

Cause Awareness

Brand Networks Helps GUESS Fight Global Stigma

SUCCESS STORY:

Global lifestyle brand GUESS teamed with Brand Networks, the leading provider of relevance-driven social marketing software and services, to raise awareness about Denim Day, an event aimed at ending sexual, domestic and interpersonal violence. Together, they raised a massive amount of awareness for the cause in just two weeks.

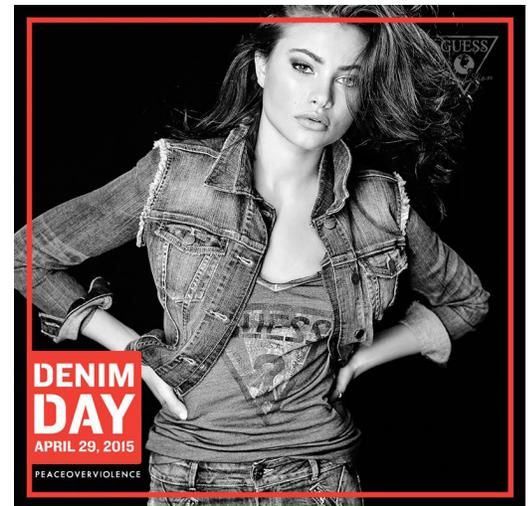
22 million
ad impressions



1/2 million
ad engagements

MEET GUESS + DENIM DAY:

In 1992, the Italian Supreme Court overturned the conviction of a rapist, stating that the victim must have helped the assailant remove her tight jeans—therefore the sexual assault was consensual. The following day, the women in the Italian Parliament came to work wearing jeans in support of the victim. Denim Day was born. In 2014, GUESS, long a symbol of a young, sexy lifestyle, adopted the movement, making Denim Day its first U.S.-based, storewide and online philanthropic marketing campaign. In 2015, the company set out to expand its Denim Day campaign to Europe.



THE GOAL:

The marketing team at GUESS Europe had the special responsibility of bringing the company's support for Denim Day as a branded campaign to Italy, the European market where the movement originated. GUESS Europe partnered with Brand Networks to find a suitable social channel to share ads and content for Denim Day, and grow the movement the campaign was aimed at supporting. The marketing team also wanted to target a specific set of audiences, and tailor creative to achieve the high engagement rates needed to drive people to learn more about the event and the Denim Day message. Facebook quickly emerged as the right place to achieve both the awareness and engagement levels GUESS Europe had in mind.

ABOUT BRAND NETWORKS



Brand Networks delivers relevance-driven social marketing and advertising to 650 enterprise customers, including half of the Fortune 100 and 17 of AdAge's 25 Most Advertised Brands. For more information, contact us at: newbusiness@bn.co

THE STRATEGY:

Brand Networks devised a three-part campaign designed to drive audience relevance over two short weeks:

Phase 1) Sew the Seeds: Far-reaching, precision-targeted Facebook ads to drive awareness about the cause.

Phase 2) Convert Activists: Promote the pledge to participate by wearing jeans on Denim Day.

Phase 3) Boost the Afterglow: Advertise pictures of celebrities and influencers supporting Denim Day.

Throughout the campaign, the Brand Networks Platform helped the team target audiences precisely, with tools to create “lookalike audiences” that had more in common with known Denim Day advocates than native Facebook tools could.

Brand Networks’ proprietary Optimize Now technology monitored real-time performance, allocating budgets to the most efficient ads in each phase. Since Optimize Now can intelligently optimize toward multiple objectives, GUESS Europe campaigns were simultaneously optimized toward awareness and website clicks. This let the marketing team drive interest in Denim Day and also efficiently deliver advocates to the Denim Day website.



THE RESULTS:

GUESS Europe reached millions of new advocates and generated spectacular online buzz around Denim Day in the Italian market. Over **22 million impressions** were generated in only two weeks, with an **engagement rate of 2%**. The campaign’s relevance was reflected in its **500,000 engagements** and **350,000 video views**.

“The Brand Networks Platform allowed us to hone in on the new and undiscovered audiences we sought, and to quickly optimize Denim Day’s messaging.”

GUESS

-GUESS Europe

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