

# Brand Partnership: General Pants & West Hollywood

Part brand partnership, part digital influencer campaign. Millennial-focused content was created and distributed online and in-store to drive awareness and conversion for West Hollywood.

## BRIEF

As the ANZ representatives for the West Hollywood Travel and Tourism Bureau, our team was tasked with developing a consumer database and positioning the destination as the coolest place to stay when visiting Los Angeles.

Primary goals:

- Position West Hollywood as the ultimate 'LA Cool' experience
- Showcase the wide range of West Hollywood leisure, dining, hotel and sight-seeing experiences
- Collect data to build subscriber database
- Encourage holiday bookings to West Hollywood

## SOLUTION

- Partner with a major Australian brand with a similar personality to West Hollywood.
- Leverage the power and persuasion of digital influencers and maximise audience through their voices.
- Create interesting and emotive content - images, videos and written content – that can be repurposed by the client.
- Leverage brand partner channels to boost reach of content to targeted audience and collect database information.
- Incorporate key messages (e.g. booking call to action, diversity of experiences, etc) throughout all campaign elements.

## ACTION

- Developed a brand partnership with General Pants, a highly influential Australian clothing brand for the Millennial audience.
- Enlisted brand ambassadors/influencers to travel to West Hollywood and create highly engaging, fun and inspirational content.
- Used influencer trip as inspiration for a consumer prize.
- Travel industry partners, Delta Air Lines and Helloworld, brought on board to assist with influencer flights and provide a clear call to action for consumers.



# Brand Partnership: General Pants & West Hollywood (cont'd)

Content was pushed out through all partners' channels - Visit West Hollywood, Delta Air Lines, Helloworld and General Pants – to reach as many consumers as possible.

## CAMPAIGN ELEMENTS

General Pants customers were enticed to enter a competition to follow in the footsteps of the three influencers.

The influencers and General Pants promoted the content via:

- Influencer Instagram posts and stories
- Influencer/ General Pants daily blog series
- Influencer Facebook posts and General Pants Facebook ads
- Influencer Twitter and Snap Chat posts
- General Pants / West Hollywood window promotion and in-store POS
- General Pants in-store video
- General pants eDMs

## Helloworld deliverables:

- Solus eDM sent to database generated through competition
- Travel agent incentive launched to win a famil trip to West Hollywood, flying Delta

## RESULTS

This campaign achieved excellent results through the combination of General Pants owned and influencer's personal channels.

Combined statistics:

- Impressions: 15,156,908
- Likes: 280,631
- Comments: 12,837
- Media Value: \$1,551,981

**Exceptional ROI of 155:1**



The three influencers enjoying the views from Griffith Observatory in Los Angeles



Example content posted on Instagram

