

BUSINESS CASE

Reliance trends launched its spring collection of trendy t-shirts. The retailer was looking at promoting the tee-fest campaign through a never-before customer experience and thus increase visibility & product trial.

In a bid to drive the campaign for an innovative customer experience, the Reliance Trends print ads were augmented to provide a Virtual Wear Engagement to the consumers. The campaign was designed to provide hands-on impression in the form of Experience Tees engagement.

SOLUTION

Users capture the print ad from their mobile camera to bring the trial room experience alive on their mobile phones.

A virtual trial room with mobile camera as the mirror appeared on their mobile phone. Readers could experience the complete collection in a single shot, compare, choose and share the look with their friends. At any point of time, users could try 15 different designs.

They could also see the video, download coupons, find the nearest showroom and connect with social media.



OVER 20,000 DESIGNS, ₹ 149 ONWARDS.
SHOP FOR ₹1999 AND GET FREE GIFT COUPONS WORTH ₹1000!



RESULTS

- 50,000 square meters of trial room space, 20,000 trials delivered, 48,000 minutes of engagements with consumers all at 10% additional investment on print budget
- 68% of the total users also accessed offers and nearest outlets
- It was observed that impressions on social media splurged by 200% during the campaign, with 34% sharing their photos, stories and liked the engagement

HIGHLIGHTS

- Reliance Trends got analytics on who is trying what, what designs are popular, who the users are and where they are from
- The brand extended the campaign to retail and got the mobile phones on their radar exploring more possibilities and opportunities
- Overall, digital demonstrated how a store space could be augmented, a sale opportunity could be complemented and finally how a newspaper can become a virtual trial room