
- Centers should **post about the sweepstakes daily** to excite existing fans about the sweepstakes and drive referral entries.



Factors of Success

Influencer Program

- It is best to **make the expectations as clear as possible** during the contract negotiation phase for bloggers & vloggers and to confirm influencers' (and their agents/managers, if applicable) understanding of what is requested of them. For instance, including what the specific needs and asks are for their participation in the program (inclusion of specific hashtag in any social media post, specific reference to sponsors, requirement to link to Center's sweepstakes, etc.)
- It is also best to ask for few requirements and **provide influencers with the editorial freedom** to create the post that they see fits best with their voice. This also establishes trust and ensures a strong and lasting working relationship.
- Asking **influencers to link out to the sweepstakes** was a very successful way to drive traffic to Westfield-owned channels.
- **Centers should actively engage with their influencers** before, during, and after their shopping visit, not only on Facebook, but on Twitter and Instagram, as well.
- Inspired by the success of the Damon Fizzy meet & greet at Westfield Brandon during the summer of 2013, Westfield approached three of the Back-to-School influencers to host similar meet & greets at their local Centers. While Damon Fizzy experienced a turnout of over 200, Back-to-School influencers experienced slightly lower turnout.
 - There's a variety of factors that influence turnout for meet & greets, the most important of which is the influencer's followership, plus the extent of the influencer's promotion of the event on their owned channels, the geographical location of the Center, and the local weather or other circumstances surrounding the event's date/time.



Key Learnings

Text-to-Win Campaign

- Simplification of the program (e.g., few codes and clear signage) will lead to increased engagement.
- Plan and **prepare for technical failure**; have other sweepstakes opportunities at the ready.
- Text-to-win campaigns encourage real-time, in-person engagement.
 - For future text messaging campaigns, incentivize opt-ins and provide description of expected content.

Facebook Enter-to-Win Sweepstakes

- For national sweepstakes, it is recommended to simply give away one national, grand prize rather than individual prizes at the Center-level. From the consumer's perspective, any grand prize is motivation enough to encourage entry. The cost of providing prizeing for every Center is better spent on promoting the sweepstakes with paid media and driving even more entries.



Key Learnings

Influencer Program

- Fashion & teen vloggers tend to have high followership and engaged audiences on Instagram and YouTube, while mom bloggers have the most valuable audiences on Facebook and Twitter. Centers should customize their ask based on influencers' most engaged audiences.
 - Fashion & teen influencers are well-positioned to help drive Instagram KPIs, while moms can help drive Twitter KPIs.
- Westfield-sponsored videos and blog posts **performed on par to influencers' non-branded** content. However, some engagement from fans of fashion & teen vloggers expressed negative sentiment towards the nature of sponsoring posts.
- Mom bloggers tended to have fans/followers who responded to the Westfield brand; fashion & teen influencers tended to have fans/followers who responded to the retailer brands. Mom bloggers will thus experience more positive engagement surrounding the Westfield brand than fashion & teen influencers will.
- Be aware that many vloggers have their “main channel” which is where the Westfield-sponsored video will be posted in addition to a **secondary “vlog channel” which acts as a daily or weekly video diary**. Some vloggers may do an additional, unpaid video on their vlog which might showcase a candid inclusion of their Westfield shopping day. These “vlog channels” generally have fewer followers than influencers’ main YouTube channels. Centers should be sure to monitor all influencer channels for social conversation beyond the contractual ask.

Campaign Success: Recap

This campaign marked Westfield's first in-Center usage of live SMS contesting and its first time working with fashion & teen vloggers as seasonal influencers. Westfield experienced success using paid media to support the Facebook enter-to-win sweepstakes, as well as utilizing mom bloggers to promote the campaign.

- **Influencer reach of 4.8 million followers ( 2,813%)**
 - 164,760 followers reached in 2012
- **Over 2,764,037** paid, earned, and owned media impressions
- **1,374,000 active engagements** on all influencer content
- **43,910 new Facebook fans** (≈33%) as a result of the campaign
 - Over 33,000 gained Facebook fans in 2012
- **16,402** sweepstakes entries, versus 12,619 in 2012 (30%)
- **8,505** shoppers texting in to live SMS campaign
 - Benchmarked 250 per Center, the actual average was 850 per Center
- **5,396** new email sign ups, versus 3,406 in 2012 (58%)

