

CLARKS PARTNERS MAGAZINE BRANDS TO CHANGE PERCEPTIONS

Clarks Engaging a fashion conscious audience encourages reappraisal of the brand



AT A GLANCE

OBJECTIVE

Shift brand perceptions from old fashioned to relevant to a fashion-conscious audience

AUDIENCE

ABC1 Women

PLATFORM

Print, digital, social media, events, pop-up shop

MAGAZINES

Marie Claire, InStyle, Look

MEDIA AGENCY

Havas Media

PUBLISHER

Time Inc. UK

BACKGROUND

Clarks wanted to dramatically shift perceptions of the brand from old fashioned to more dynamic and relevant to a fashion-conscious audience. The Clarks brand has a strong heritage and solid quality credentials; however amongst its target audience it wasn't an aspirational brand. Clarks needed to challenge this through a very targeted re-positioning campaign in order to change perceptions from being old fashioned and staid to an inspiring and classy choice.

MAGNETIC

IDEA

Time Inc. decided to tackle this as much more than a media brief. Clarks has very broad appeal, with a customer base that spans all ages, presenting a challenge when you need to deliver a very targeted message and achieve stand out retail space was very much at odds with the vibrant exciting product that the fashion editors recognised in Clarks. Time Inc. designed a broad marketing approach that tackled these inconsistencies head on and encouraged the fashion-savvy to re-appraise the brand and engage with it.

EXECUTION

Leveraging the expert skills of Time Inc.'s fashion editors, they utilised a diverse creative canvas via print and digital platforms. In print across Marie Claire, InStyle and LOOK display and advertorials depicted real-life, stylish consumers shopping in key cities across the UK, working to align Clarks with cool independent shopping areas. This 'in the moment' approach worked to ensure that clarks was seen to be trend setting. Involvement of the editorial team ensured this fresh perspective felt genuine and would be trusted by the savvy target audience.

To tackle the retail experience challenge, Time Inc. built a virtual shopping square (tablet-optimised) with eight stores. These brand boutiques (LOOK Boutique, Marie Claire Beauty Room, InStyle Jewellery Den etc) offered a different experience for the audience aswell as an opportunity to purchase the Clarks product. Competitions and social media (ie. hashtags, Instagram feeds) drove traffic to the website.

Clarks gave the editorial team access to their retail space and this opened up an opportunity to create a new look and feel in store. Areas within key flagship stores were styled by these teams, with fashion advice attached to each product, a 'Shoes of the Week' section and a free magazine of their choice with every promotion. Crucially this initiative also extended to staff training, to ensure they were fully briefed and aware of the campaign. A one day academy at Clarks' HQ in Somerset, saw editorial teams train Clarks ambassadors. The end result was a more fashion-literate workforce, conversing in the same style as their target audience.



RESULTS

The results are testament to the brand impact that can be achieved when the editorial expertise of fashion editors is utilised across the broad creative canvas that modern publishing businesses now offer. The marketing initiative delivered an incredible uplift in key metrics for Clarks.

- Clarks is Fashionable **+80%**
- Clarks is On-trend **+58%**
- Clarks is Exciting **+38%**
- Clarks is Inspiring **+120%**
- Clarks is Young **+76%**
- Clarks is Middle-aged **-20%**
- Clarks is Boring **-40%**