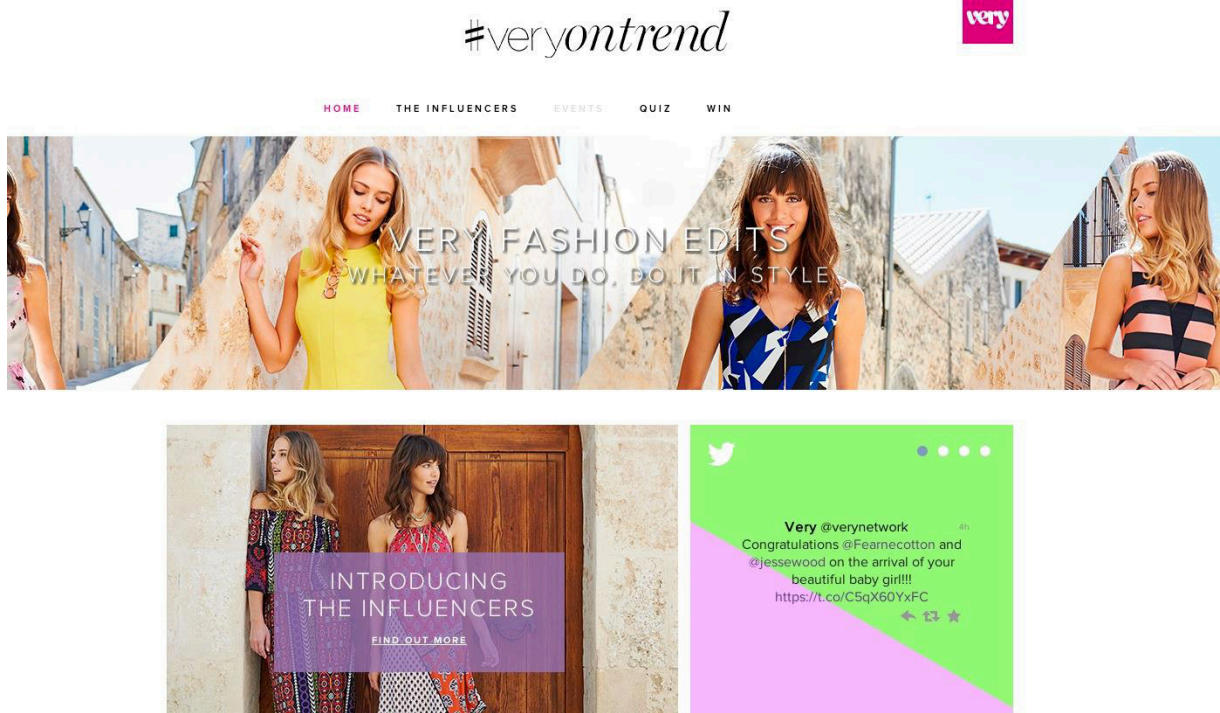


MAGNETIC

MAGAZINE MEDIA DRIVES VERY.CO.UK STANDOUT

Cosmopolitan brings Very's fashion credentials to life



AT A GLANCE

OBJECTIVE

Deliver standout for very.co.uk by cementing their fashion credentials

AUDIENCE

Millennials

PLATFORM

Print, digital, social media

MAGAZINES

Cosmopolitan

MEDIA AGENCY

Amplifi

PUBLISHER

Hearst Magazines UK

BACKGROUND

Very was looking to position themselves as leading-edge in the field of fashion. Having launched the #VeryonTrendCollective (their own panel of emerging and influential fashion talent) in 2014, Very wanted to take the campaign a step further and create fame for this exciting initiative.

MAGNETIC

IDEA

Very partnered Cosmopolitan to access its core audience of millennials, and inspire and excite them into interacting with the #VeryonTrendCollective. Cosmopolitan provided the perfect vehicle for a brand looking to align themselves with top quality fashion content, as well as carefully selected fashion, music and beauty influencers who represent authentic and respected voices within their areas of expertise.



EXECUTION

Cosmopolitan provided the perfect vehicle for Very to raise advocacy and credibility of the brand.

A 16-page native pull-out print execution formed the centre-point of the campaign. Expertly curated and endorsed by the collective, it showcased edits of the hottest trends of the season, helping to build the very.co.uk brand as the authority on the biggest emerging styles in women's fashion.

A key part of the campaign utilised Cosmopolitan's Snapchat Discover channel. Cosmopolitan developed a mini-magazine experience everyday on the Snapchat app and very.co.uk became the exclusive channel partner over a three-day period of the campaign.

By developing snackable must-see content for those who want to be in-the-know, this dynamic social campaign drove the brand story further by instigating conversations around the #VeryonTrendCollective, helping to bolster Very's fashion credentials.

