

BUSINESS CASE

ARROW, a premium formal-wear range from Arvind Lifestyle is synonymous with timeless elegance. The brand wanted to showcase their new range of *Zero Calorie Work Wear*. ARROW had released a series of print ads to promote this Spring Summer '13 collection and discount offer at exclusive arrow stores. However, these print ads lacked in creating an impulse in the readers to visit the store. The Brand looked at exploring the possibilities with mobile to not only drive readers to the store, but give them an experience of the apparel even before they walked in to the store.

SOLUTION

The print ads were augmented to deliver an extended view of the brand. User captured the print ad from their mobile phone to see the models come to life on their phones screens with the price tags of the featured collection, thus creating intent in the readers to check out the complete collection.

Users could not only check out the collection but also rate them which they could share with their friends and peer on social media.

The activity created viral, inviting more users to experience the innovative engagement.

Additionally, readers could submit their mobile numbers to avail the exclusive offer. Further, a store locator utility was integrated along with other engagements, prompting users to walk-in to the nearest store.

RESULTS

- Over **8500** users engaged with the print ads of which a majority (over **56%**) accessed the Men's Collection
- On an average, the Men's collection were rated **3.9** and women's **4.1** on a scale of **5**
- More than **82%** of the users used the store locator utility
- On the first day of the ad release, users have spent an average of **12 minutes** on toying with the engagements delivered

