

Lee®



THE ULTIMATE
SKINNY JEAN
#IAMSCARLETT

I AM SCARLETT

Lee®

Case 3.

Lee wanted to spread the word about their new women's collection - I Am Scarlett.

Goal: Amplify the #IAmScarlett influencer-driven campaign.

SOCIUS



Solution

Costume ran a sponsored article about the new collection where readers could enter to win a pair.

Socius was used to display and distribute photos and videos of influencers wearing the jeans and lucky winners hashtagging their prize. The unit appeared at the bottom of every apparel article and on the home page as an in-feed unit. CTAs drove traffic to the Lee campaign site and the competition page.

COSTUME

MOTE • BEAUTY • SUNNET • INTERIOR • ABONNEMENT • Q



UNNGÅ DISSE TABBENE OM DU HAR TYNT HÅR
Har du fint, skandinaviske hår og drømmer om mer volum? Da skal du unngå disse stylingmetodene.



NYTT COSTUME I BUTIKK NÅ



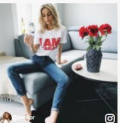
MINE SOMMERFAVORITTER



MOTE FOR MOTENS SKYLD

#IAMSCARLETT

VIL DU VINNE ET PAR?
KLIKK DEG INN HER



SOCIUS

Results

2.36% reader engagement

6x industry standard*

3.14 posts on average
(engagement depth)

0.43% CTR on native tiles

