

Case Study

Sportswear Store Chain

Retail Sportswear is a challenging market to engage in South East Asia due to the fierce competition that tests even the long-term seasoned players. A new approach towards the customers is inevitable required in order to retain, engage and subsequently generate sales.

Digital marketing solutions enables targeted proximity marketing which reaches the millennial generation, who are well read and informed. The conventional “spray and pray” marketing methods a.e. gigantic signboards have lost its purpose and objective.

An internationally renowned sportswear brand called on us to do just that. They envisioned themselves to be a pioneer in this new approach among their competitors as much as our solutions are concerned.



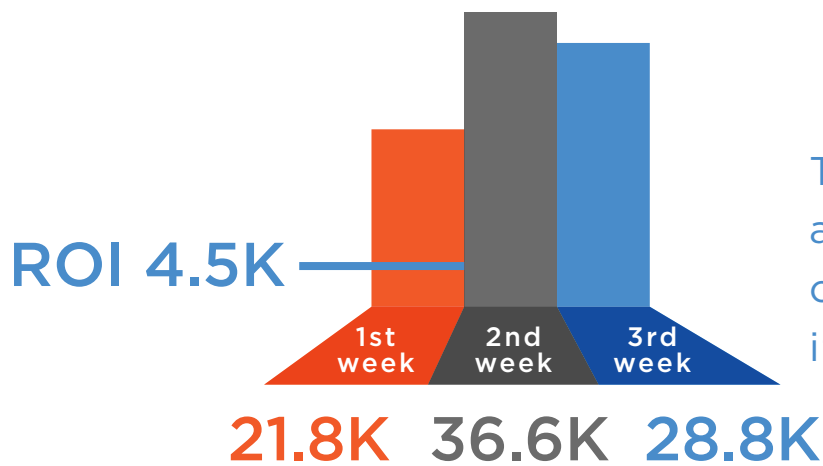
GOAL

To increase the revenue through a better digital retention of the existing and new customers using new digital approach.

ADVERTISING CAMPAIGN RESULTS

The strategy implemented was digital campaigns with redeemable in-app e-vouchers.

The campaign was planned and commenced for three weeks with great success in reference to the sales and the customer retention achieved.



The ROI of the campaign was achieved successfully at the conclusion of the first week itself.



VOUCHER VALUE

RM 25



REDEEMED VOUCHERS

182



TOTAL SALES

RM 87,378.00